

Send a message using coasters and bar mats.

An unobtrusive way to raise awareness about farmer mental health is at the pub where farmer's frequent. Coasters and bar mats are subtle ways to message on behalf of mental health support, and can connect farmers with a local mental health service provider through use of a QR code.

Find partners

Speak to pubs, clubs, local cafes, for example, and make sure they will be willing to support this project by granting permission for coasters and bar mats to go into their places of business.

Creating coasters or bar mats

Reference the design example in this section as a creative direction for your coaster or bar mat project. Or set about creating your own message and design.

Always test designs with people in your community to make sure the meaning resonates with farmers (the people for whom this project is intended).

Connections

Find a mental health service provider in your community who can be nominated to be the contact for farmers needing to reach out for support. Print a QR code on the back of a coaster on a beer mat that links to this service.

Production

Find a supplier and let them know how many bar mats will you produce, size etc.
