

Lessons for Workplace Wellbeing



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Farmstrong is a nationwide wellbeing programme for the rural community. Our aim is to help you live well to farm well.

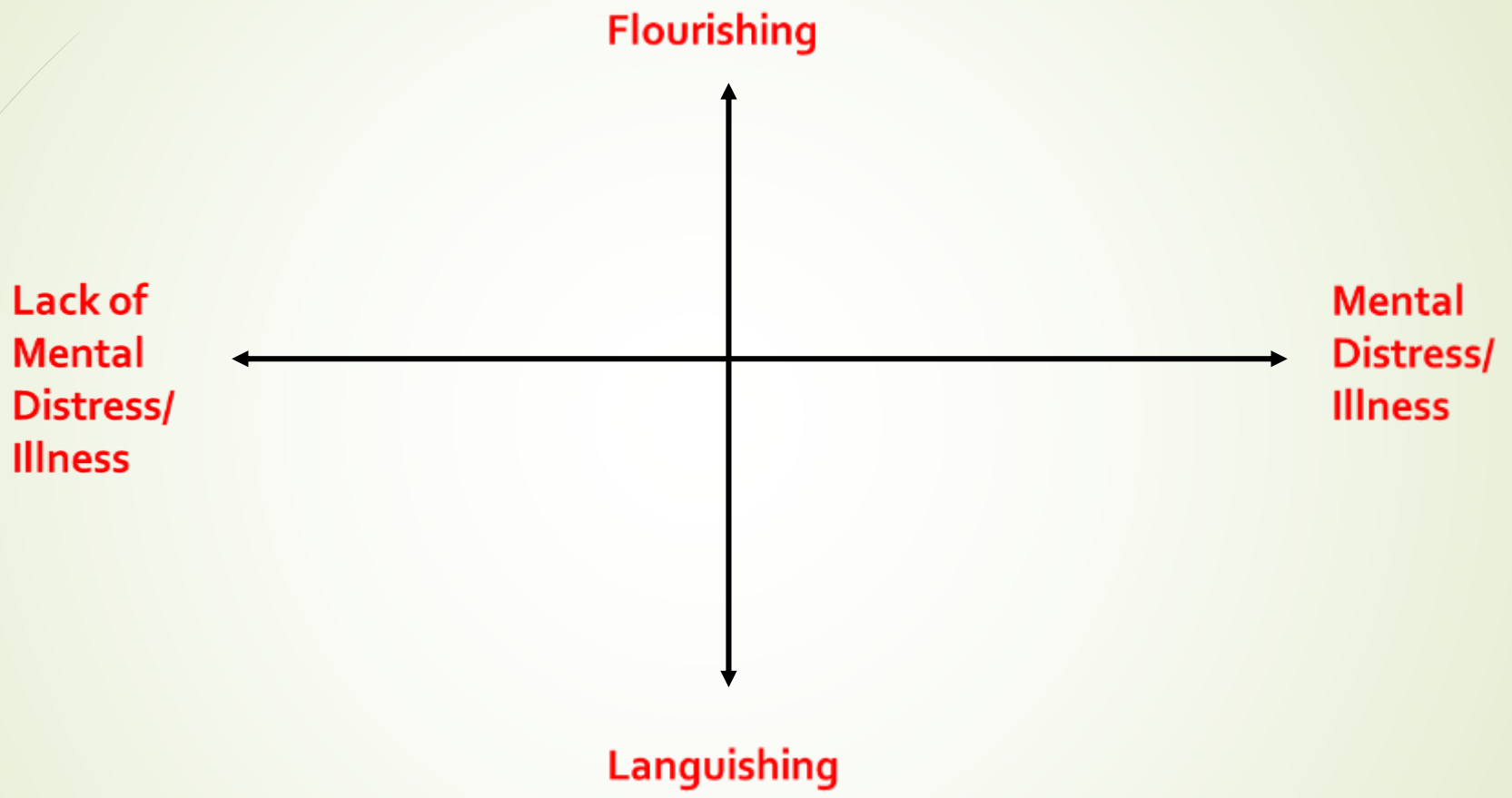
Start Here

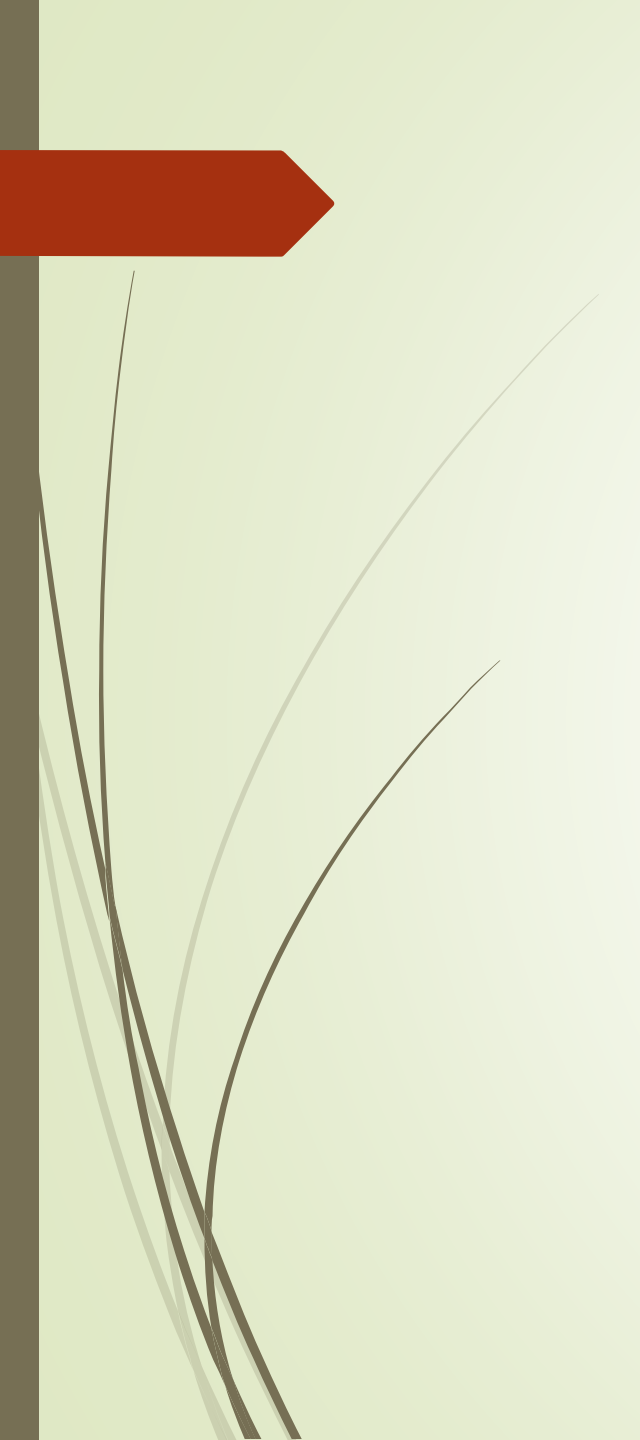


"Farmers, growers and their workers are the most important asset on the farm." Sam Whitelock, Farmstrong Ambassador

FARM  **STRONG™**

What is Mental Health ?





**Flourishing
(mostly)**

“**Feeling Good and Functioning Well** - positive emotion, engaged, emotionally stable, vital (energetic), optimistic, resilient, good self-esteem, competent, sense of meaning and direction and positive relationships”

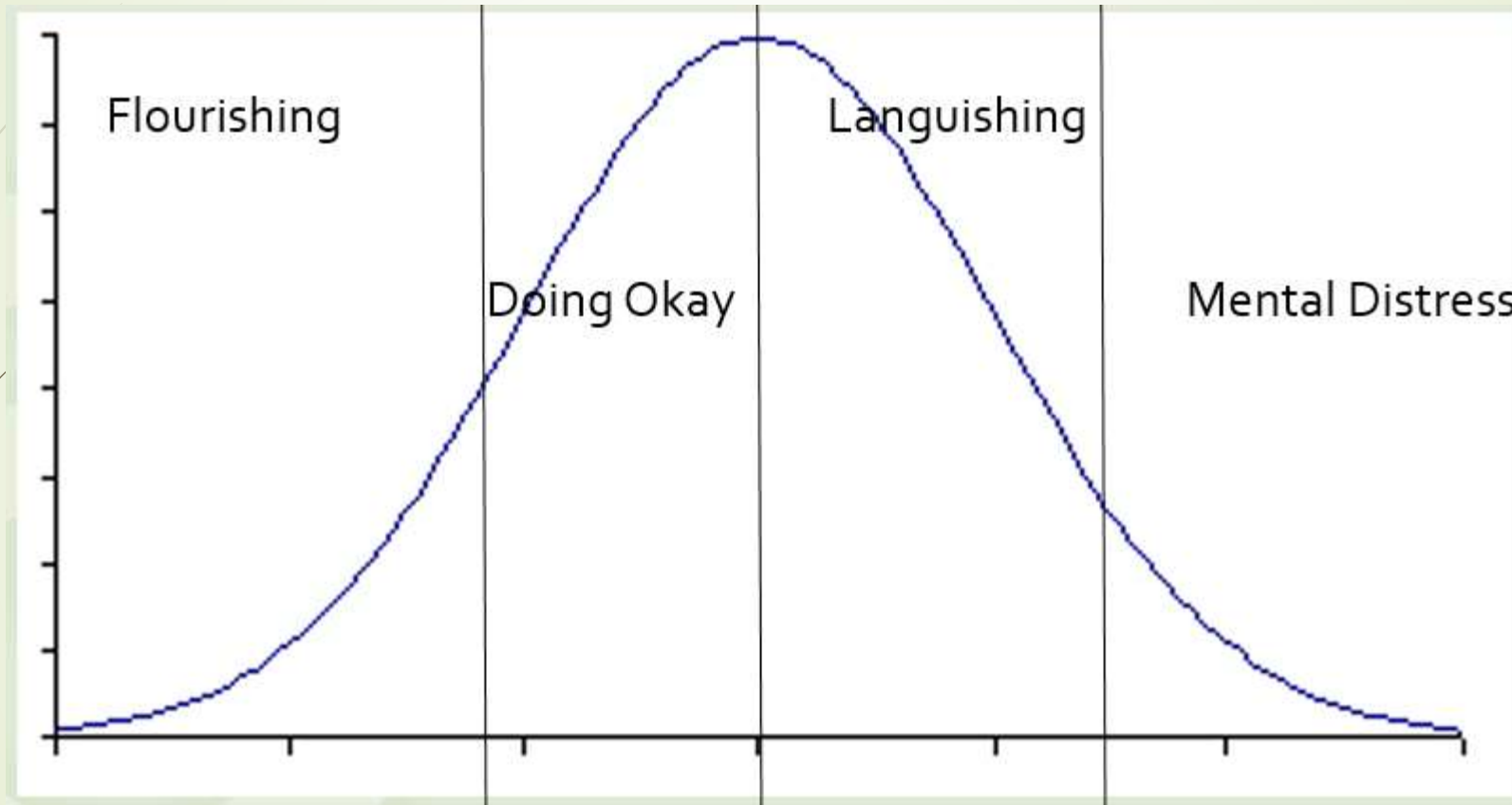


“**A Hollow or Empty Life** - lack of purpose, frequent low mood, disengaged, emotional instability, sluggish, pessimistic, fragile, low self-esteem, poor competence, lack of meaning/directionless and dysfunctional relationships”

**Languishing
(mostly)**

NZ Population

Roughly



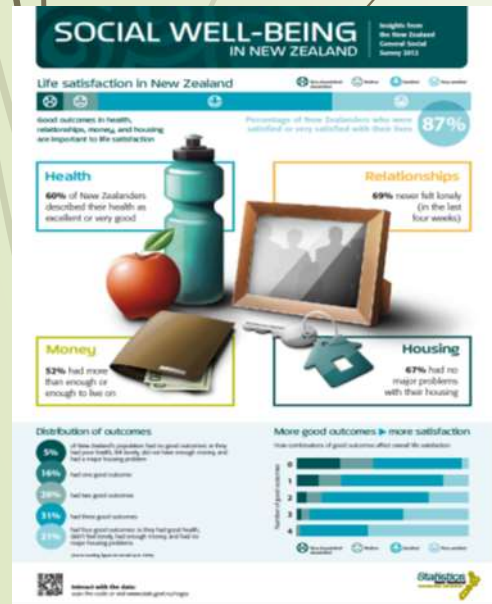
People can move and change over time and experience more than one state at a time

Evidence

One in Two New Zealanders will experience a common mental illness in their lifetime (47%, or 2,200,000 people) NEW ZEALAND MENTAL HEALTH SURVEY 2006

One in Five adults had a diagnosable mood and/or anxiety disorder in 2013/14. (18.6% or 680,000 people) Ministry of Health Statistics

47% of Kiwi's had 2 or less areas of their lives functioning well for their wellbeing
Dept Stats Wellbeing Index

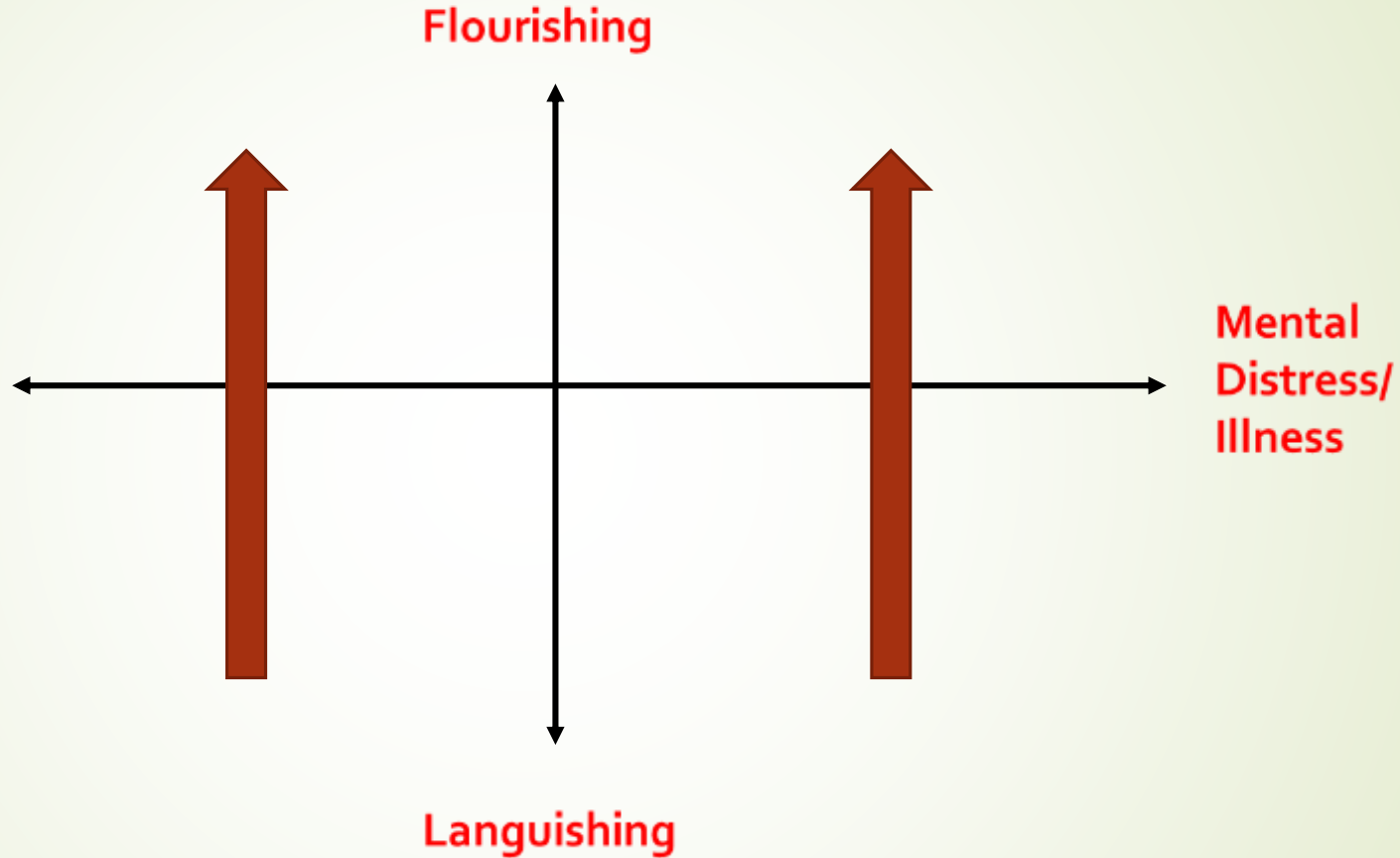


25% of Kiwis have flourishing (Awesome) lives
53% "could be doing better"
Sovereign Wellbeing Survey

What are we trying to Achieve



Lack of
Mental
Distress/
Illness



Three Pillars of Mental Wellbeing in the Workplace



Strong
Kia Tautoko
Boosting mental
wellbeing & resilience



Supportive
Āwhinatia
Fair & empathetic
approaches



Safe
Manaakitanga
Psychologically healthy
environment





The core idea behind Farmstrong

Farmers and growers are the most important asset on the farm. Developing small but regular habits that increase your wellbeing means you will have plenty to draw on during challenging times. These habits also help you perform at your best.

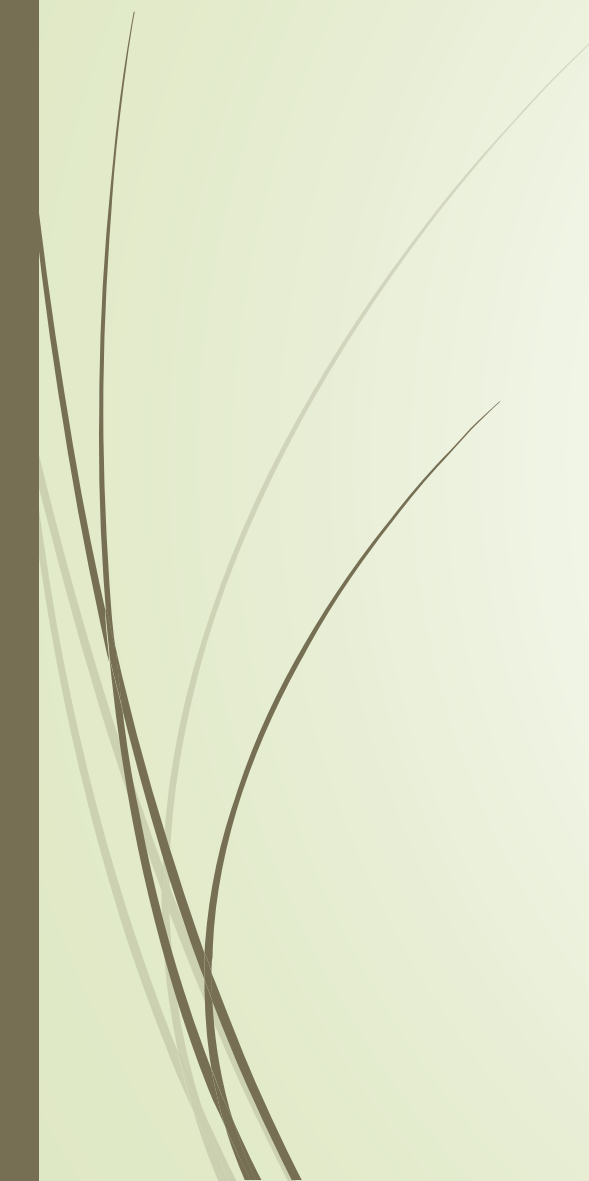


Strong
Kia Tautoko

Boosting mental
wellbeing & resilience



Core aspects

- Wellness not illness – good for business focus
 - Farmer to famer – story telling
 - Partnerships – credible and farmer friendly
 - Community not commercial
 - Science based – topics and behaviour change
 - Measurement and tracking
 - Easy to do – Attractive – Social – Timely (EAST)
 - Learn as you go and have fun!
- 

FARMSTRONG ROAD MAP GOAL

Improve the emotional and psychological resilience of people working in farming

OBJECTIVES

Increase **motivation**
to invest in
emotional and
psychological
resiliency of self and
others

Increase individual **confidence**
in ability to
manage stress and
adversity

Increase individual **skills**
to manage stress and
adversity

Increase **connectedness**
and support structures

Increase **adoption**
of practical behaviours
to manage stress and
improve emotional
resilience

STRATEGIES

Marketing and communications to:

- Increase perceived importance
- Highlight benefits and minimise costs
- Demonstrate skills
- Provide platform for other strategies

Champions who:

- Increase perceived importance of issue
- Highlight benefits and minimise costs
- Advise on and role-model skills and practices
- Increase confidence in ability to act
- Facilitate connections

Information, resources and tools that:

- Provide guidance on practical behaviours
- Support change

Events and learning forums that:

- Connect people with information and resources
- Connect people with support networks

Research and evaluation is conducted that:

- Records changes in behaviour against baseline indicators
- Research results communicated via reports, stories, presentations

What farmers told us

When Farmstrong was just an idea we listened to over **400** farmers and growers about what the biggest challenges and barriers were to their wellbeing. **47%** said the biggest challenge was getting time off the farm to achieve a work-life balance.

We also asked what topics they were most interested in to improve their wellbeing.



35% wanted to know how to manage tiredness and fatigue



29% how to stop worrying about work all the time.



31% how to manage stress



34% how to get the best out of employees

Other things farmers told us

Farmers said they were keen to discover the practical things that other farmers did, so they could see if they would work for them. They also said that we needed to be online and at the events that farmers are already going to.

What we made happen

These insights shaped what we supported in our first year. These were: a website and social media platforms to share online information and farmer stories, tools and resources. We attended national and regional agricultural events and partnered with a rural music and comedy tour to give farming families a break. We also launched two key initiatives: the Farmstrong Challenge and Healthy Thinking workshops.



Resources

All our tools and resources are produced and designed with input from farmers. This helps them be practical and relevant. We also seek input from topic experts to ensure that our tips and advice are based on the latest science.

Our suite of resources includes: farming stories and educational material in video and print, podcasts, brochures, flyers, posters and other merchandise. These can be accessed via the website and are used in Farmstrong workshops and events.



Dylan And Sherie Ditchfield
Dylan and Sherie learned their business run by making wellbeing their number one business priority.



Richard And Becks Toddwell
Prevention stops problems deep and broad and the couple are a fun, better spouse.

The collage features several Farmstrong resources:

- Clinical Psychologist Sarah Donaldson Answers Farmer Questions on Stress:** A brochure with a photo of Sarah Donaldson and text discussing stress management for farmers.
- Eat Well, Farm Well:** A poster showing a group of people sitting on a porch, with a dog in the foreground. Text includes "Find out what works for you then lock it in."
- Join me and lock in the BIG 5:** A poster featuring a man in a blue jacket and a dog, with a sign that says "LOCK IT IN".
- GIVE YOURSELF A BREAK:** A brochure with a photo of a man and a woman, and text about taking breaks.
- How Tired Are You? SLEEP WELL:** A worksheet with a grid for tracking sleep patterns and a photo of a man on a tractor.
- Under the pump?:** A poster with a man in a blue jacket and a dog, and text about managing pump-related issues. It includes a checklist of questions.

At the bottom right, contact information is provided: Rural Support 0800 787 254 and VISIT www.farmstrong.co.nz for more information.

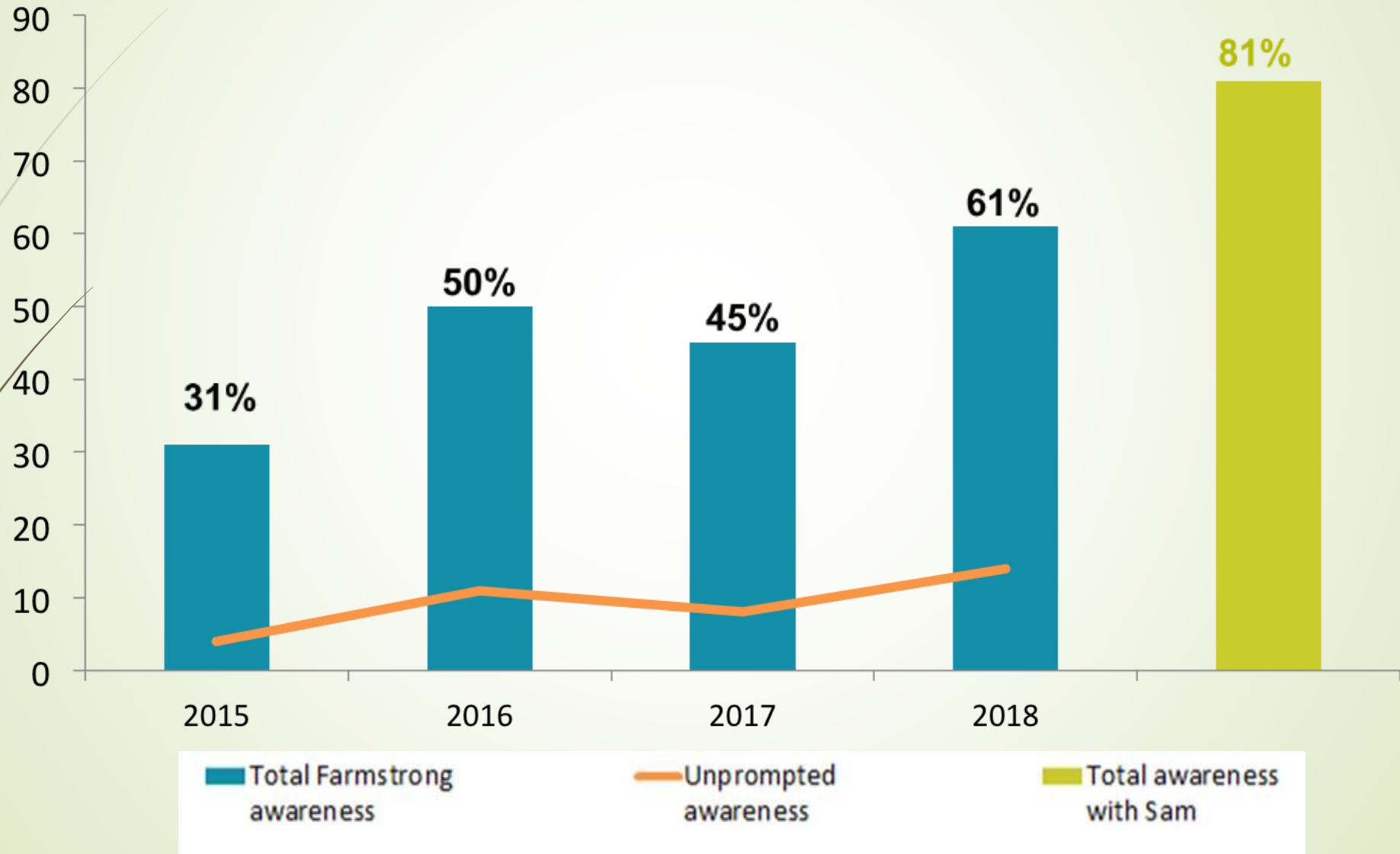
Agricultural Field Days

Farmstrong takes its messages to where farmers go. It makes a marquee appearance every year at National Agricultural Fielddays at Mystery Creek. This event attracts 130,000 people over four days. This is our chance to connect with farmers and talk about the issues that matter to them. We also organise a range of activities to raise awareness about our wellbeing topics.

Farmstrong also has regular presence at other agriculture field days; including the Canterbury A&P Show, Southern Agricultural Field Days Waimumu, Central Districts Field Days and Northland Field Days in Dargaville. At the last three National Fielddays, as well as the 100's that we talked to, 576 signed up and competed in Farmstrong movement challenges, 702 received a 10-minute neck and shoulder massage and 485 played Mindball (a focus and relaxation game).



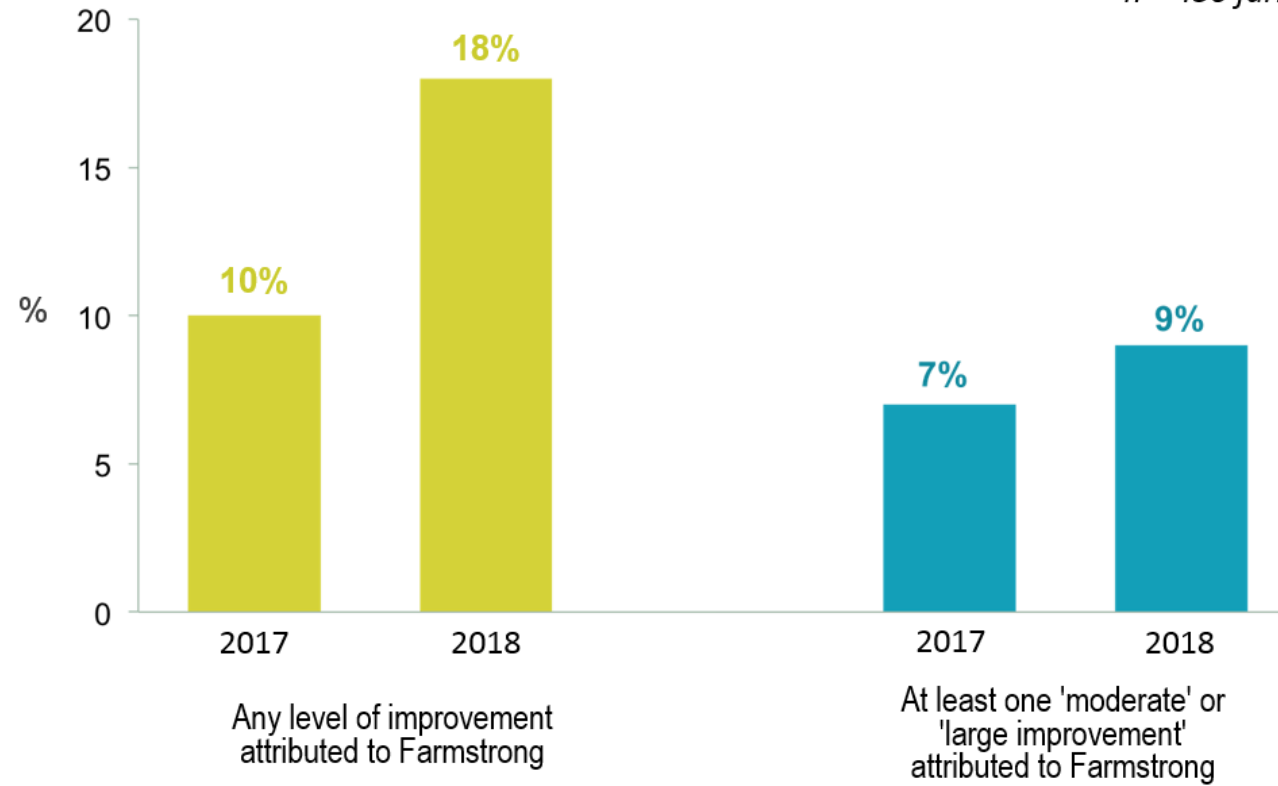
Awareness of Farmstrong



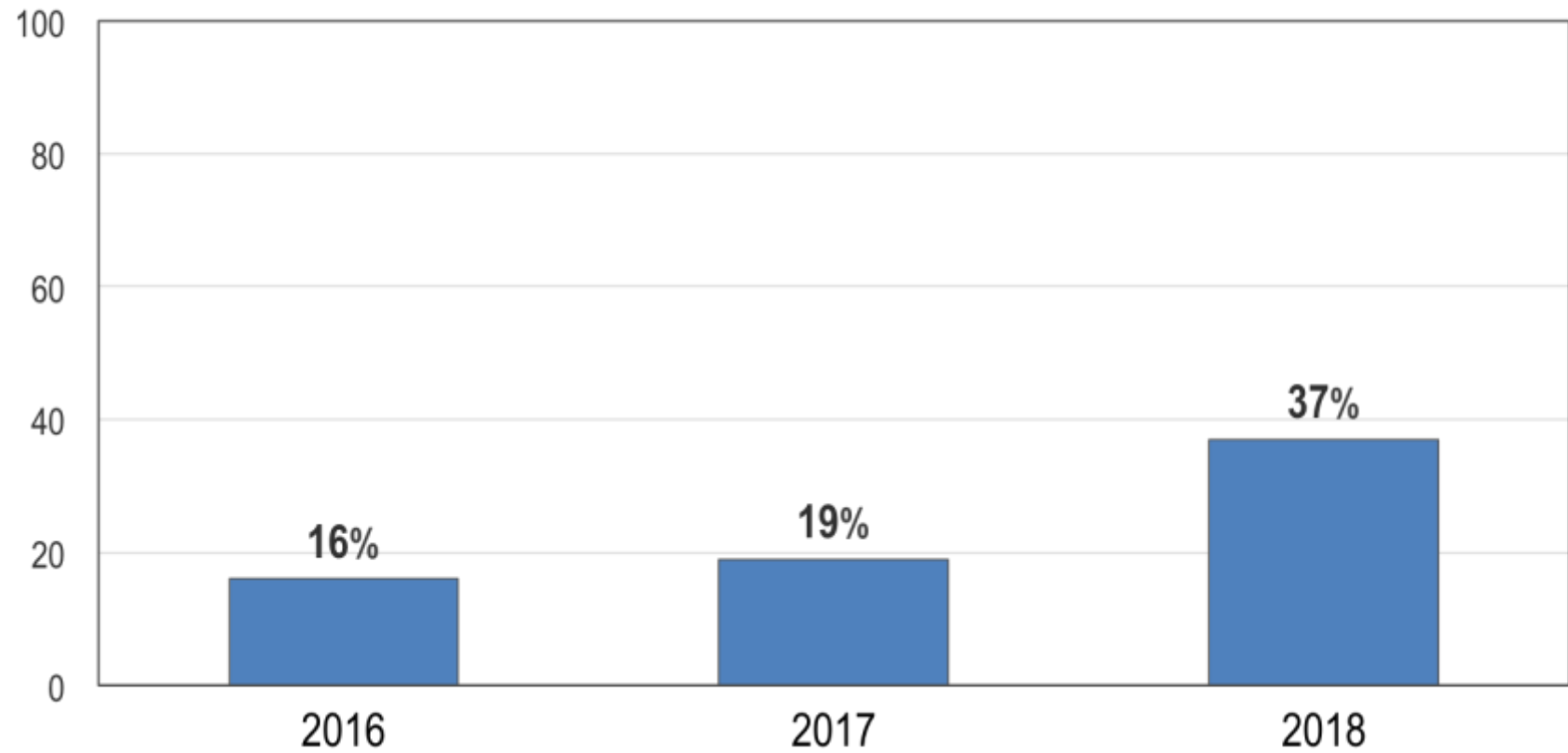
Improvement attributed to Farmstrong



n = 450 farmers



Proportion of those reporting 12 months improvement in 'Ability to cope with the ups and downs of farming' who were Farmstrong participants



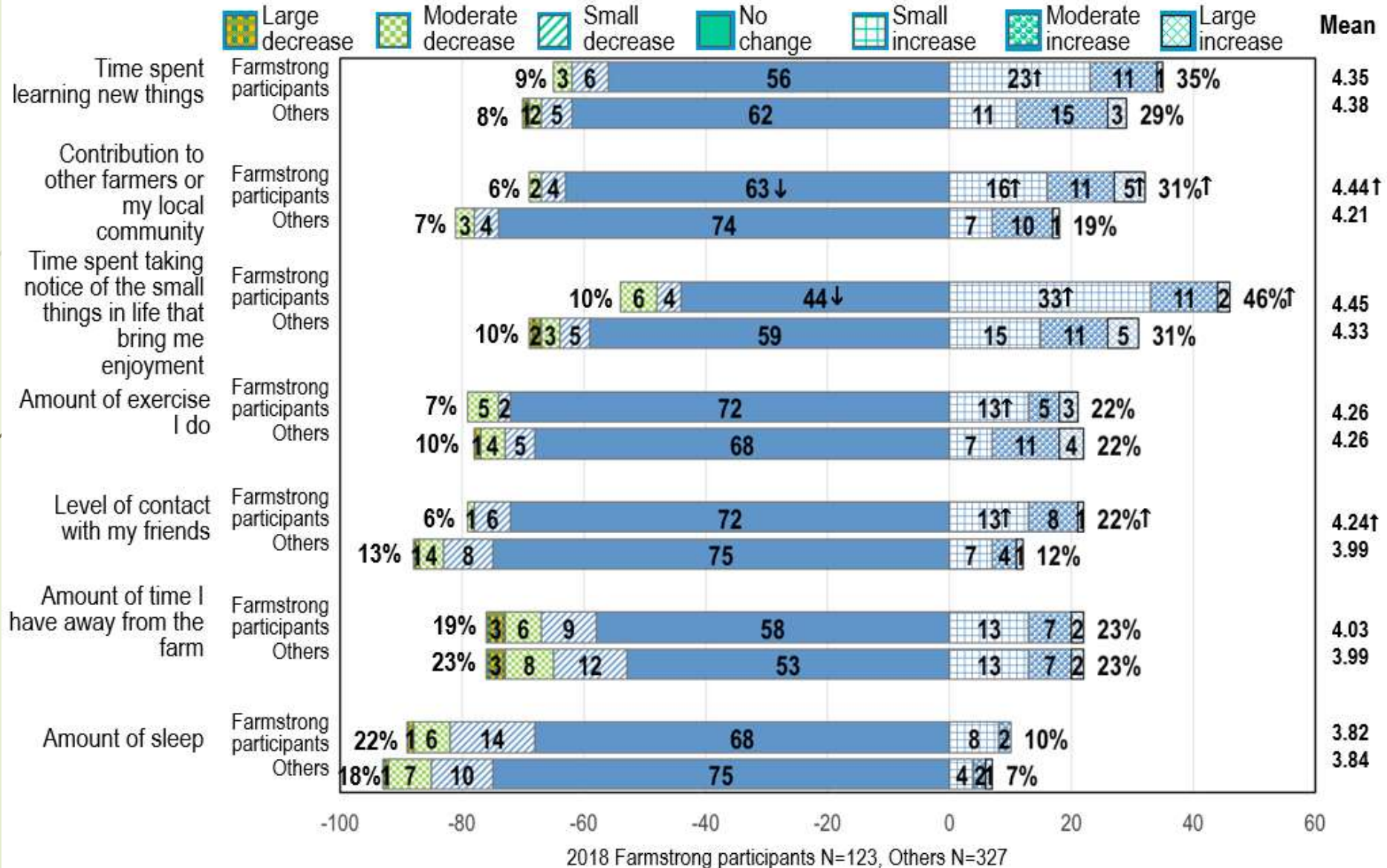
Comparison of Farmstrong participants and others – Part 1

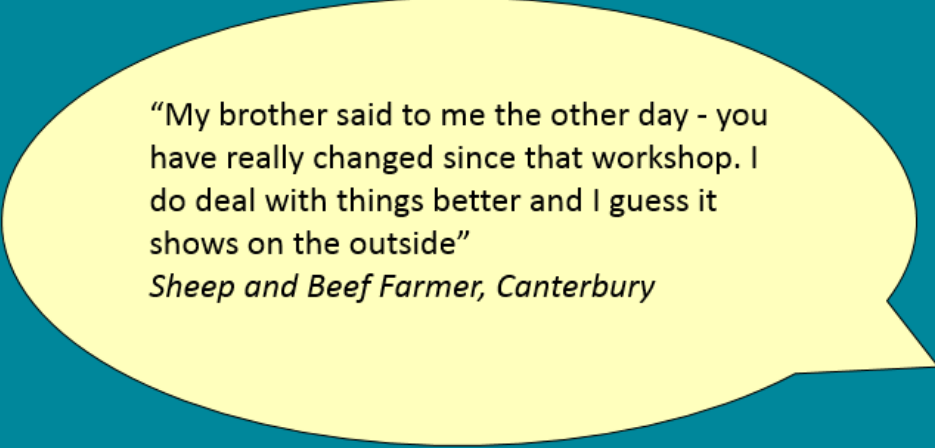


2018 Farmstrong participants N=123, Others N=327

Comparison of Farmstrong participants and others

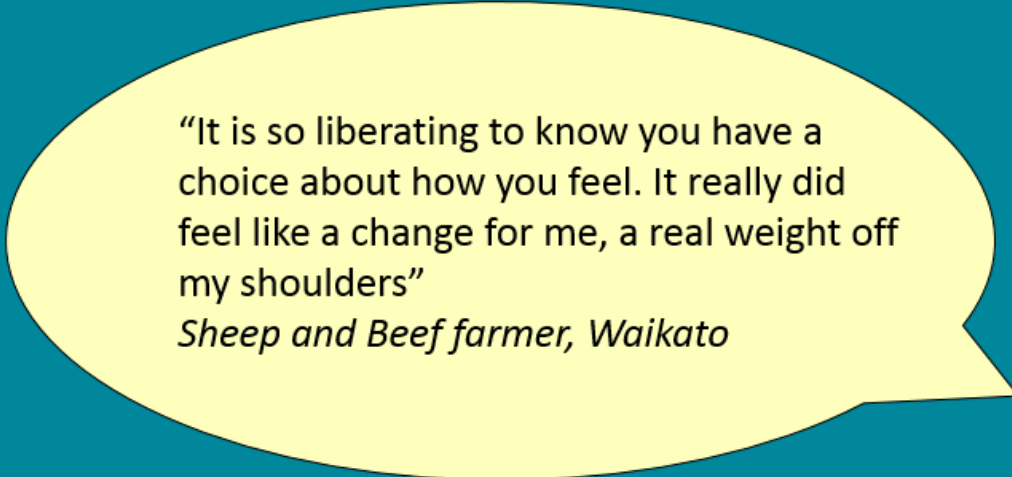
– Part 2





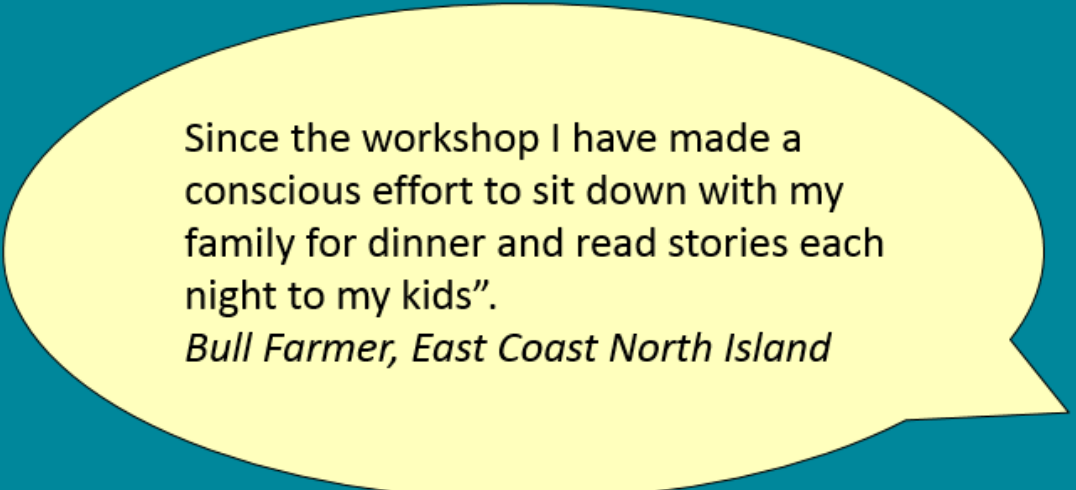
“My brother said to me the other day - you have really changed since that workshop. I do deal with things better and I guess it shows on the outside”

Sheep and Beef Farmer, Canterbury



“It is so liberating to know you have a choice about how you feel. It really did feel like a change for me, a real weight off my shoulders”

Sheep and Beef farmer, Waikato



Since the workshop I have made a conscious effort to sit down with my family for dinner and read stories each night to my kids”.

Bull Farmer, East Coast North Island



Transferable Lessons

Wellbeing and wellness approaches work – they are appealing and effective

Research – get to know what your people care about, how they think and talk about wellbeing – what's important to them.

Tell stories – authenticity is vital – people listening to and talking to people like them works

Promote behaviours and participation not simply knowledge – habits “find what works and lock it in”

Build a sense of community and an on-going journey – this is a long term on-going process – not a quick fix

Build in evaluation from the start – know what is working and adapt as you go

Be evidence based

Links to MH Foundation Workplace Resources

Working Well:

<https://www.mentalhealth.org.nz/home/our-work/items/12/>

<https://www.mentalhealth.org.nz/home/our-work/items/13/>

<https://www.mentalhealth.org.nz/home/our-work/items/14/>

Open Minds: Stigma and Discrimination Reduction

<https://www.mentalhealth.org.nz/home/our-work/items/2/> (tips and factsheets)

<https://www.mentalhealth.org.nz/assets/Uploads/About-Open-Minds.pdf> (About Open Minds)

Five Ways to Wellbeing at Work:

<https://www.mentalhealth.org.nz/home/our-work/category/42/five-ways-to-wellbeing-at-work-toolkit>

<https://www.mentalhealth.org.nz/assets/5-ways-toolkit/Five-Ways-to-Wellbeing-at-Work-2018.pdf> (full toolkit)

Bullying Elimination - Pink Shirt Day:

<https://www.pinkshirtday.org.nz/assets/PSD-2018/PSD-2018-WORKPLACE-TOOLKIT.PDF> (workplace toolkit)



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