



**12-16 FEBRUARY 2024**

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Thank you for supporting this year's campaign.

This toolkit contains information and resources to help you and includes:

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Any queries, please contact Stephanie Berkeley  
[stephanie\\_berkeley@nfumutual.co.uk](mailto:stephanie_berkeley@nfumutual.co.uk)  
**07743820731**



**12-16 FEBRUARY 2024**

# Who are we?

The Farm Safety Foundation (Yellow Wellies) is an independent registered charity (1159000) based in the Midlands but covering the whole of the UK.

The charity was set up in 2014 by NFU Mutual to raise awareness of farm safety and mental health among young farmers aged 16-40 across the UK.



**FARM SAFETY FOUNDATION**

Proudly supported by NFU Mutual

**CELEBRATING 10 YEARS**

# Background

From 12-16 February, the Farm Safety Foundation (Yellow Wellies) will be running their seventh annual Mind Your Head campaign.

The campaign brings together over 300 farming organisations and charities across the UK to help break down the stigma attached to poor mental health in the farming sector and recognise the current pressures on farmers and how it impacts on their mental health and their ability to farm safely.



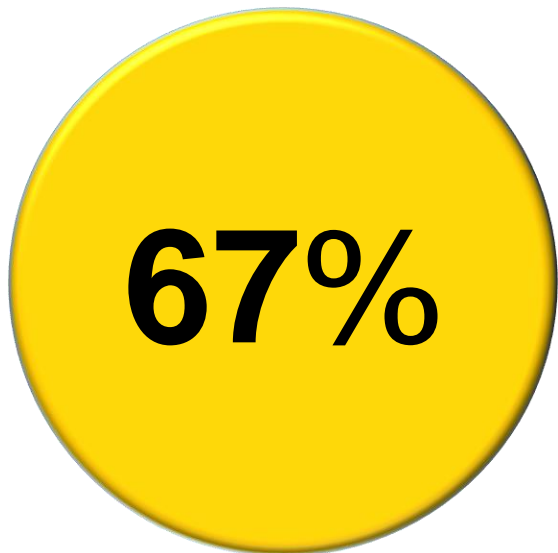
# Background

Farming in the UK has been hit by an increase in flooding, drought, and heatwaves in recent years.

The effects of the relentless season of storms has had huge consequences for those whose lives and livelihoods depend on the land. Fields flooded, crops destroyed and animals in danger have made recent headlines but this is only the tip of the iceberg. The UK's farming industry has faced many challenges over the past few years but the emerging mental health challenge may prove the most devastating.

But what is being done? What could be done? And what can YOU do for yourself?

# Why get behind this campaign?



of the UK's young farmers are aware of the Mind Your Head campaign

Up from 21% in 2018  
(Farm Safety Foundation Annual Tracker 2023)

# They tell us...



**95%**

of the UK's young farmers say mental health is one of the biggest hidden problems faced by farmers today.

This percentage has risen from 84% in 2019 (Farm Safety Foundation Annual Tracker Oct 2023)

# 2024 Objectives

- Recognise the current pressures on farmers and how it impacts on their mental health.
- Continue to break down the stigma attached to poor mental health in the farming sector.
- Ensure people know that help is available and encourage them to ask for it
- Inspire audiences to take positive steps to prioritise their mental health.
- Share evidence, experiences and real stories to illustrate the steps being taken by those in the industry and by various individuals to improve mental wellbeing in farming and challenge you to do the same



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# Audiences and aims

The primary audience for this campaign is anyone living and working in agriculture in the UK.

A secondary audience is the wider general public.

As part of the messaging, Mind Your Head will continue to highlight the support and guidance available to the industry.



# Comms plan

Official Logo



Official Hashtag

**#MINDYOURHEAD**

# Comms plan

Any mental health campaign is about human connection so we will use platforms where we can connect... press, websites, podcasts and social media – all of which connect people.

We will mount an **integrated campaign** using ALL these platforms to share stories, messages and videos and will invite partners to comment, share and retweet our content using the hashtag **#MindYourHead** and remind them to tag **@yellowwelliesUK** so we can measure engagement.



*"I think as a farming community we need to reach out more, tell people more about how we feel. It also works both ways, we to need to check on our farmer community. Don't be afraid of asking if they are ok, don't accept the typical British answer of 'yes I'm ok'"*

**DAMIAN BARSTON**

# Comms plan

## Monday 12<sup>th</sup>

Launch release - evidence

## Tuesday 13<sup>th</sup>

What is the industry doing ?

## Wednesday 14<sup>th</sup>

What are individuals doing ?

## Thursday 15<sup>th</sup>

What can you do for yourself ?

## Friday 16<sup>th</sup>

What is therapy and what does it look like?



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# How can you support?

This is *our* industry, and these are *our* people.  
Let's work together to support them...

- Follow us on Instagram, Facebook or X  
**@yellowwelliesuk**
- Like & share our content during the week 12-16 Feb  
– especially our new hero film that we will release for  
DAY ONE of the campaign.
- Tag us in your own content and use the hashtag  
**#MindYourHead**
- Let us know what you are doing so we can spotlight it



# How can you support?

Our toolkit is available in the English & Welsh languages.

The contents can be used to support the campaign on social media using your own channels, expand on the themes adding your voice and expertise so we can ensure people are talking about many aspects of mental health and wellbeing all week and expand the audience.

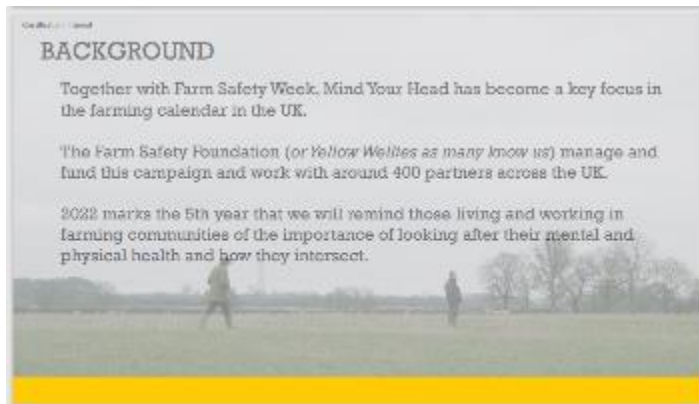


**CEFNDIR**

Ynghyd ag Wyllnos Diogelwch Fferm, mae Gwyllwch Eich Pen (Mind Your Head) wedi dod yn ffocws allweddol yng nghalendr ffermio'r DU.

Sefydliad Diogelwch Fferm (neu YellowWellies, fel mae llawer yn ein hadnabod) sy'n rheoli ac yn ariannu'r ymgyrch hon, ac rydym yn gweithio gyda thua 400 o bartneriaid ledled y DU.

Mae 2022 yn nodi'r 5ed flwyddyn lle byddwn yn atgoffa'r rhai sy'n byw ac yn gweithio mewn cymunedau ffermio o bwysigrwydd gofalu am eu hiechyd meddwl a'u hiechyd corfforol, a'r ffaith eu bod yn croestorri.



**BACKGROUND**

Together with Farm Safety Week, Mind Your Head has become a key focus in the farming calendar in the UK.

The Farm Safety Foundation (or Yellow Wellies as many know us) manage and fund this campaign and work with around 400 partners across the UK.

2022 marks the 5th year that we will remind those living and working in farming communities of the importance of looking after their mental and physical health and how they intersect.

# How can you support?

- Your contribution to the campaign will be more powerful if your messages are genuine, clear and avoid anything that can be misunderstood or dismissed as irrelevant..
- Think about the way you phrase your messages. Mental health is a very emotive and personal topic so try to use inclusive, positive and simple language. We want to tackle a stigma that has been attached to mental health for far too long so try to remember who the audience is and appreciate the many challenges and unique stressors they already face every day..
- Consider which channels are best for your audience and how to use them - some great images, video clips and infographics can be helpful in getting people's attention. The official logo is available on request.
- And please don't forget to tag us **@yellowwelliesuk** using the hashtag **#Mind Your Head.**

# SAVE THE DATE

**FARM SAFETY WEEK** <sup>TM</sup>  
**YELLOWWELLIES.ORG**

A large, stylized yellow wellie boot graphic is positioned behind the text, pointing downwards and to the right.

**22-26 JULY 2024**