

#BuildingFarmSpirit

GRANT APPLICATION TERMS & CONDITIONS

Promoting good mental health in agriculture is vitally important—particularly during challenging times.

Local agriculture industry groups, not-for-profit organisations and community champions are all well placed to boost farmer mental health and wellbeing through community events and programs that provide social connection and mental health promotion for farmers and farming communities.

There's a myriad of ideas that support farmer mental health. Following and contributing to the National Centre for Farmer Health's social media campaign #BuildingFarmSpirit is one way, or you may like to:

- Host a barbeque lunch or dinner and get a local speaker who has lived experience to share their story
- Follow your AGM, regular meeting, safety talks with an event and ask your Trusted Advocate to come and share information
- Start a walking group, book-club or podcast community
- Tie an activity to a local festival

And if you want to chat about your idea before applying contact:

Sally Cunningham
Flood Support Officer
03 5551 8533
sally.cunningham@wdhs.net

Grant amount: \$500 - \$1,500 per event (multiple events are eligible)
Grants open: 1 December 2022
Grants close: 30 May 2023

SELECTION CRITERIA & GUIDELINES

The following selection criteria and guidelines apply:

1. The applicant is required to be a member of the agriculture industry or farming community, or can demonstrate current links to the local farming community through activities such as supply, community support, healthcare providers – **Required**
2. The beneficiaries of the grant activity are members of a Victorian farming community who have been affected by floods– **Required**
3. The activity will be conducted, and a tax invoice issued by 30 June 2023 (invoice to be made out to Western District Health Service (National Centre for Farmer Health) of 20 Foster Street, Hamilton) – **Required**
4. The activity and all media and marketing will comply with the NCFH’s media guidelines ([See attachment A](#)) – **Required**
5. The applicant can demonstrate how the activity will support mental health and wellbeing – **Required**
6. The applicant will provide a post event report within 2 weeks of the event (see attachment B) - **Required**
7. The activity will bring together a significant number of community members. As a guide, a minimum of 10 attendees would be a suitable goal – **Ideal**
8. The applicants will contribute photos, stories or content to the #BuildingFarmSpirit campaign – **Required**
9. The activity will be promoted in a manner that ensures that the majority of members of the target community (farmers and farming communities and agriculture industry representatives) are made aware of the activity well before the activity date – **Ideal**
10. The grant funds will not be used to provide alcohol or towards other items that are at odds with the practice of positive wellbeing - **Required**



NATIONAL CENTRE FOR
**FARMER
HEALTH**

Media Guidelines Images

The agricultural stories we tell in the media can make life healthier and safer for farm men, women and agricultural workers. At the same time, while not intentional, what we write, say and the images we show, can perpetuate and even increase unsafe farm practices and unhealthy behaviours.

To help minimise unsafe practices, the National Centre for Farmer Health has compiled the do's and don'ts provided here as reminders for all of us. Following them can help each of us be confident that we are doing our part to spread a positive message on health, wellbeing and safety.



Image: Cameron Taylor VIC



Image: Debbie Cristinelli WA - A Safe Climb

Photos and Graphics

DO show tractors and other farm equipment being maintained and operated safely. That includes Roll Over Protection Structures (ROPS) on tractors and guards in place on Power Take Off's and other moving parts.

DO show children doing supervised age-appropriate chores.

DO show people working wearing proper fitting Personal Protective Equipment (PPE) appropriate for the tasks they are performing. When depicting workers with machinery, make sure they are not wearing loose fitting clothing or anything that could become entangled (jewellery, long loose hair, drawstrings, bandana).

DO show people wearing helmets on horses and bikes and using sun protection.

DO be aware of the background. Is it free of clutter? Do buildings and equipment appear to be well-maintained? A clean, well-ordered background conveys an environment of safety and attention to detail.

DO NOT show individuals riding on the back of trucks, tractors or quad bikes.

DO NOT show unhealthy behaviours such as smoking, drinking and eating unhealthy foods.

DO NOT show persons climbing to heights without fall protection, stair or platform guarding.

DO NOT show workers leaning over or feeding materials into machines with moving parts or blades.

DO NOT show children driving any motorised farm vehicle or riding on adults' laps on tractors, ride on mowers or quad bikes.

DO NOT show children in close proximity to large animals unless appropriate barriers are evident.

Contact us

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Find us on   

Centre for Farmer Health gratefully acknowledges the support of the Victorian Government, other funders, research partners and donors.

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Written Content

DO use the word "incident" rather than "accident". Evidence confirms that injuries are both predictable and preventable. "Accident" implies that the incident was an "act of God" or "bad luck".

DO explain safety violations and/or prevention measures. Grisly details of an injury are only part of the story. Make the story a teachable moment. Sometimes an injury can be prevented with a simple, inexpensive step such as ensuring a PTO shield is in its proper place.

DO follow up on long-term implications of a serious injury. Emphasising the "courage" of a trauma victim during immediate recovery, and the outpouring of goodwill following an event, can overshadow long-term implications such as economic hardships, post-traumatic stress, and/or multiple follow-up surgeries and family stress.

DO depict agriculture for what it is: a demanding, high risk industry made even more stressful by unpredictable factors such as weather and market conditions.

DO include information on safety resources and programs that are available to readers like those found on our website.

DO NOT say that a child killed in a farm incident, "died doing what they loved", or that they "loved to help daddy". This implies that it's OK to allow a child into an agricultural work site.

DO NOT attribute mishaps on the unpredictable nature of animals, the failure of machinery or the existence of other inanimate objects such as a protruding rock or a ditch that gives way.

DO NOT use "freak accident" when describing a traumatic event. Although an adverse event may seem unique, injury data will likely reveal that many similar events have occurred.

DO NOT suggest that unsafe practices are acceptable just because they are family "tradition".



References:

Media Guidelines Childhood Agricultural Safety Network
https://www.casa-acsa.ca/wp-content/uploads/CASN-Media-Guidelines-FINAL_7-19-10.pdf

Guidelines for talking about suicide & mental health conditions
<https://mindframe.org.au/industry-hubs/for-media>

Specific to Children/Young People

Curiosity, size and lack of knowledge and training can put children and young people at greater injury risk than adults. It is important to depict (visually/textually) children and young people in safe situations. If they're doing farm chores/activities, make certain the tasks are developmentally appropriate.

Photos of children are often used as "attention getters", but sometimes "cute" is unsafe. Examples to avoid include a child playing in a grain bin, in close proximity to an adult animal or riding a horse or motor bike without a helmet. Emphasise the adult's role in prevention.



This includes:

Always providing young children with a safe play area, instead of allowing play on the work site; and Always providing sufficient training and personal protective equipment for those old enough to help.



#BuildingFarmSpirit

POST EVENT REPORT

(to be provided to the National Centre for Farmer Health within two weeks of the event)

Organisation name:	
Contact details:	Name: Phone: Email:
Name of event:	
Location:	
Brief event description (20-50 words)	
Date of event:	
Sponsorship value:	\$
1. How did your event raise awareness of Mental Health and provide Wellbeing Support to farmers, farm workers, farm families or farming communities?	
2. How many attended? Was this more or less than expected and why?	
3. What groups were in attendance:	<input type="checkbox"/> Farmers, farm workers, farming families <input type="checkbox"/> Agriculture business <input type="checkbox"/> Broader local community members <input type="checkbox"/> Mental health supports (eg, doctors, counsellors, other health care providers) (please specify) <input type="checkbox"/> Other (please specify)
4. Did you partner with any other groups on this event:	<input type="checkbox"/> No <input type="checkbox"/> Yes (please specify)

5. Are there any recommendations or learnings for future sponsorship opportunities?

Please submit photos, videos etc of event to:
Instagram: [@buildingfarmspirit](#)
Facebook: [#BuildingFarmSpirit Facebook group](#)
Twitter: [@buildfarmspirit](#)

Or Supply, videos, photos and text of attendees, interactions, speakers to:
skaspers@wdhs.net

Please note: By submitting any content to the #BuildingFarmSpirit campaign you are consenting to the National Centre for Farmer Health sharing your submission on various social media channels, including but not limited to Instagram, Facebook, LinkedIn, YouTube, Twitter as well as the National Centre for Farmer Health Website and internal and external communication