



DO YOU LOOK AFTER YOUR NEIGHBORS AS CLOSE AS YOUR CROP OR HERD?



Who We Are:

The Ag Advisory Committee was formed after a reporter addressed Southeast Health Group asking for an industry opinion to several ag related suicides and what preventative measures we were taking to prevent these deaths in future. This eye-opening article made us realize that we needed to be doing more to address rural stress in our area, thus the committee was formed.

The committee is comprised of community members who regularly interact with the agricultural world through their personal and professional lives, and are passionate about raising awareness about rural stress.



What We Do:

We started by hosting a presentation in our own area, teaching some of our neighbors about rural stress, and coaching them to ask their neighbors the right questions when checking in on them. We use the COMET model from the High Plains Research Network, to support farmers and ranchers to open up to their friends and neighbors when they are facing hard times. We offer giveaways through a mobile display that travels to the various locations our committee members work, which feature all of our logos, and our catch phrase, "Do you look after your neighbors as close as your crop or herd?". By using logos they are familiar with, we attempt to reduce the stigma of solely utilizing the logo of the community mental health center. Our slogan has been made popular through a rural mailer, our traveling display, a large decal on the back of our Mobile Response Vehicle, the tailgate of our CEO's pickup, and even made it to the state capital with Governor Polis endorsing it in a press conference in 2019.

The Coffee Break Project:

The Coffee Break Project came through the interest other rural and frontier communities had in our movement. We now travel to other communities, and present on the formation of our committee and our marketing campaign efforts, such as how to build successful grassroots rural movements, guidance around red flag legislation and gun safety, as well as the full COMET program. Our goal is to come together and do what farmers and ranchers have always done, and look out for each other.

For more information or examples of our marketing efforts, please contact Jennifer Pollmiller, Communications Director at jpollmiller@semhs.org.