

Make a farmers mental health-focused calendar.

A great way of raising awareness about mental health and building wellbeing is letting people know they are not alone in their feelings of distress. A calendar is a powerful tool to communicate stories and photos of people within the region that can help create connections and support all year round. These are often people who farmers recognise, which helps them to understand that “the plights of others are also my own.”

Establish an approach

There are many ways to approach building ideas into a calendar. It may be as simple as a commissioned portrait of a farmer from the region who can share thoughts they may have had and ways they've found solutions to supporting their own mental health. Or it may be a photo competition. As long as it identifies strongly with a farmer's voice.

Content generation

- Decide on the kind of information you want in the calendar. Much of this will be dependent on the approach.
- Will you include stories and photos of farmers (advised, as this is how people can identify with other people). Don't forget captions on photos.
- Will you supply photos from a competition held in your region?
- Will you ask someone to interview farmer's and a local photographer to take photos?

Distribution

- Will you sell it or is it free? If sold, where can people buy it? For example, community fairs, online, the council office.
- Who will distribute it and where? Consider distributing to businesses, councils, health settings, agricultural groups, local pubs and so on.
- Will you hold a launch?

Printing

- How many will you print?
 - What is the size or format?
 - How will it be bound?
 - Where will you have it printed?
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Funding

Once you are clear on the above, you'll have enough information to obtain a quote.

A local business, local council or another state funded rural community grants might provide funding for creating, printing and distributing the calendar.

Make sure funders and all those involved are acknowledged.

Design of the calendar

Decide on photos and stories for each month of the year.

Alongside dates, consider adding agricultural specific information like field days and local agricultural meetings.

Commission a local photographer to capture the portrait of each farmer, or even this may be a competition.

Write a short story or paragraph about the experiences with mental health and wellbeing.

Consider finding a local designer to create the calendar.

Another option is to copy the format of one of our calendars or find an online calendar template and update it with your own content (stories and photos).
