



What is “In The Know”?

“In The Know” is a mental health literacy training program developed specifically for Canada’s agricultural community. It was developed by Dr. Andria Jones-Bitton and Briana Hagen at the University of Guelph, along with a team of stakeholders from agriculture and the mental health profession.

What is the Purpose of “In The Know”? The purpose of “In the Know” is to:

- 1) Educate farmers and people who work with farmers (e.g. veterinarians, agricultural industry representatives) about common mental health conditions and signs of mental distress;
- 2) Raise awareness and reduce stigma around mental health among the agricultural community;
- 3) Increase participants’ confidence in opening a conversation about mental health; and
- 4) Connect people who may be struggling with appropriate mental health supports.

The “In the Know” program is meant for personal educational purposes only. It is not intended to be a substitute for medical advice, diagnosis, or treatment, and it is not a medical or counseling training program.

What is Covered?

At the end of the training program, participants will be able to:

- Describe stress, anxiety, depression, acute trauma, suicide, and substance abuse;
- Recognize signs and symptoms of mental distress;
- Describe approaches for engaging in safe conversations about mental health with someone who may be struggling;
- Identify appropriate people and/or organizations that can provide help / support / resources for someone who may be struggling.

Content:

- Statistics on Canadian farmer mental health
- “Mental wellness” vs. “Mental illness”
- *Stress*: good stress and bad stress, and the impact of stress on the body, mood, and behaviour
- *Anxiety*: the experience of anxiety; signs and symptoms
- *Depression*: the experience of depression; signs and symptoms
- *Trauma*: acute trauma and post-traumatic stress disorder
- Substance abuse / addiction
- *Assessing risk for suicide*: CPR++ model and invitations to talk about suicide
- Importance of listening and empathy