

 MORNING CONSULT

American Farm Bureau Federation

RURAL STRESS POLLING PRESENTATION

April 16, 2019

Introduction & Methodology

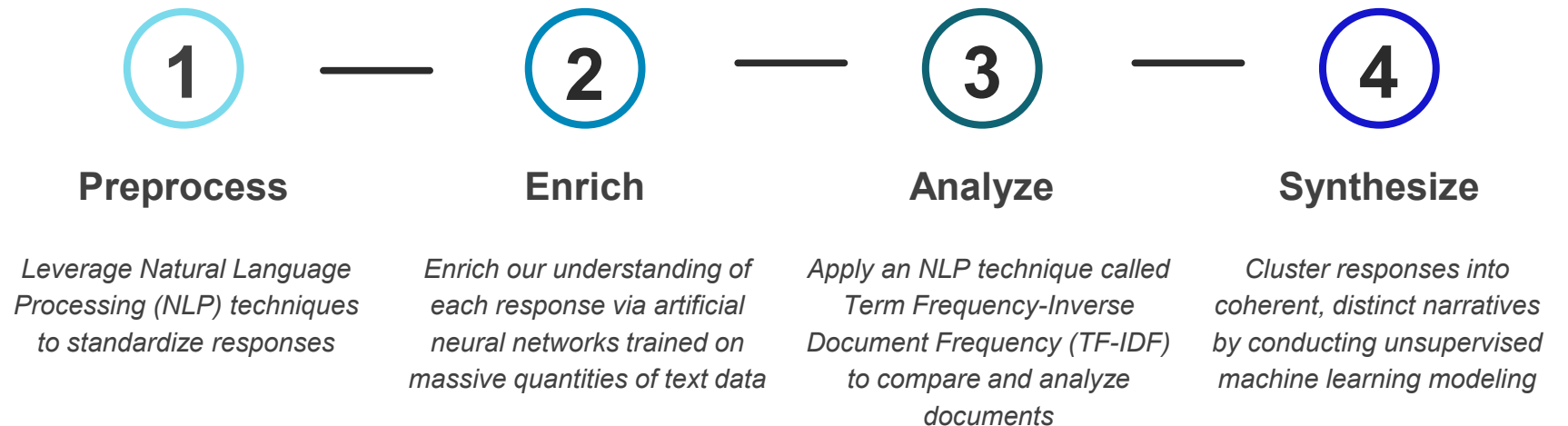
Background:

The research conducted by Morning Consult among rural adults sought to understand the **current impressions of mental health**, including stigma, **access to mental health resources**, **trusted resources** for mental health information, **contributors to the mental health of farmers**, **effective actions to reduce stigma** associated with mental health, **the scope of the problem** of mental health, and **personal experiences with mental health**.

Methodology:

Morning Consult conducted this poll on behalf of the American Farm Bureau Federation between April 4- April 10, 2019. The poll was conducted among a national sample of 2,004 rural adults. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Open-end analyses extracts narratives from open-ended survey responses through the following process:



Key Points

1 Rural adults say mental health is an important issue, and it's important to reduce stigma around mental health in the agriculture community.

- A strong majority of rural adults (91%) say mental health is important to them and/or their family.
- Three in 4 rural adults say it is important to reduce stigma about mental health in the agriculture community.

2 The main obstacles to seeking help or treatment for a mental health condition are cost, embarrassment, and stigma.

- A majority of rural adults agree cost (70%), embarrassment (65%), and stigma (63%) would be an obstacle if they were seeking help or treatment for a mental health condition.

3 Primary care doctors, family members, and close friends are trusted sources for information about mental health and are people rural adults would be comfortable talking to about a mental health condition.

- Primary care doctors (78%), family members (67%), close friends (65%), and faith-based counselors (55%) are trusted sources for information on mental health by a majority of rural adults.
- Similarly, a majority of rural adults would be comfortable talking to their primary care doctor (72%), a therapist (72%), family members (67%) and close friends (66%) if they were dealing with a high level of stress or a mental health condition.

4 A strong majority of farmers and farmworkers think financial issues (91%), farm or business problems (88%) and fear of losing the farm (87%) impact the mental health of farmers.

5 Doctor training, treatment programs, and the discussion of mental health with primary care physicians are seen as effective tools to address mental health conditions

- Rural adults think mental health training for doctors (78%), mental health treatment programs (77%), and the ability to discuss mental health with primary care physicians (78%) would be effective in addressing stress and mental health conditions in their local community.

6 Mental health among rural adults and in rural communities is viewed as a growing problem.

- About 2 in 5 rural adults say stress and mental health have become more a problem in their community in the past 5 years (41%) and in the past year (36%).
- Nearly half of rural adults (48%) say they are personally experiencing more mental health challenges than they were a year ago.
- And, younger rural adults are more likely than older rural adults to say they are experiencing more mental health challenges now than a year ago.

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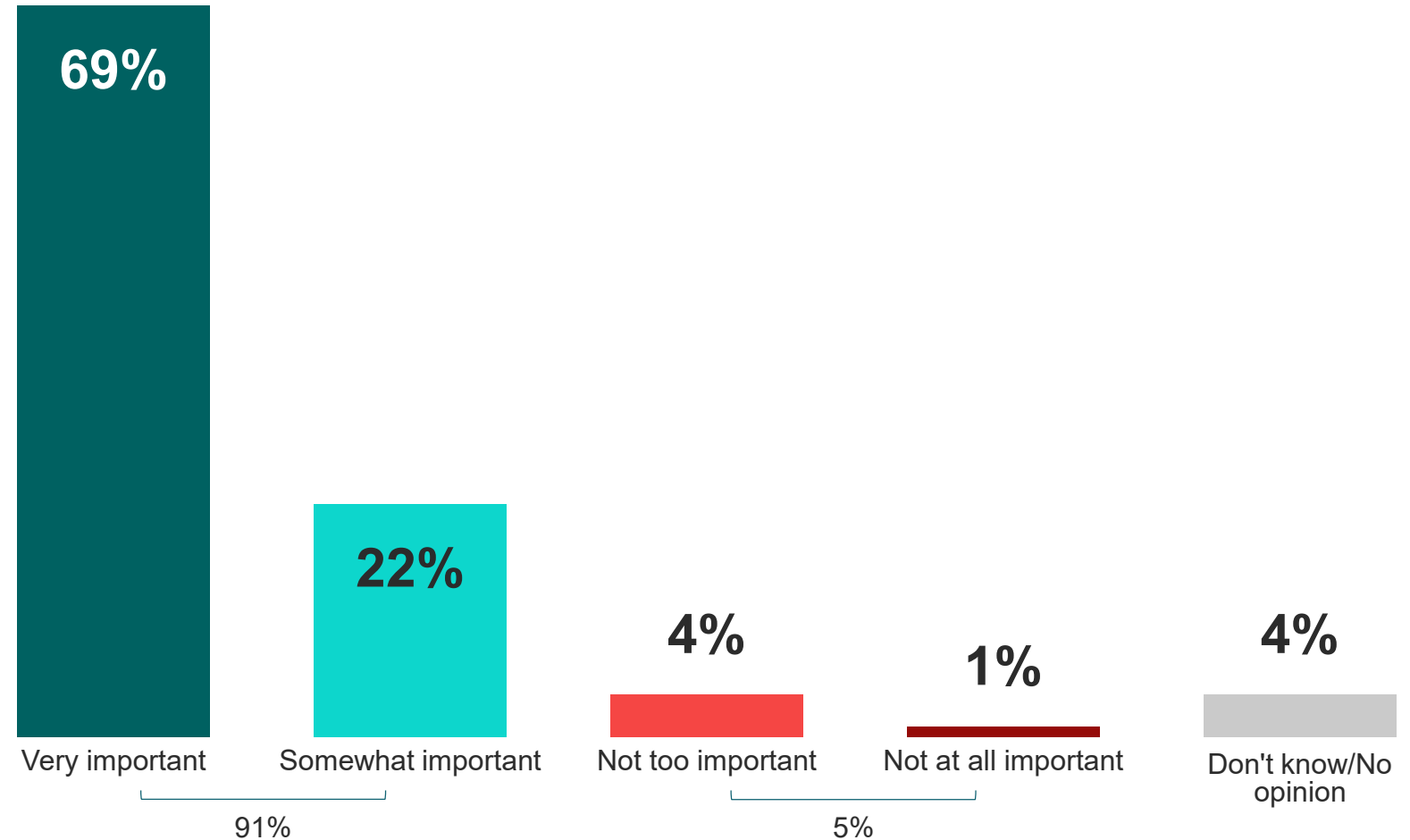
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A strong majority of rural adults (91%) say mental health is important to them and/or their family.

How important is mental health to you and/or your family?

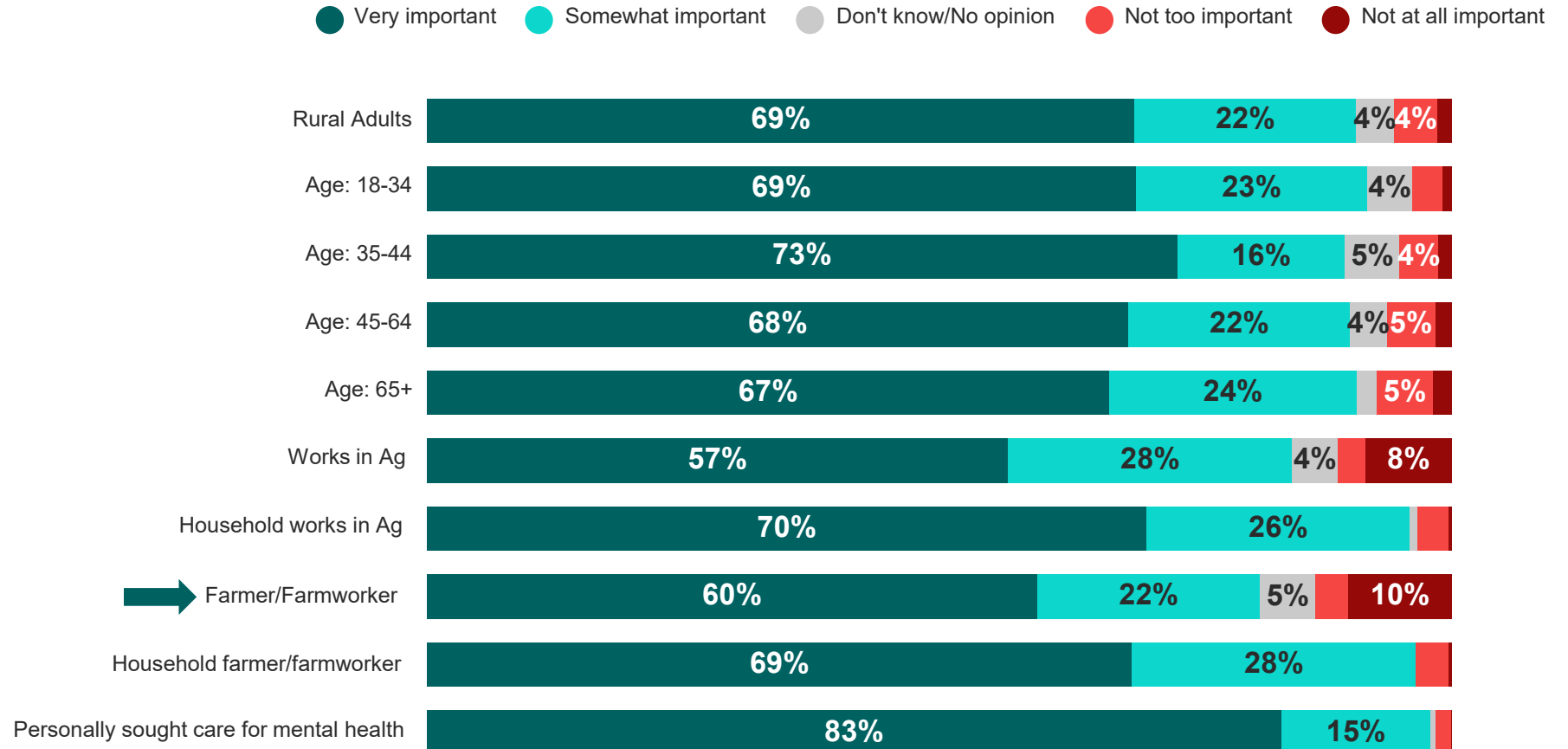


General Impressions of Mental Health

General Impressions of Mental Health

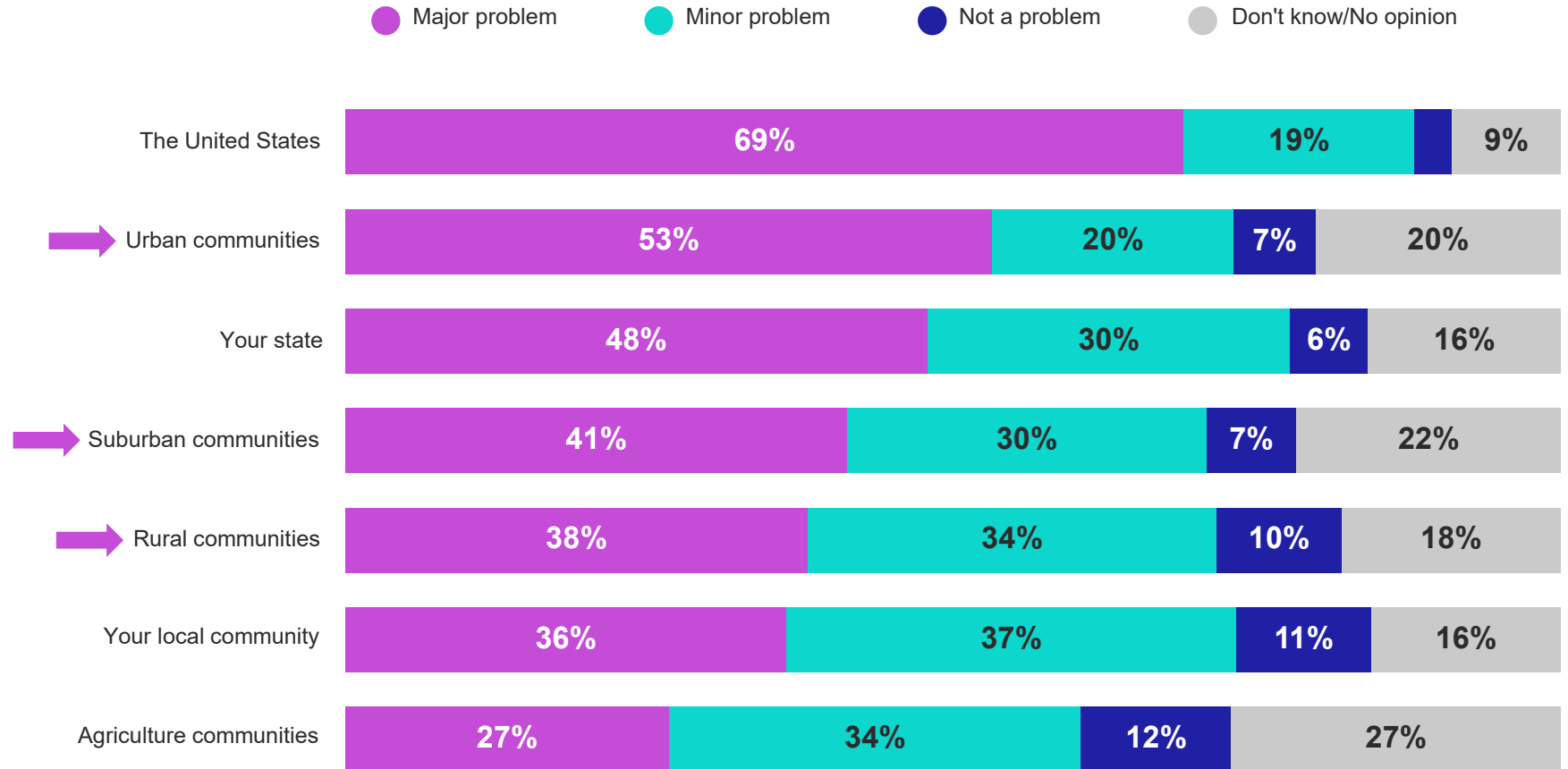
A majority of farmers/farmworkers also say mental health is an important issue to them and/or their family (82%).

How important is mental health to you and/or your family?



Rural adults are more likely to say mental health is a major problem in urban (53%) and suburban communities (41%) rather than rural communities (38%).

In your opinion, how big of a problem is mental health in each of the following?

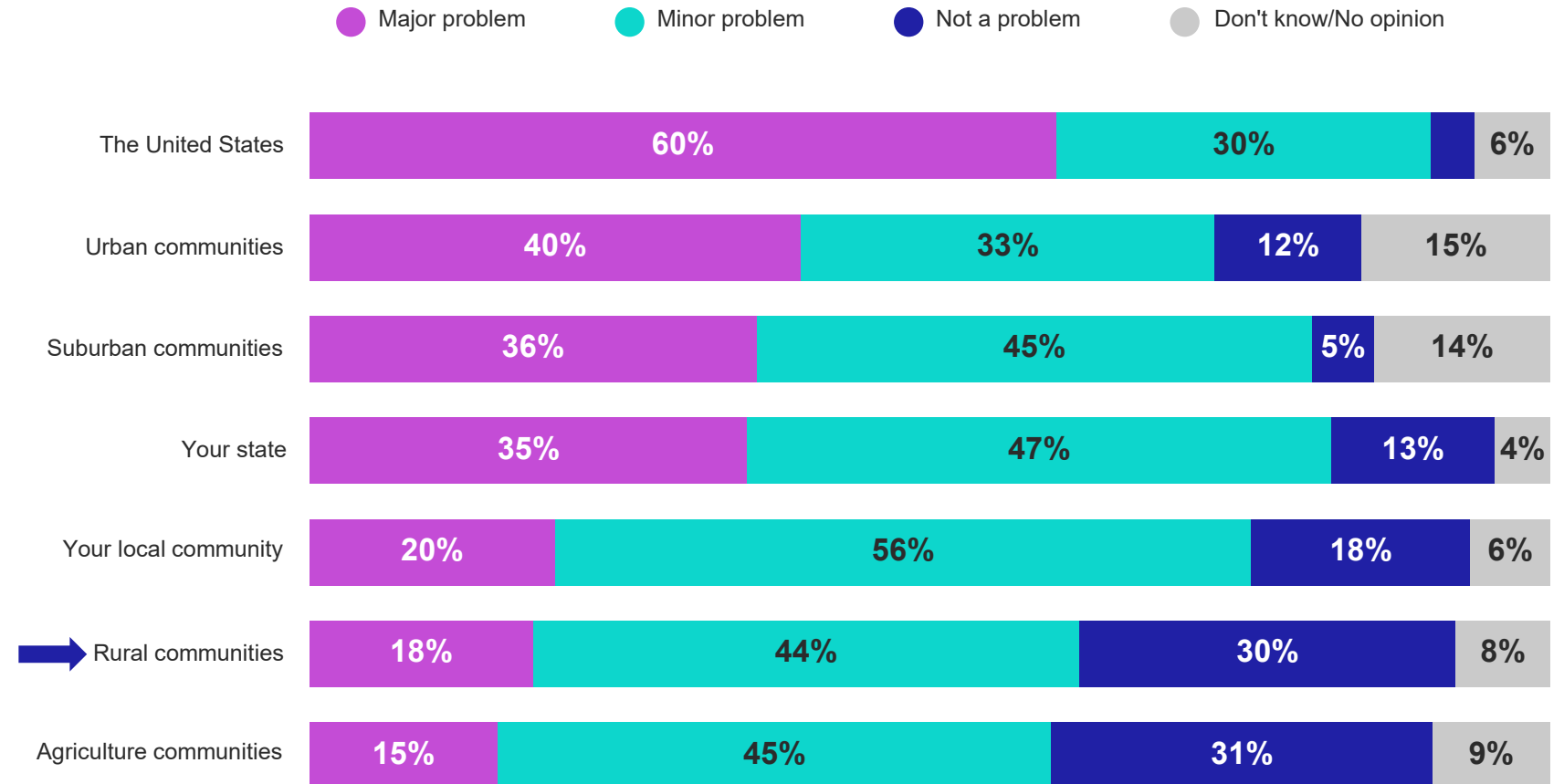


General Impressions of Mental Health

General Impressions of Mental Health

Overall, farmers/farmworkers are less likely than rural adults to say mental health is major problem in the tested areas. Specifically, 30% of farmers/farmworkers say mental health is not a problem in rural communities, compared to 10% of rural adults who say the same.

In your opinion, how big of a problem is mental health in each of the following?

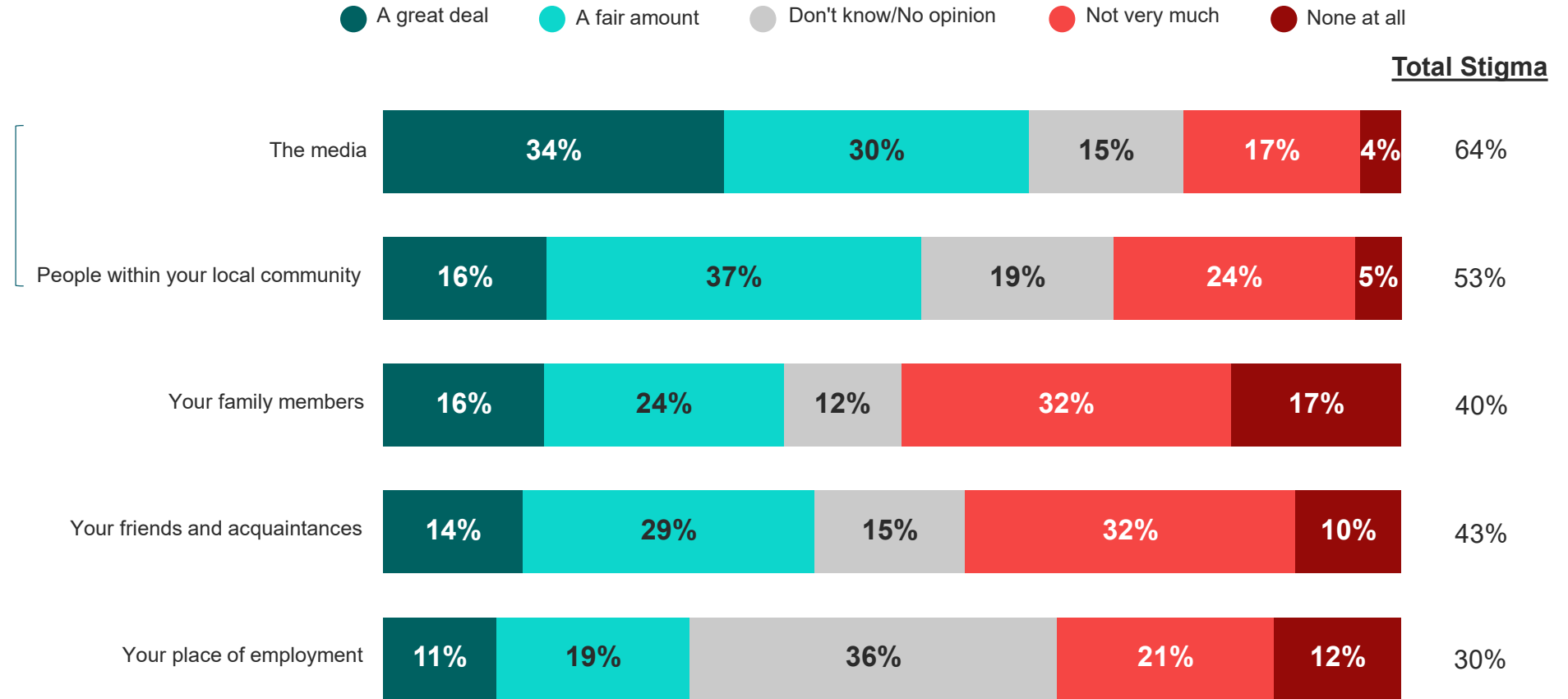


*Among farmers/farmworkers, n=81

General Impressions of Mental Health

A majority of rural adults think the media (64%) and people in their local community (53%) attach at least a fair amount of stigma to mental health.

In your opinion, how much stigma do the following groups attach to mental health?

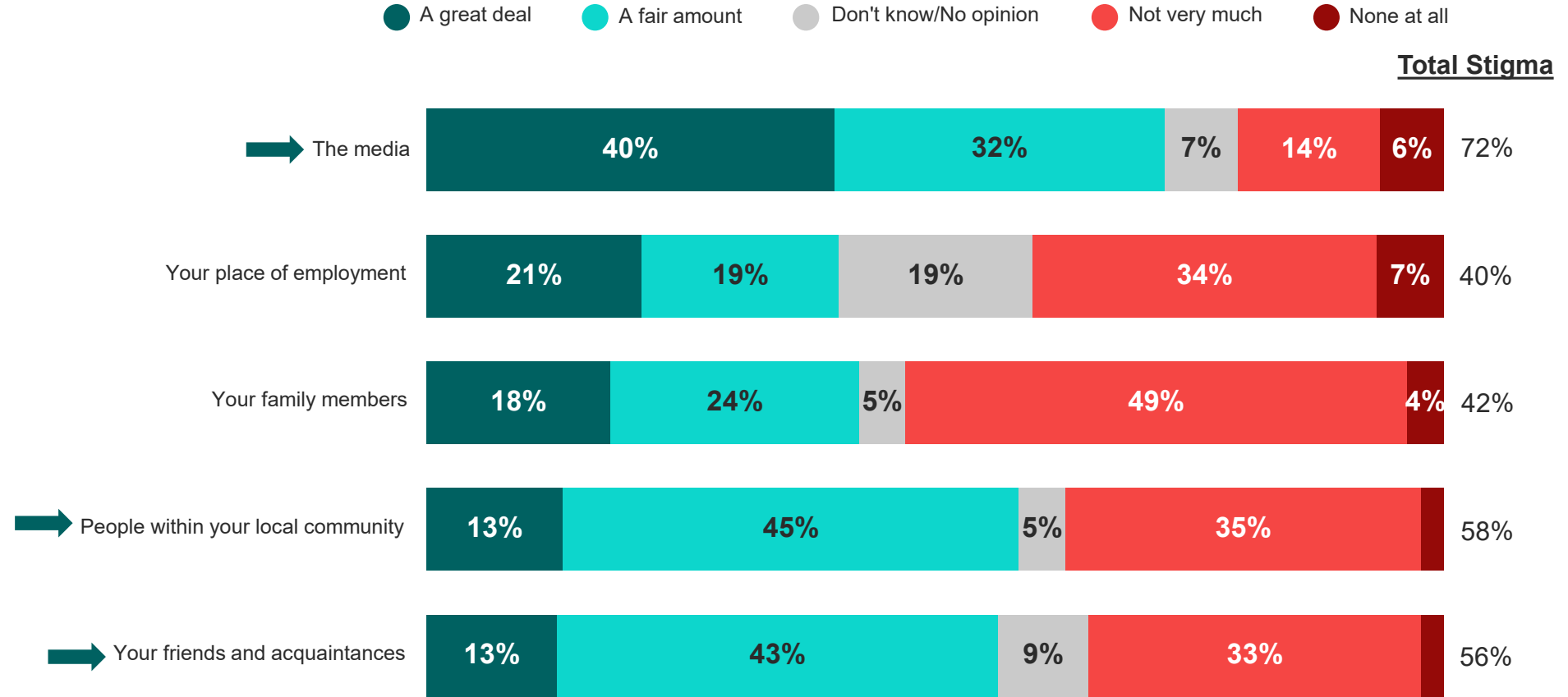


Split A: This question was split sampled

General Impressions of Mental Health

A majority of farmers/farmworkers think the media (72%), people in their local community (58%), and their friends (56%) attach at least a fair amount of stigma.

In your opinion, how much stigma do the following groups attach to mental health?

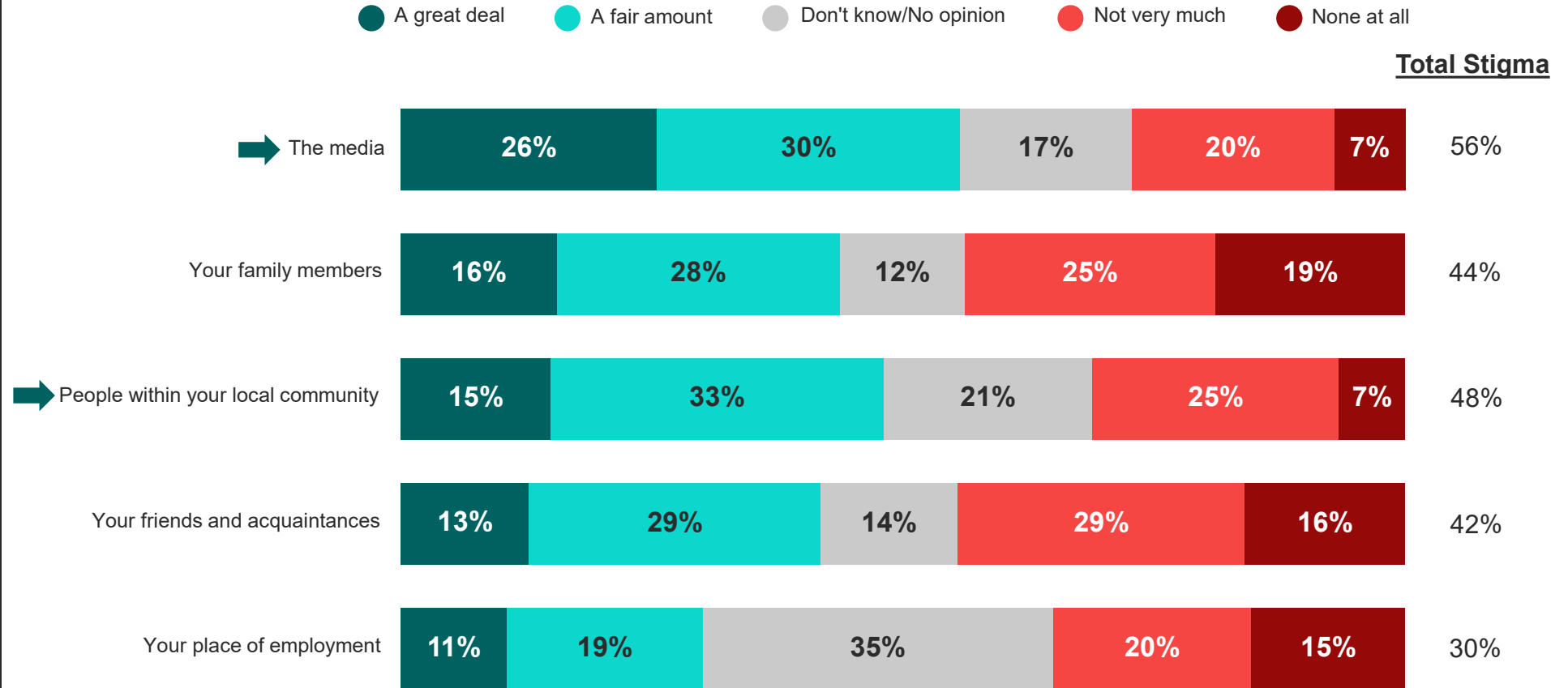


*Among farmers/farmworkers, n=81. Split A: This question was split sampled

General Impressions of Mental Health

Similarly, about half of rural adults think the media (56%) and people in their local community (48%) attach at least a fair amount of stigma to seeking treatment or help for mental health.

In your opinion, how much stigma do the following groups attach to seeking treatment or help for mental health?

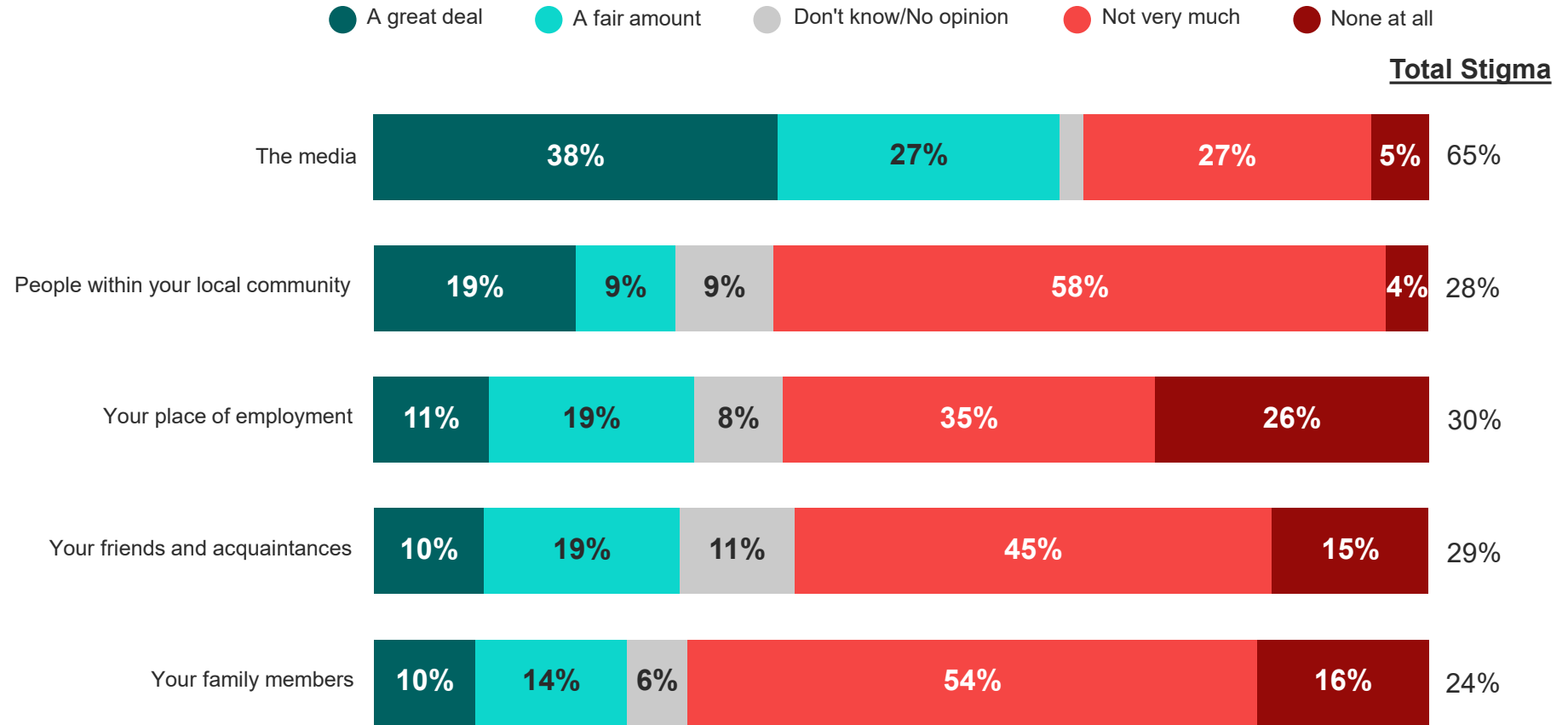


Split B: This question was split sampled

General Impressions of Mental Health

Overall, a majority of farmers/farmworkers think the tested groups, excluding the media, do not attach much stigma to seeking treatment or help for mental health.

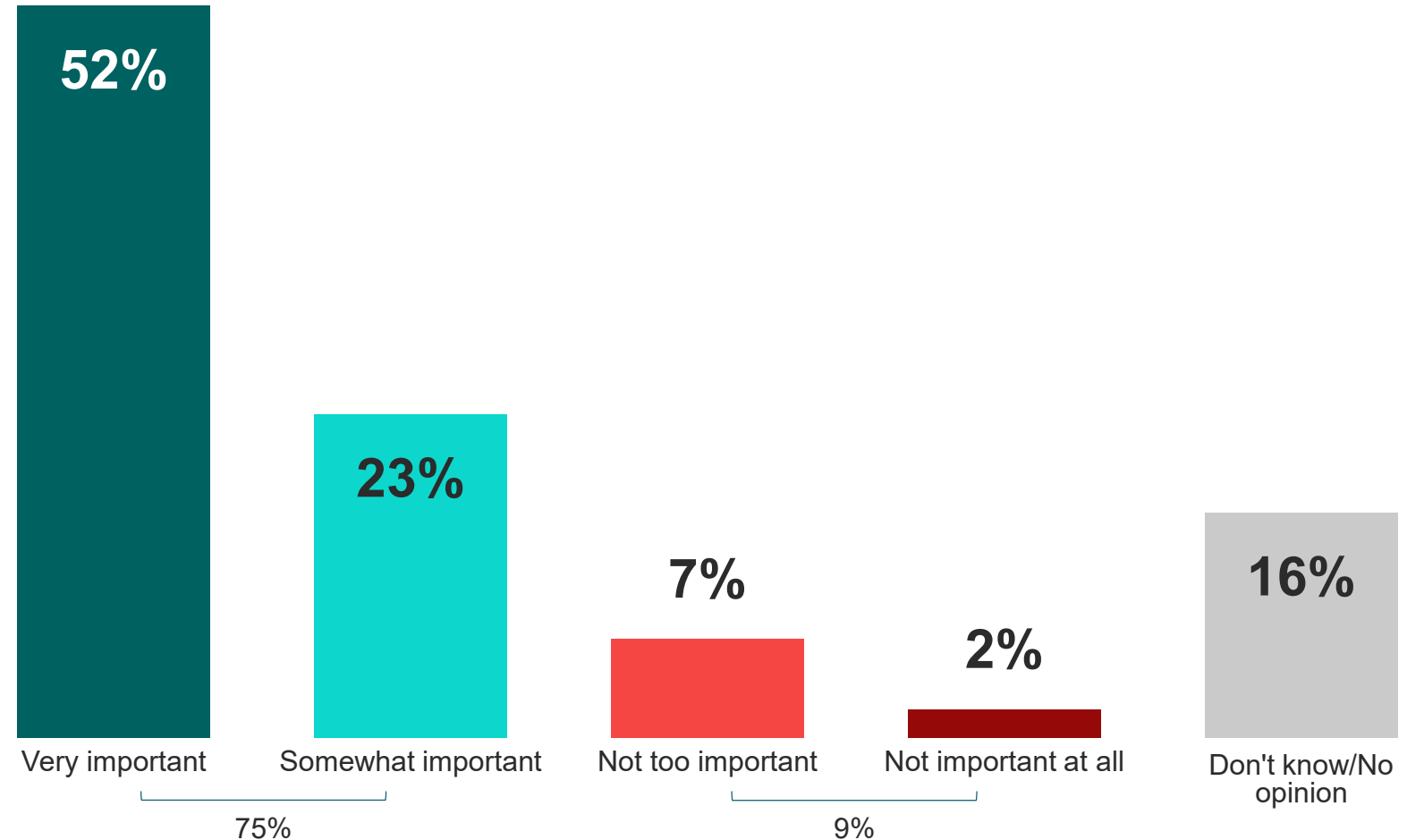
*In your opinion, how much stigma do the following groups **attach** to seeking treatment or help for mental health?*



**Among farmers/farmworkers, n=81. Split B: This question was split sampled*

Three in 4 rural adults say it is important to reduce stigma about mental health in the agriculture community.

How important is it to reduce stigma about mental health in the agriculture community?

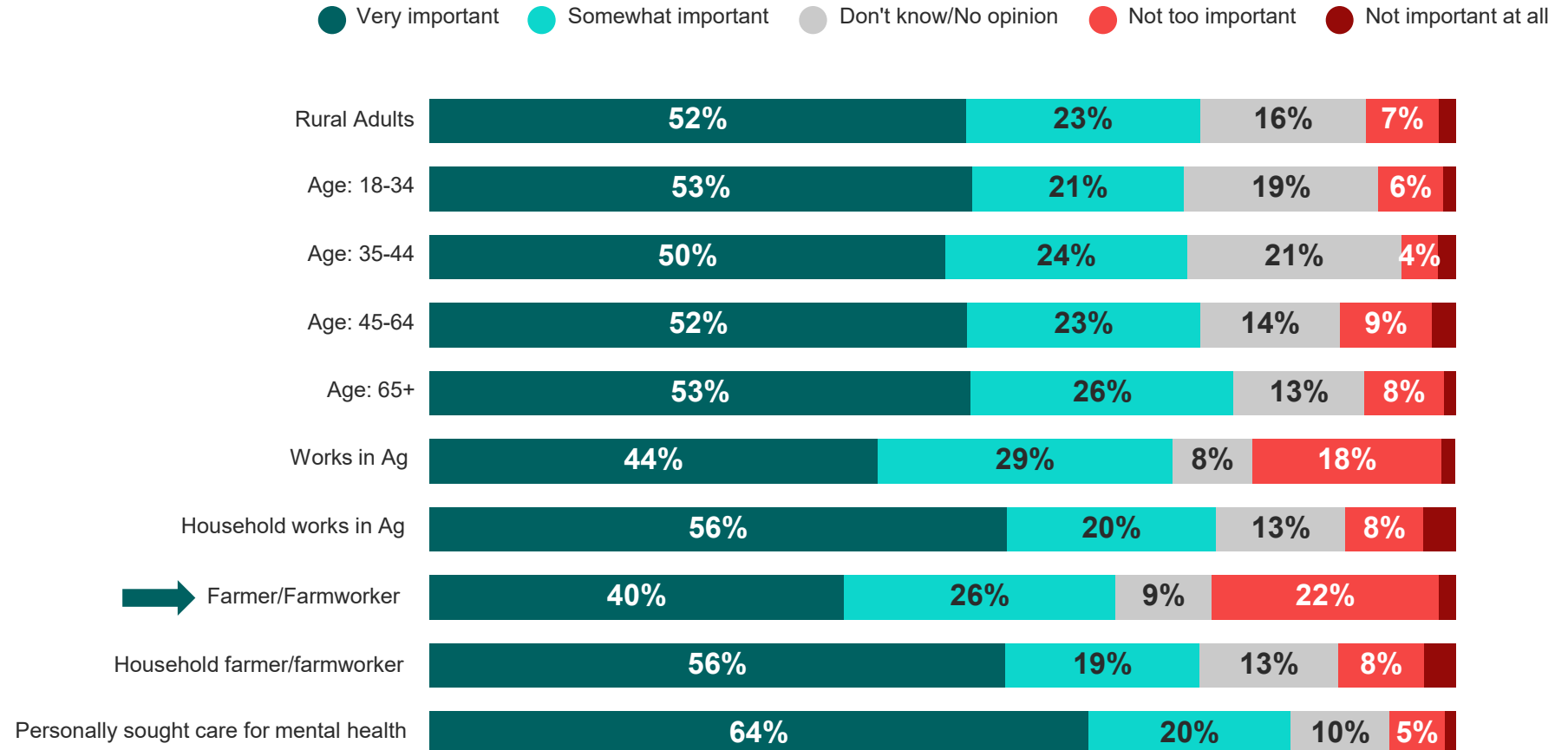


General Impressions of Mental Health

General Impressions of Mental Health

And, reducing stigma about mental health in the agriculture community is important to a majority of farmers/farmworkers (66%).

How important is it to reduce stigma about mental health in the agriculture community?



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**General Impressions of
Mental Health**



**Access to Mental Health
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**Trusted Resources for
Mental Health Information**



**Contributors to Mental
Health of Farmers**



**Effective Actions to Reduce
Stigma**



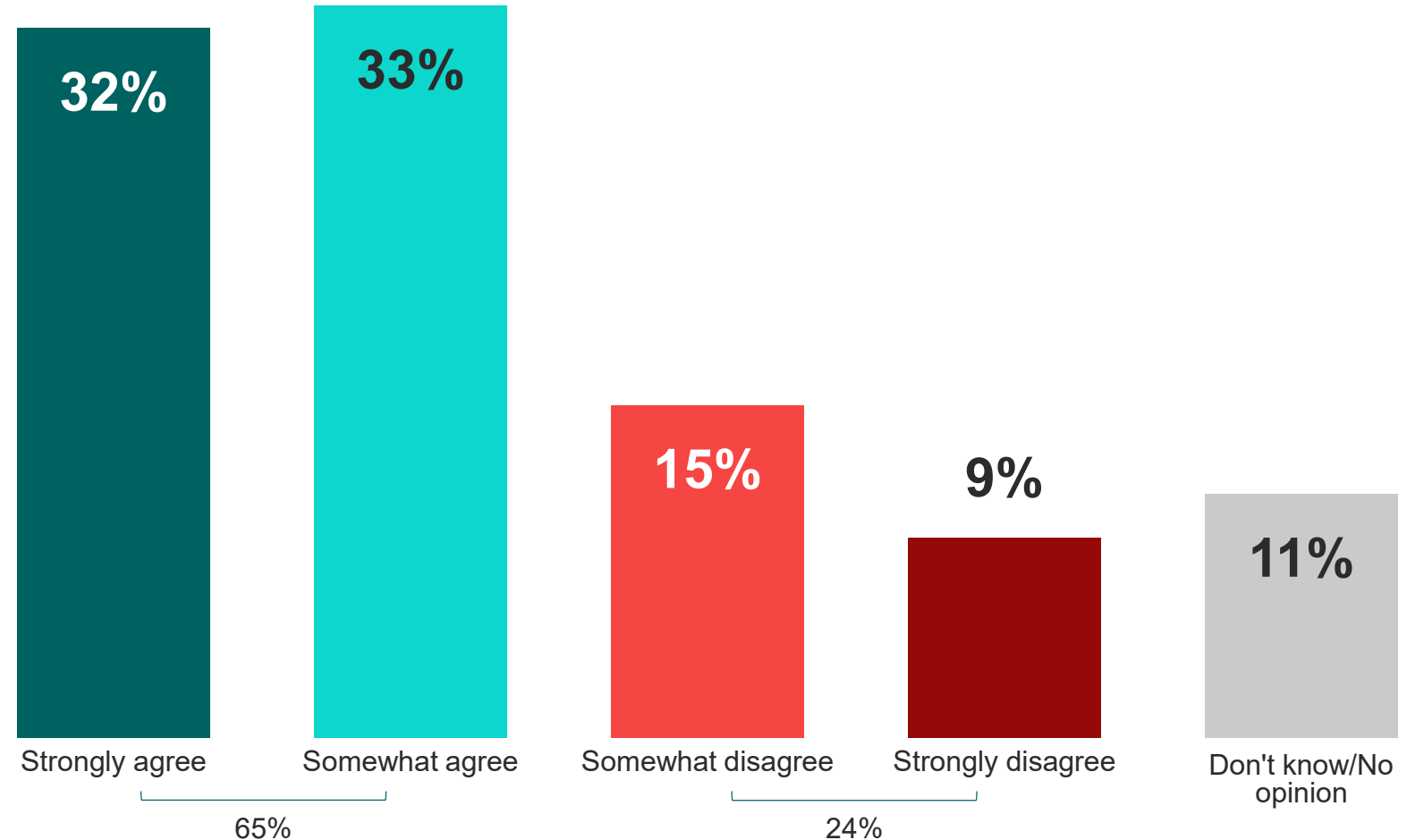
**Evaluating the Scope of the
Problem**



**Personal Experiences with
Mental Health**

A majority of rural adults (65%) agree they know where to go in their community to find resources regarding mental health.

Do you agree or disagree with the following statement: I know where to go in my community to find resources regarding mental health.

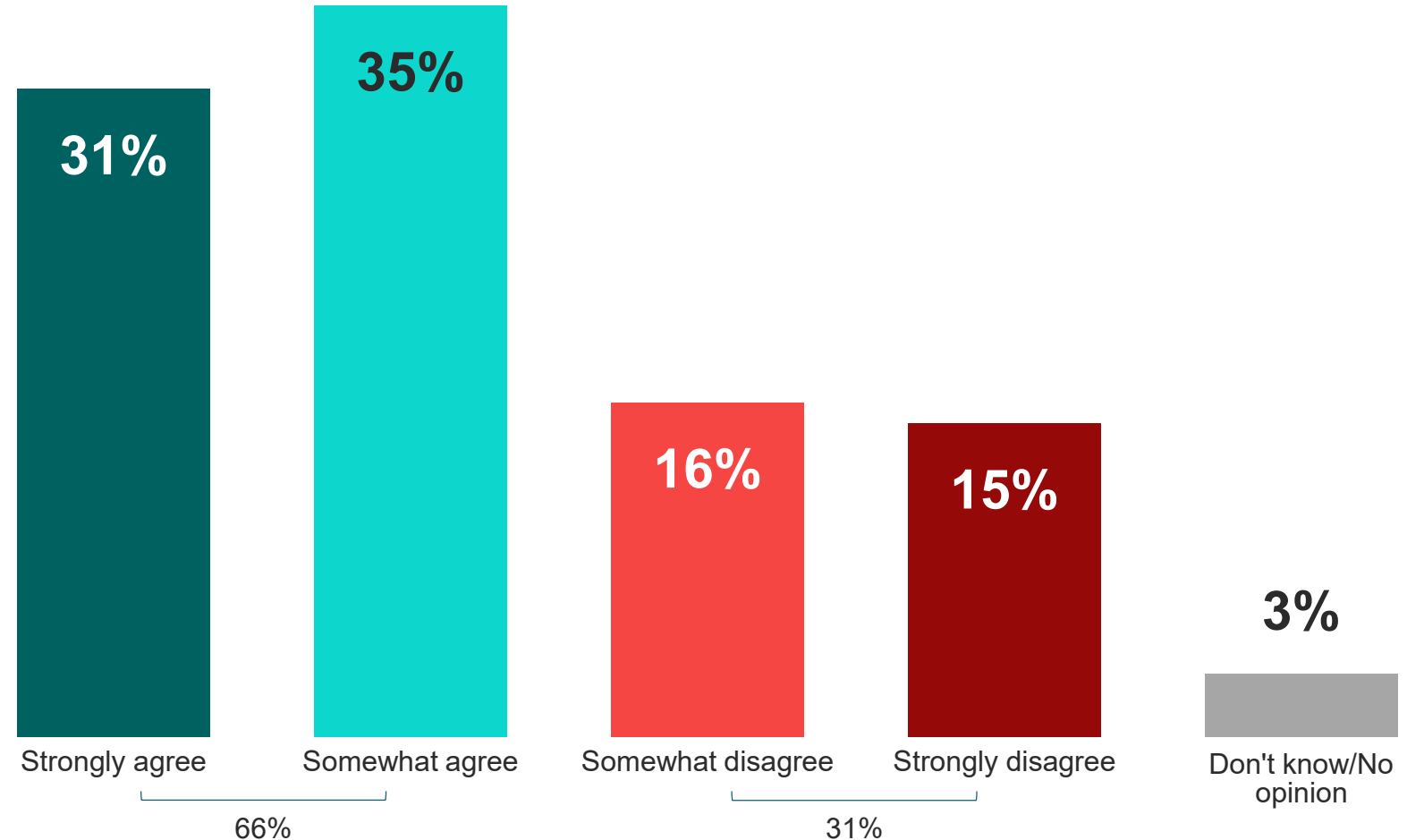


Access to Mental Health Resources

Similarly, a majority of farmers/farmworkers adults (66%) agree they know where to go in their community to find resources regarding mental health.

Do you agree or disagree with the following statement: I know where to go in my community to find resources regarding mental health.

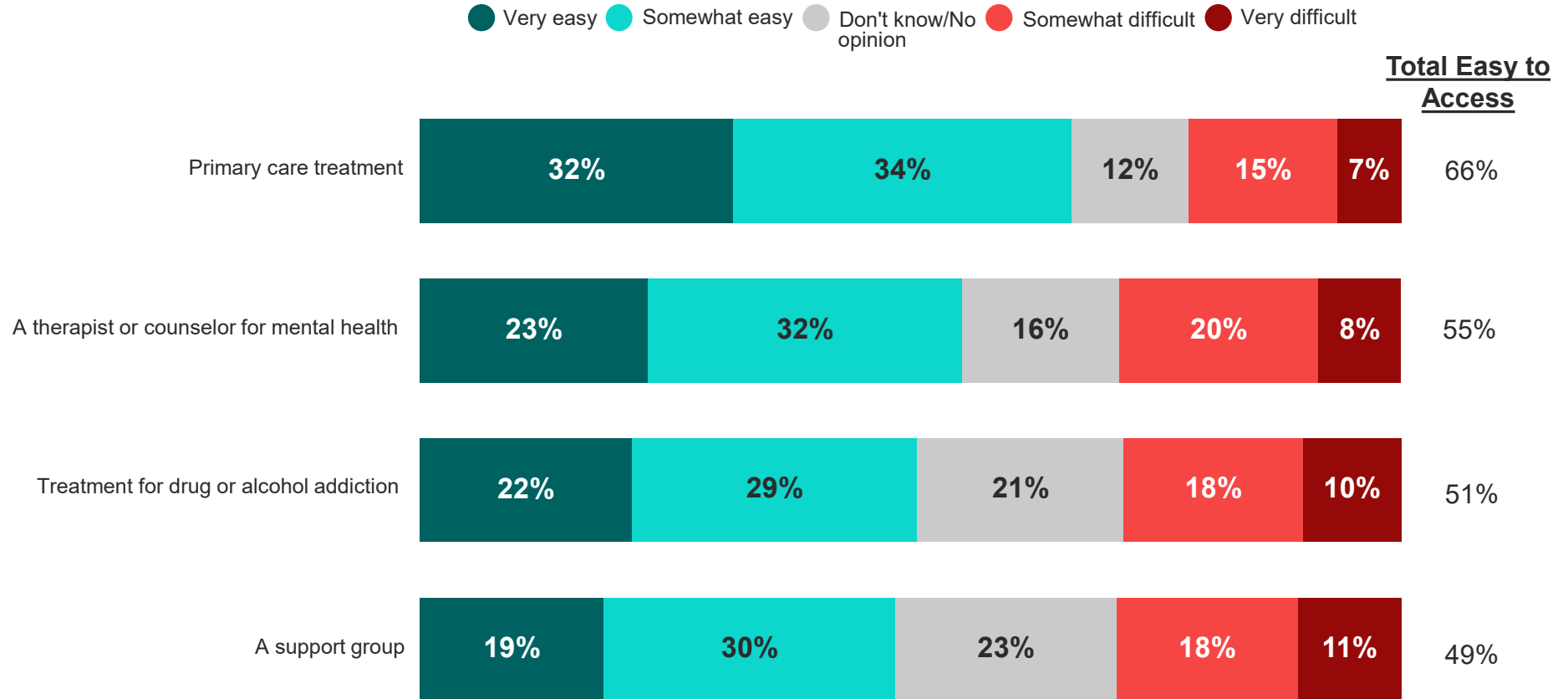
Access to Mental Health Resources



Access to Mental Health Resources

About 3 in 10 rural adults say it is difficult to access a therapist (28%), treatment for drug or alcohol addiction (28%), and a support group in their local community (29%).

Thinking about your local community, how easy or difficult is it to access the following?



Access to Mental Health Resources

Two in 5 farmers/farmworkers (46%) say it is difficult to access a therapist or counselor in their local community.

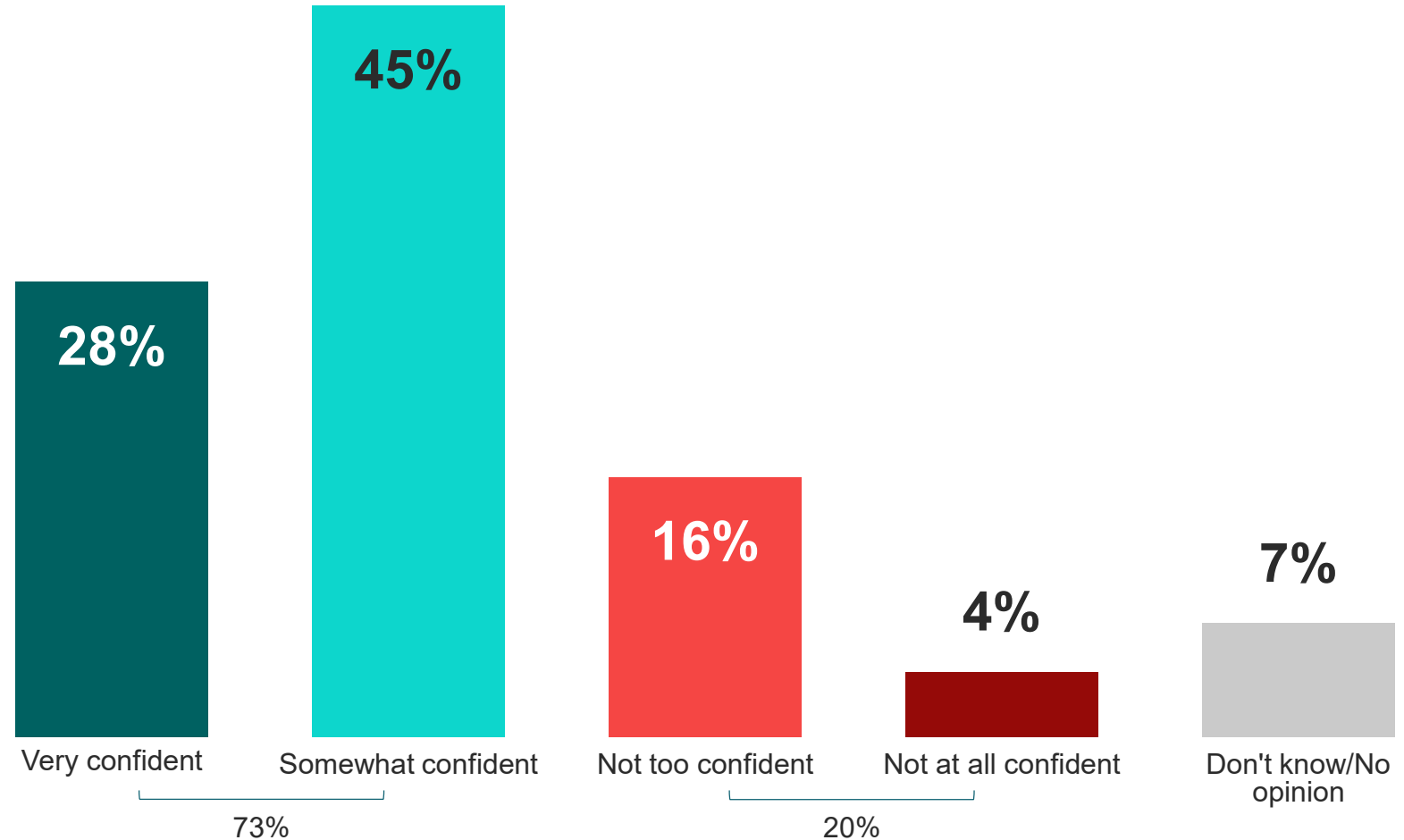
Thinking about your local community, how easy or difficult is it to access the following?



*Among farmers/farmworkers, n=81

A majority of rural adults (73%) are confident that they would be able to spot the warning signs of a mental health condition in an immediate family member or close friend.

How confident are you that you would be able to spot the warning signs of a mental health condition in an immediate family member or close friend?

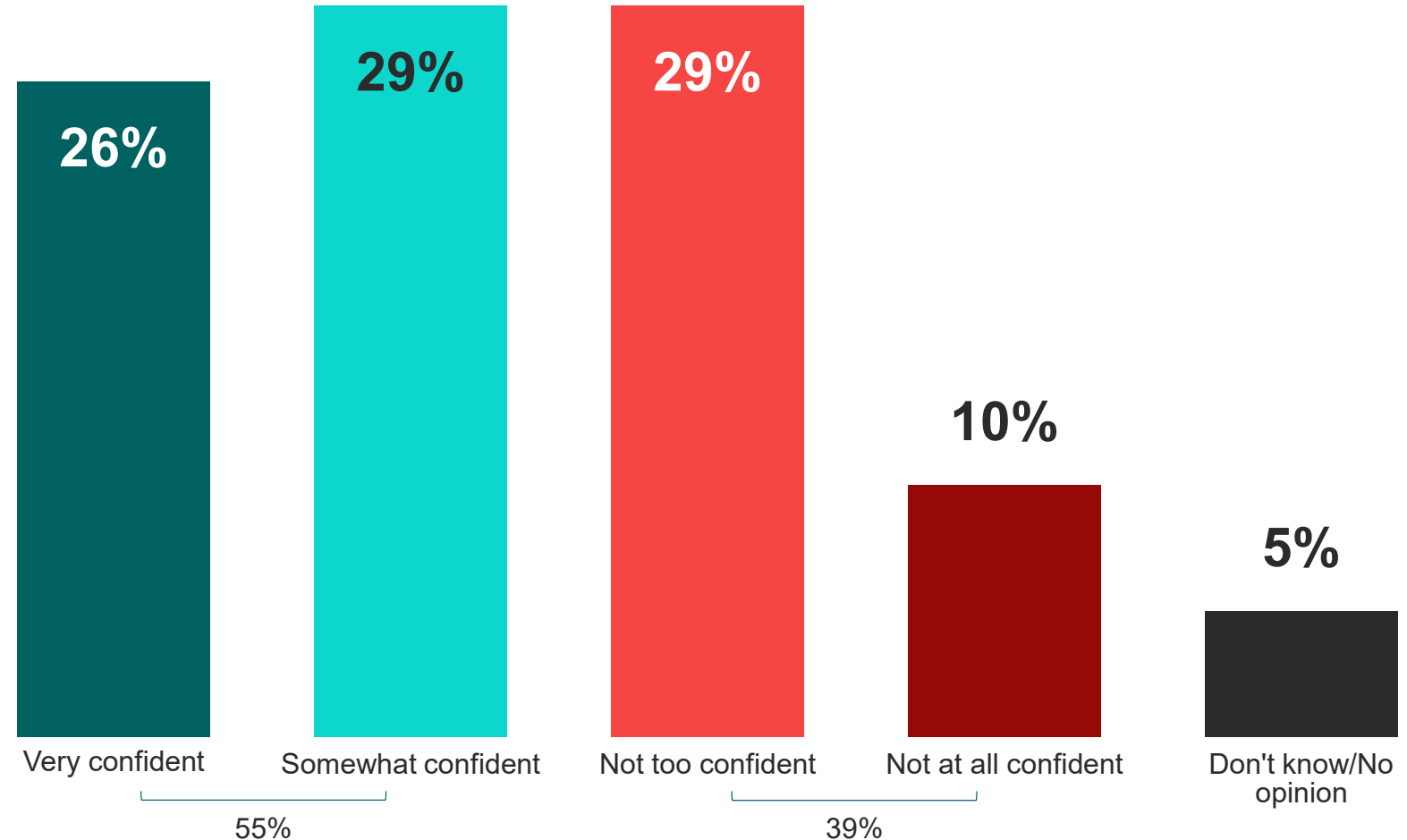


Access to Mental Health Resources

However, farmers/farmworkers are less likely than rural adults to be confident that they would be able to spot the warning signs of a mental health condition (55% vs. 73%).

How confident are you that you would be able to spot the warning signs of a mental health condition in an immediate family member or close friend?

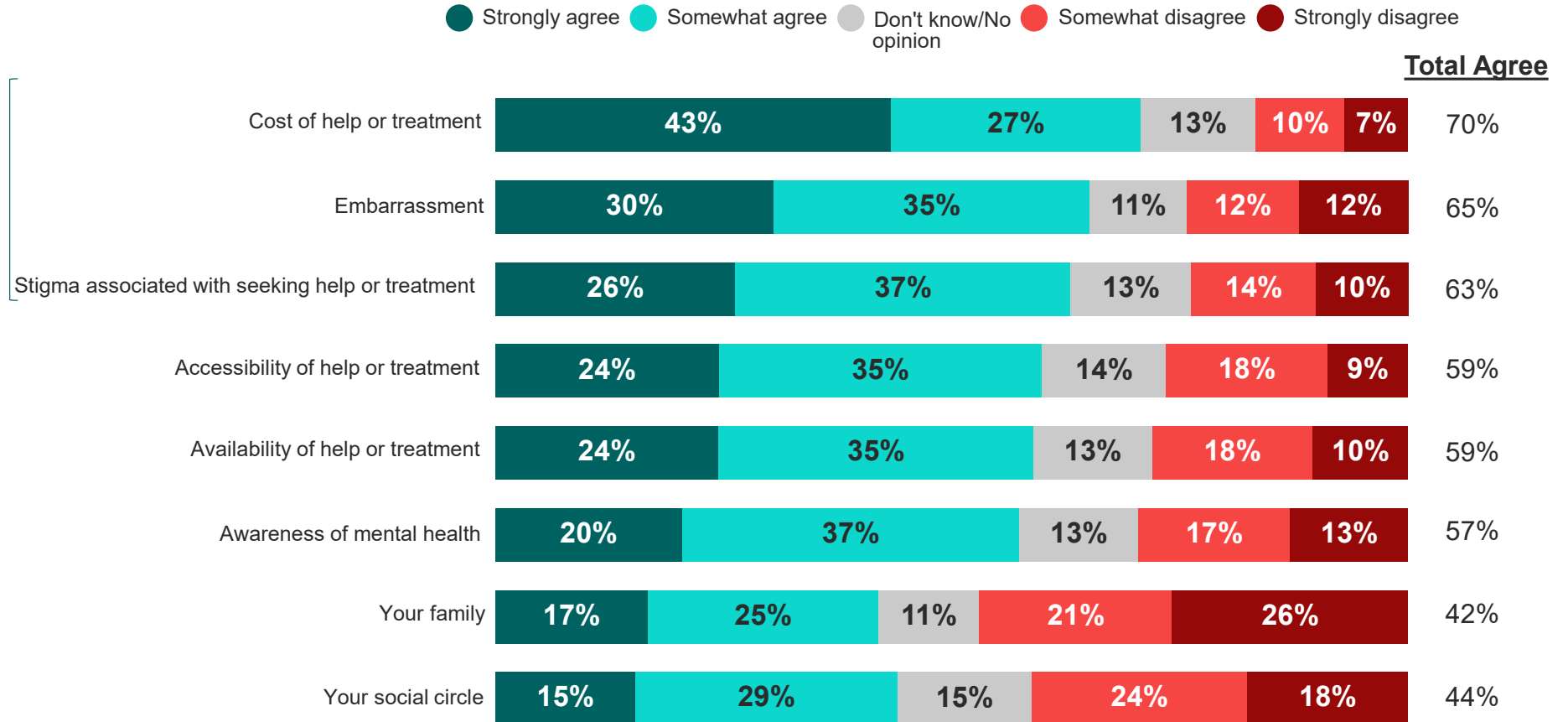
Access to Mental Health Resources



*Among farmers/farmworkers, n=81

A majority of rural adults agree the cost (70%), embarrassment (65%), and stigma (63%) would be an obstacle if they were seeking help or treatment for a mental health condition.

Some say the following are obstacles to seeking help or treatment for a mental health condition. Do you agree or disagree that the following would be an obstacle if you were seeking help or treatment for a mental health condition?

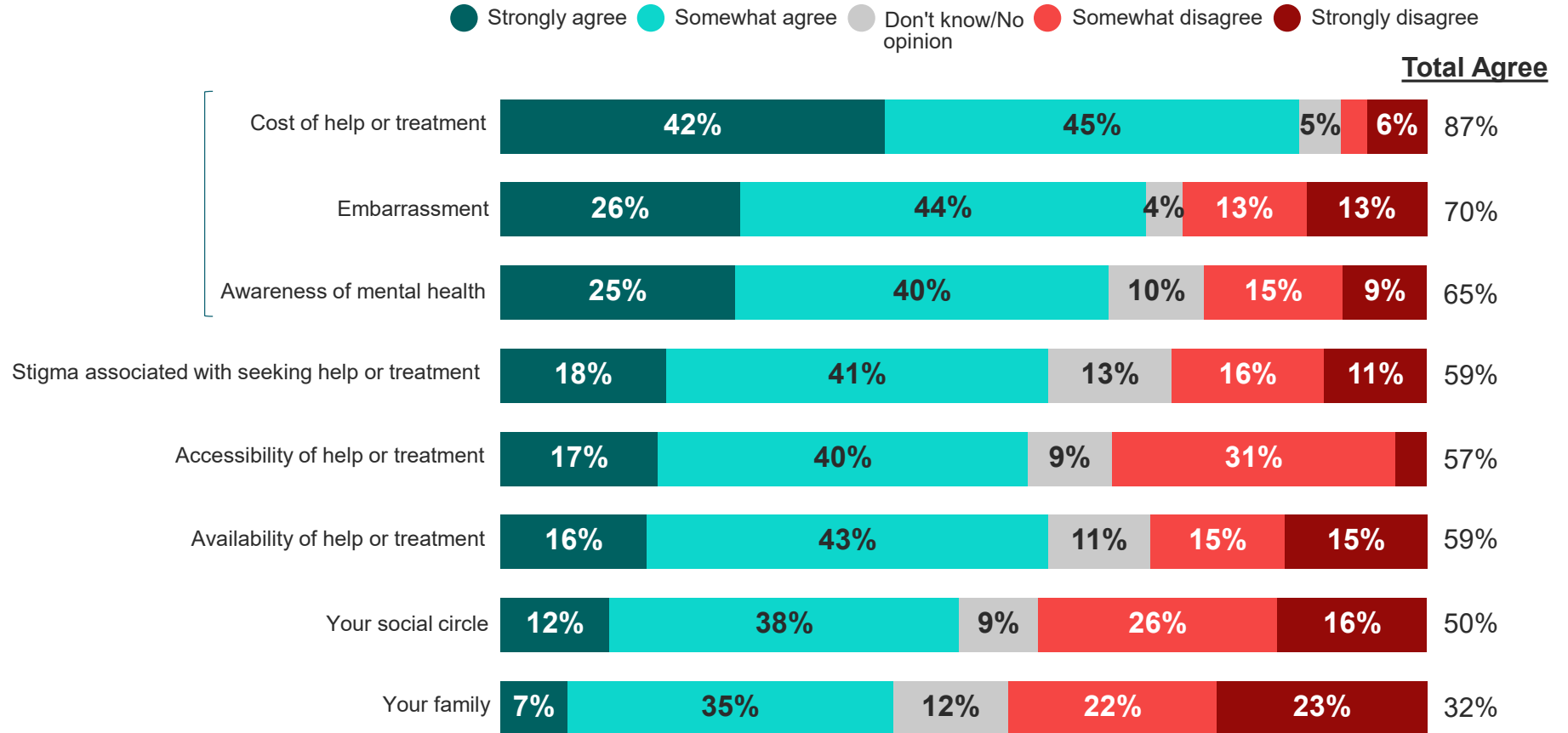


Access to Mental Health Resources

Access to Mental Health Resources

A majority of farmers/farmworkers agree cost of help or treatment (87%), embarrassment (70%), and awareness of mental health (65%) would be an obstacle if they were seeking help or treatment for a mental health condition.

Some say the following are obstacles to seeking help or treatment for a mental health condition. Do you agree or disagree that the following would be an obstacle if you if you were seeking help or treatment for a mental health condition?



*Among farmers/farmworkers, n=81

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**Trusted Resources for
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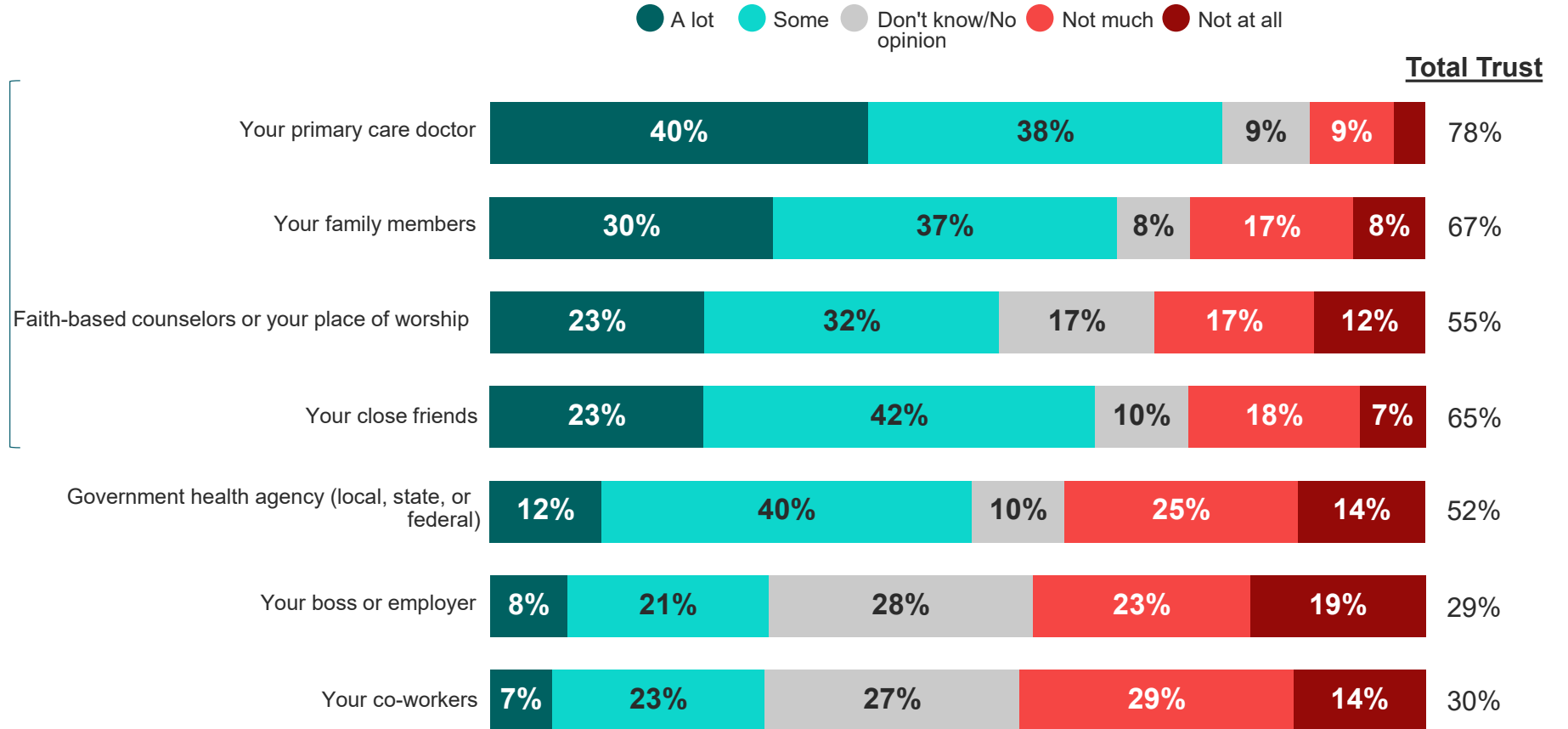


**Personal Experiences with
Mental Health**

Trusted Resources for Mental Health Information

Primary care doctors (78%), family members (67%), close friends (65%), and faith-based counselors (55%) are trusted sources for information on mental health by a majority of rural adults.

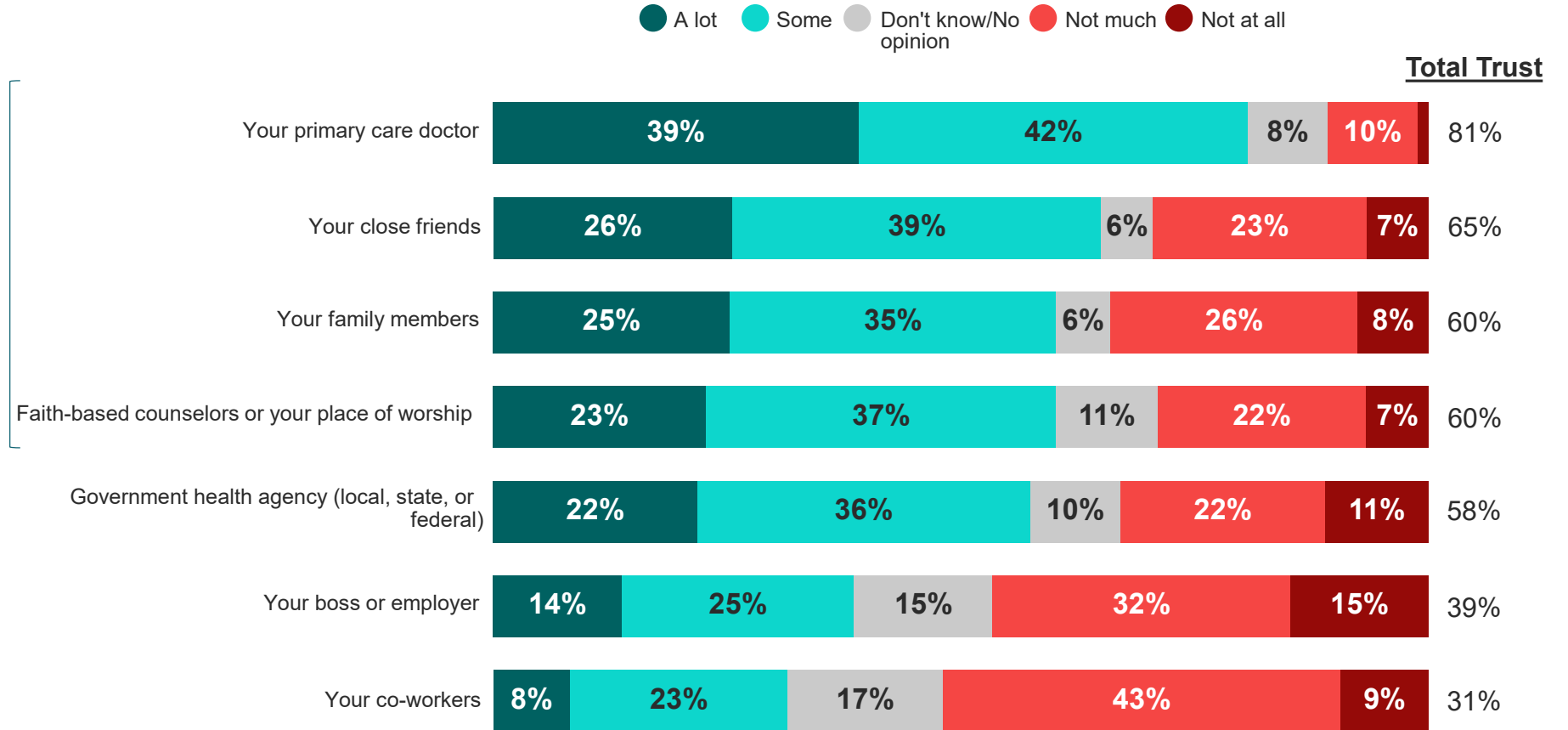
How much do you trust the following sources for information on mental health?



Trusted Resources for Mental Health Information

Similarly, primary care doctors (81%), close friends (65%), family members (60%), and faith-based counselors (60%) are viewed as trusted sources by a majority of farmers/farmworkers.

How much do you trust the following sources for information on mental health?

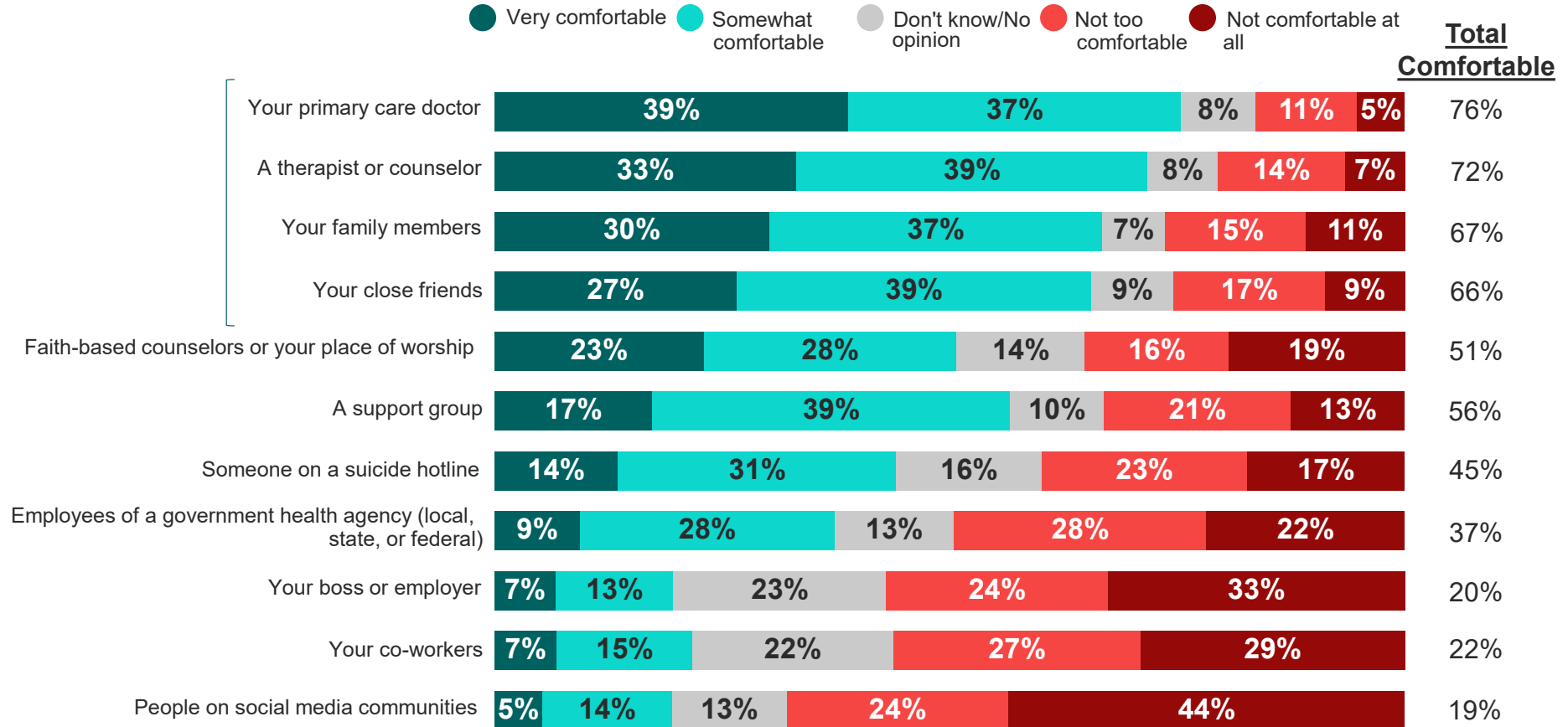


*Among farmers/farmworkers, n=81

Trusted Resources for Mental Health Information

Similarly, a majority of rural adults would be comfortable talking to their primary care doctor (72%), a therapist (72%), family members (67%) and close friends (66%) if they were dealing with a high level of stress or a mental health condition.

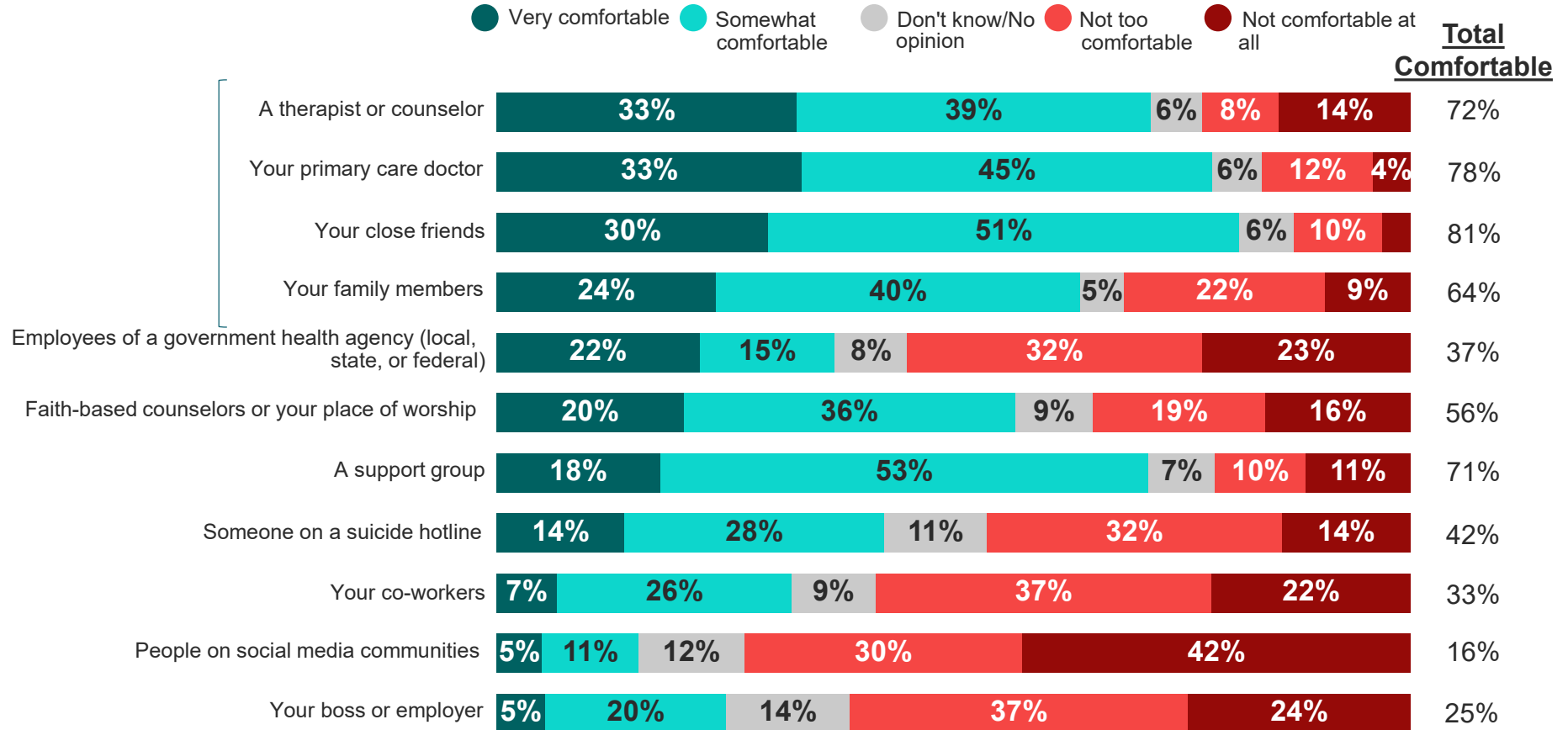
If you were dealing with a high level of stress or a mental health condition, how comfortable would you be talking with each of the following?



Trusted Resources for Mental Health Information

And, a majority of farmers/farmworkers would be comfortable talking to their primary care doctor (81%), close friends (78%) and a therapist (72%) if they were dealing with a high level of stress or mental health condition.

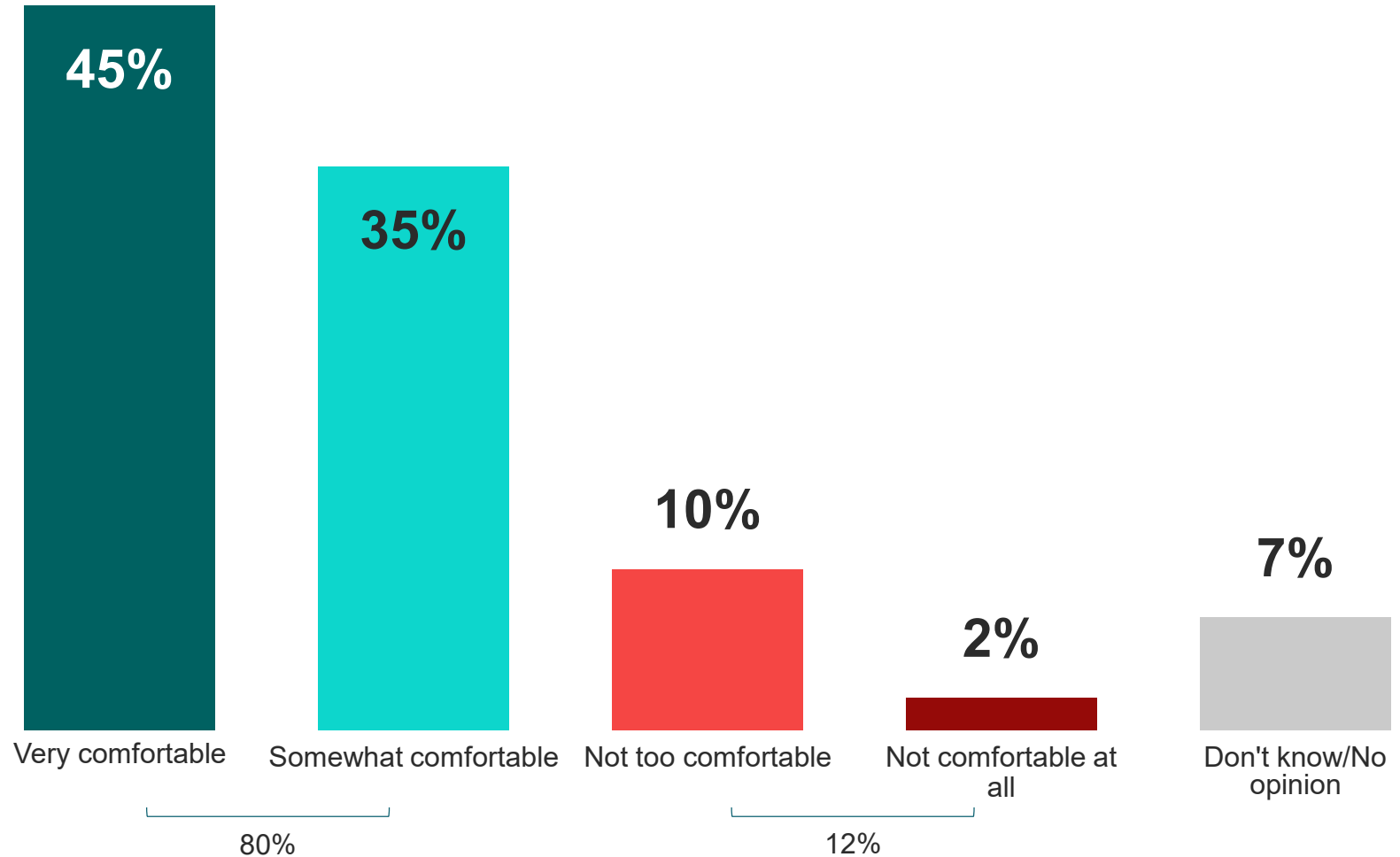
If you were dealing with a high level of stress or a mental health condition, how comfortable would you be talking with each of the following?



*Among farmers/farmworkers, n=81

Four in 5 rural adults say they would be comfortable talking with a friend or family member who is dealing with stress or a mental health condition.

If you have a friend or family member dealing with stress or a mental health condition, how comfortable would you be talking with them about solutions?

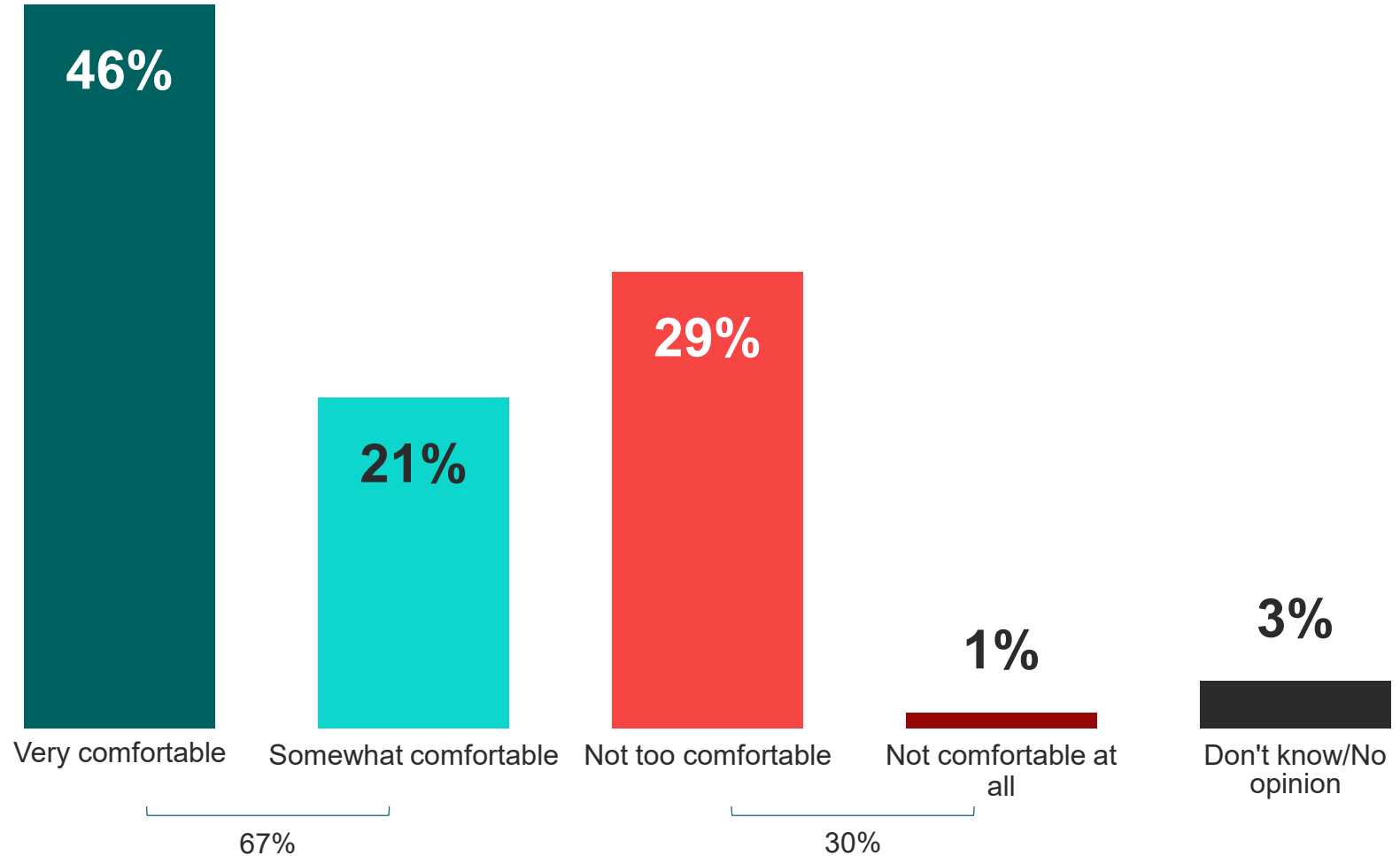


Trusted
Resources
for Mental
Health
Information

Trusted Resources for Mental Health Information

On the other hand, 1 in 3 farmers/farmworkers (30%) would not be comfortable talking to a friend or family member about solutions for a mental health condition.

If you have a friend or family member dealing with stress or a mental health condition, how comfortable would you be talking with them about solutions?



*Among farmers/farmworkers, n=81

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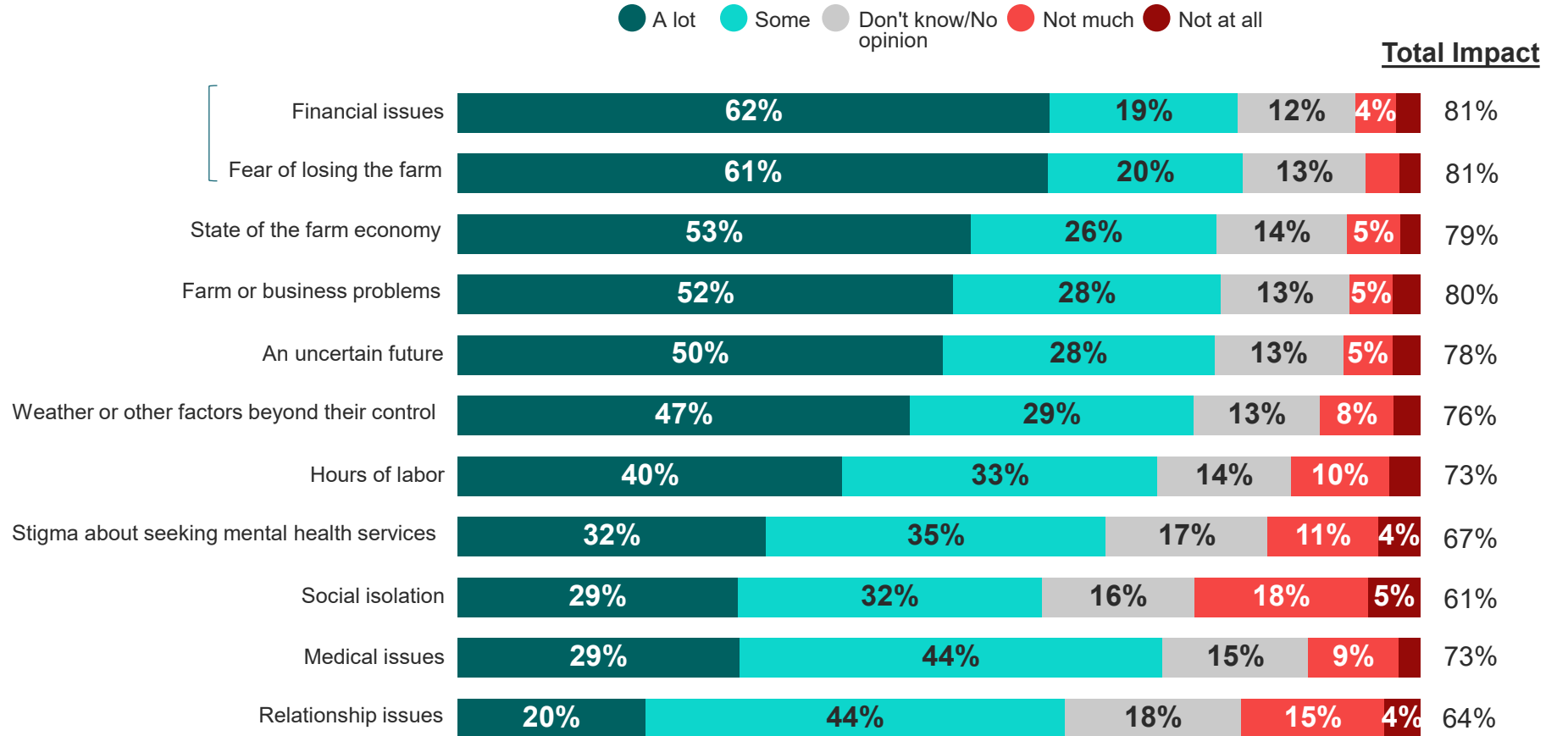


**Personal Experiences with
Mental Health**

Contributors to Mental Health of Farmers

Four in 5 rural adults (81%) think financial issues and fear of losing the farm impact the mental health of farmers.

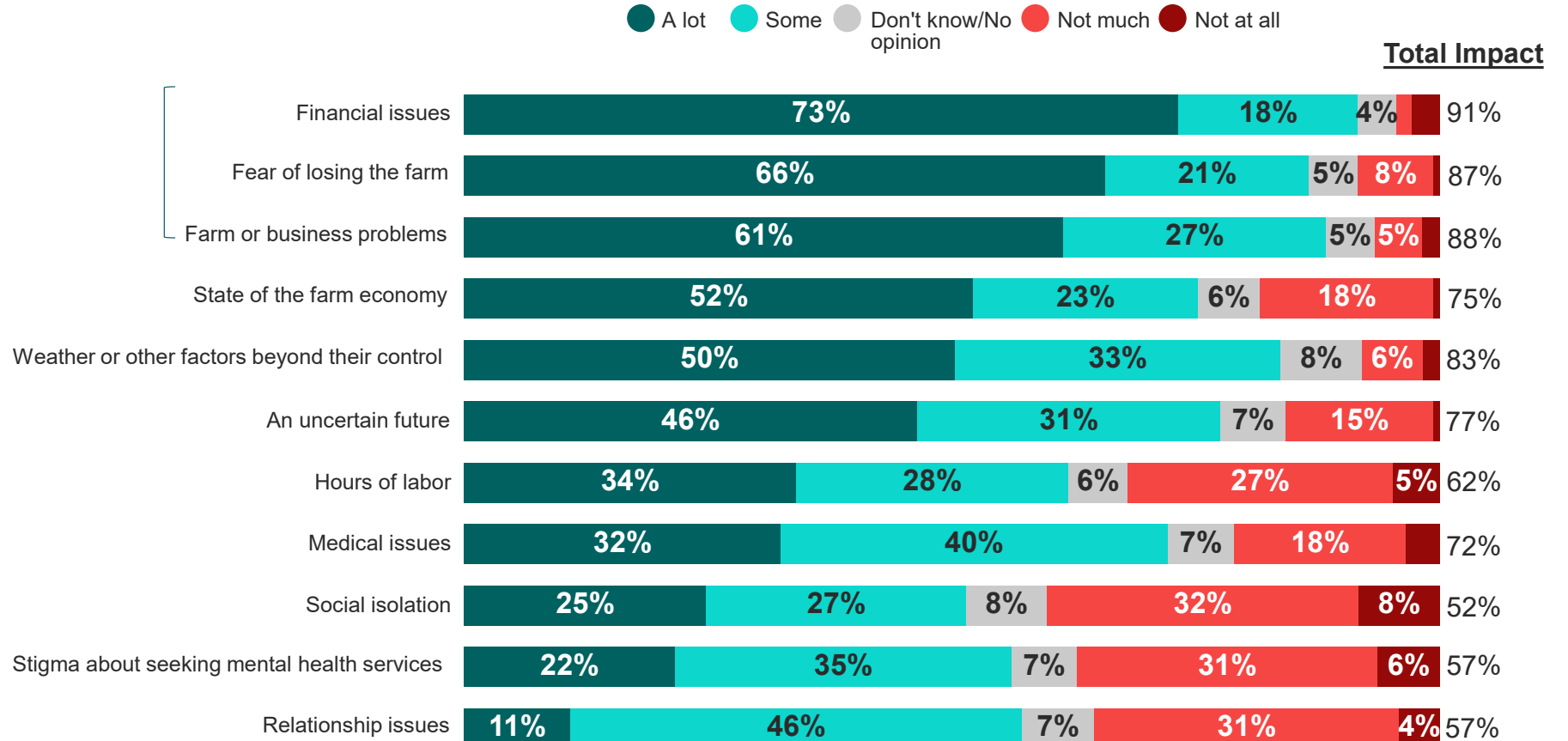
Based on what you know, how much do you think each of the following impacts the mental health of farmers?



Contributors to Mental Health of Farmers

A strong majority of farmers/farmworkers think financial issues (91%), fear of losing the farm (87%), and farm or business problems (88%) impact the mental health of farmers.

Based on what you know, how much do you think each of the following impacts the mental health of farmers?



*Among farmers/farmworkers, n=81

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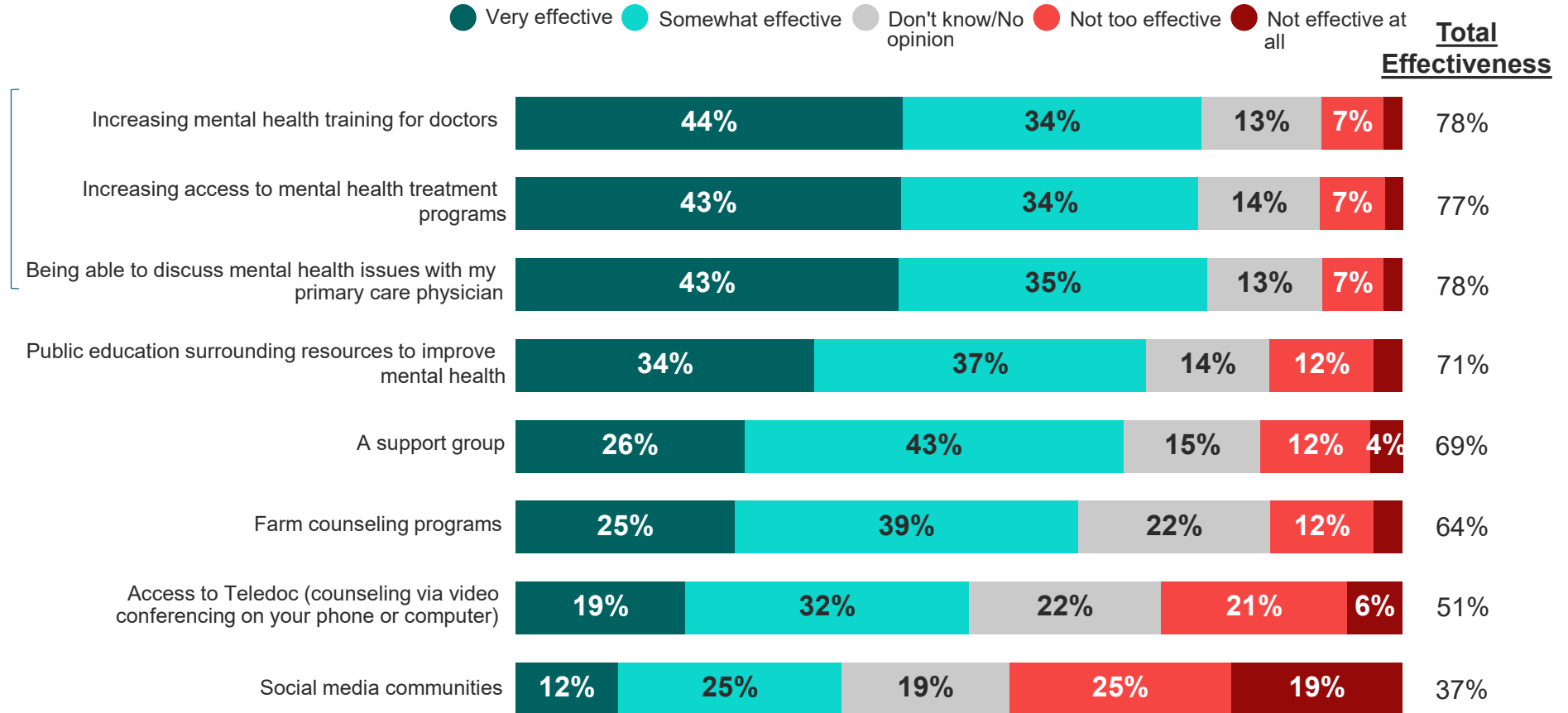


**Personal Experiences with
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Effective Actions to Reduce Stigma

Rural adults think mental health training for doctors (78%), mental health treatment programs (77%), and the ability to discuss mental health with primary care physicians (78%) would be effective in addressing stress and mental health conditions in their local community.

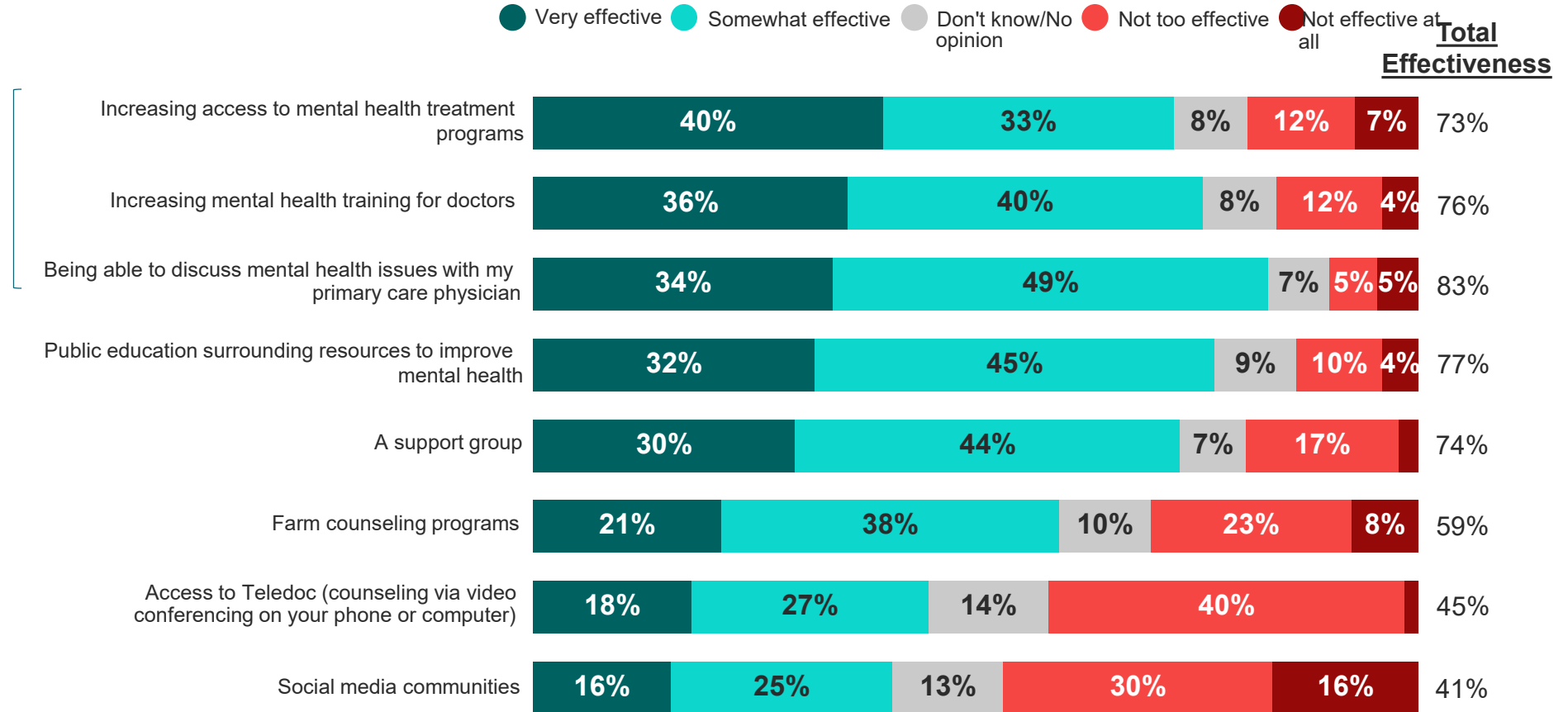
Thinking about your local community, how effective would each of the following be in helping to address stress and mental health conditions?



Effective Actions to Reduce Stigma

Similarly, farmers/farmworkers think mental health training for doctors (76%), mental health treatment programs (73%), and the ability to discuss mental health with primary care physicians (83%) would be effective in addressing stress and mental health conditions in their local community.

Thinking about your local community, how effective would each of the following be in helping to address stress and mental health conditions?



*Among farmers/farmworkers, n=81

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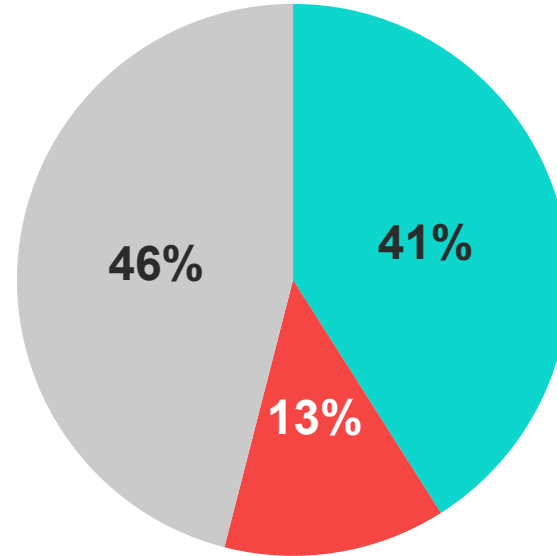
**Evaluating the Scope of the
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Mental Health**

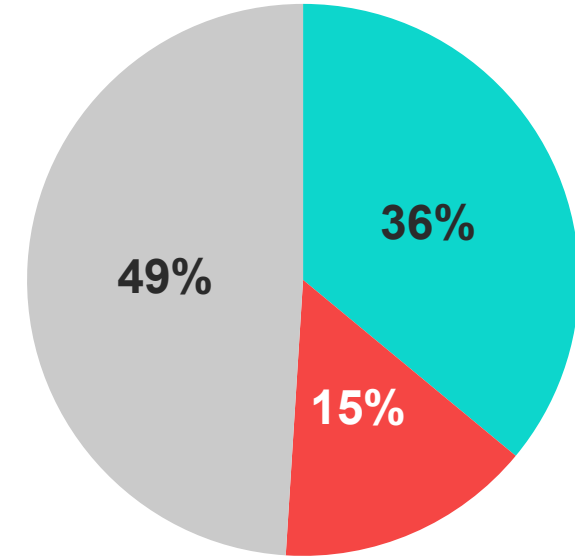
About 2 in 5 rural adults say stress and mental health have become more a problem in their community in the past 5 years (41%) and in the past year (36%).

In the past 5 years have stress and mental health become more or less of a problem in your community?



- More of a problem in my community
- Less of a problem in my community
- Don't Know / No Opinion

Compared to a year ago, have stress and mental health become more or less of a problem in your community?



- More of a problem in my community
- Less of a problem in my community
- Don't Know / No Opinion

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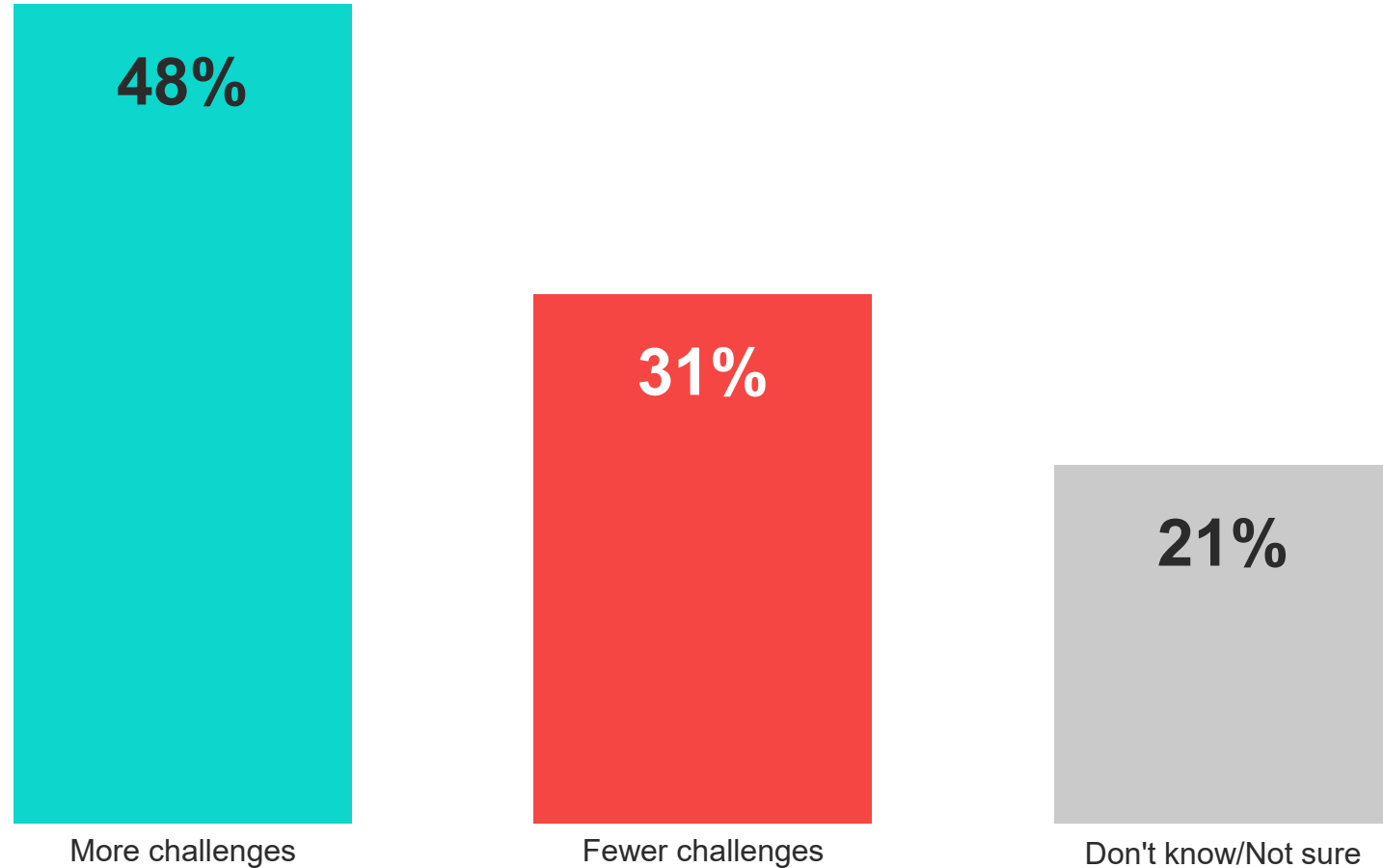
**Evaluating the Scope of the
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**Personal Experiences with
Mental Health**

Nearly half of rural adults (48%) say they are personally experiencing more mental health challenges than they were a year ago.

Compared to a year ago, are you personally experiencing more or fewer stress and mental health challenges?

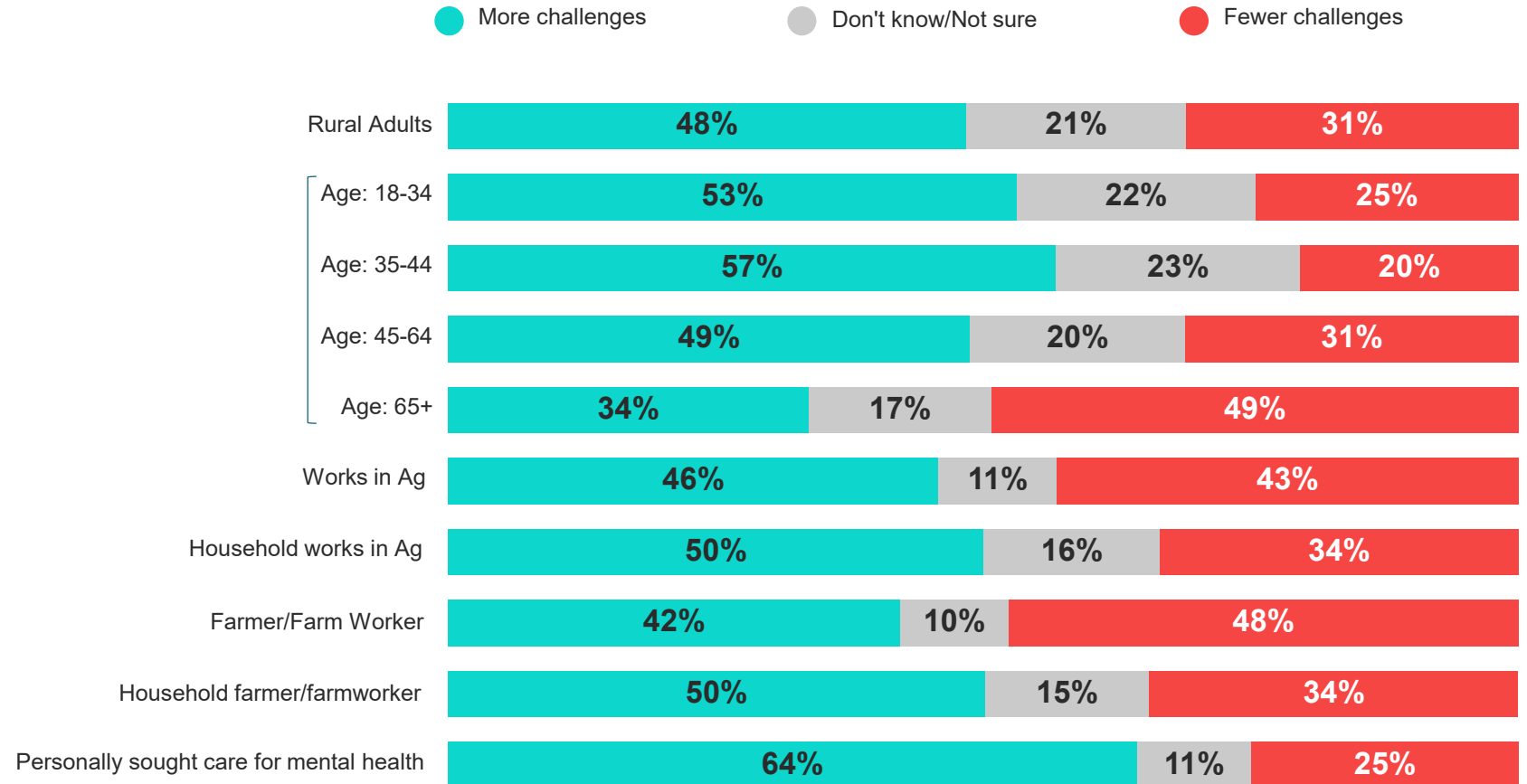


Personal Experiences with Mental Health

Personal Experiences with Mental Health

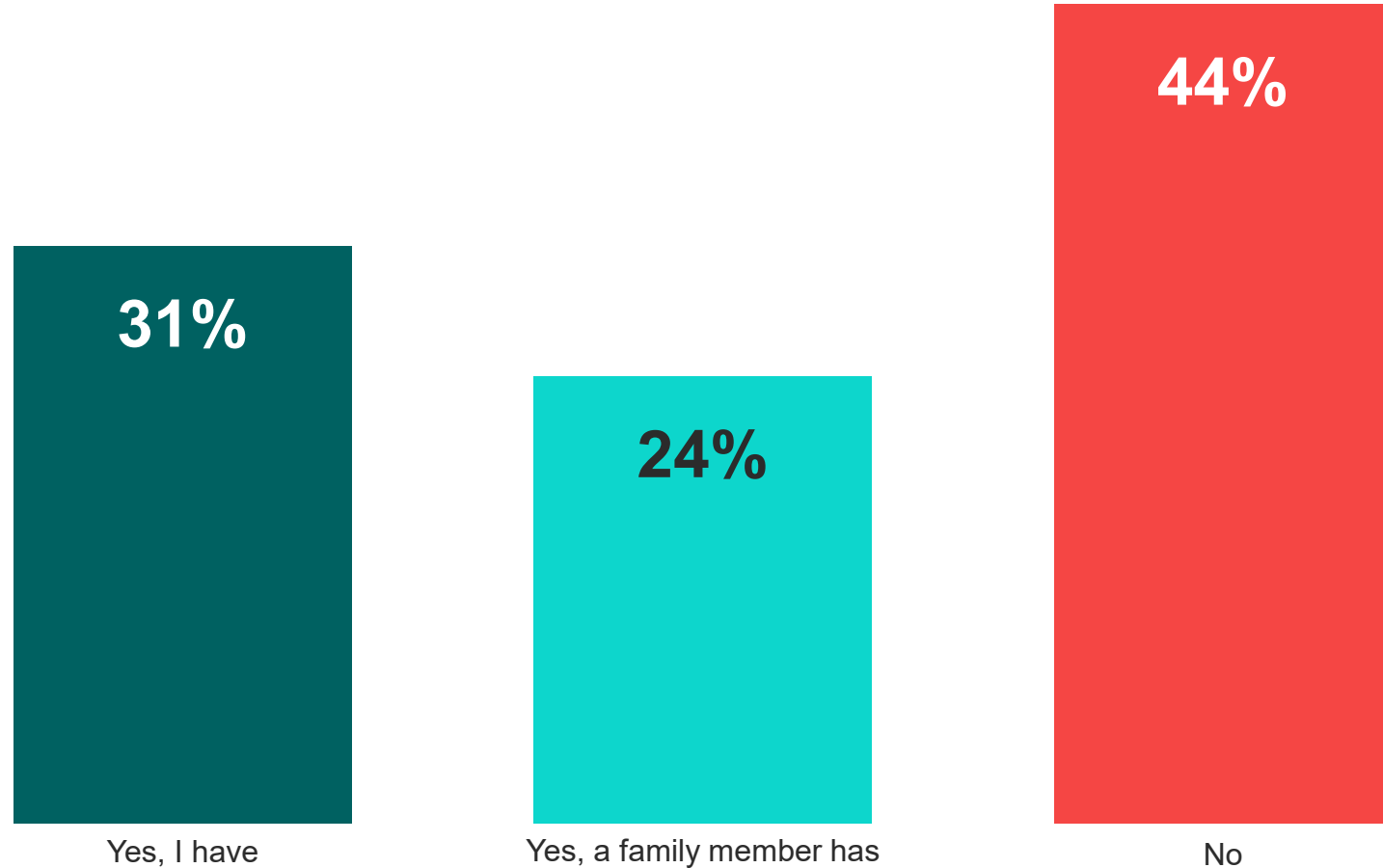
Younger rural adults are more likely than older rural adults to say they are experiencing more mental health challenges now than a year ago.

Compared to a year ago, are you personally experiencing more or fewer stress and mental health challenges?



One in 3 rural adults (31%) have personally sought care for a mental health condition.

Have you or a family member ever sought care for a mental health condition of any kind?

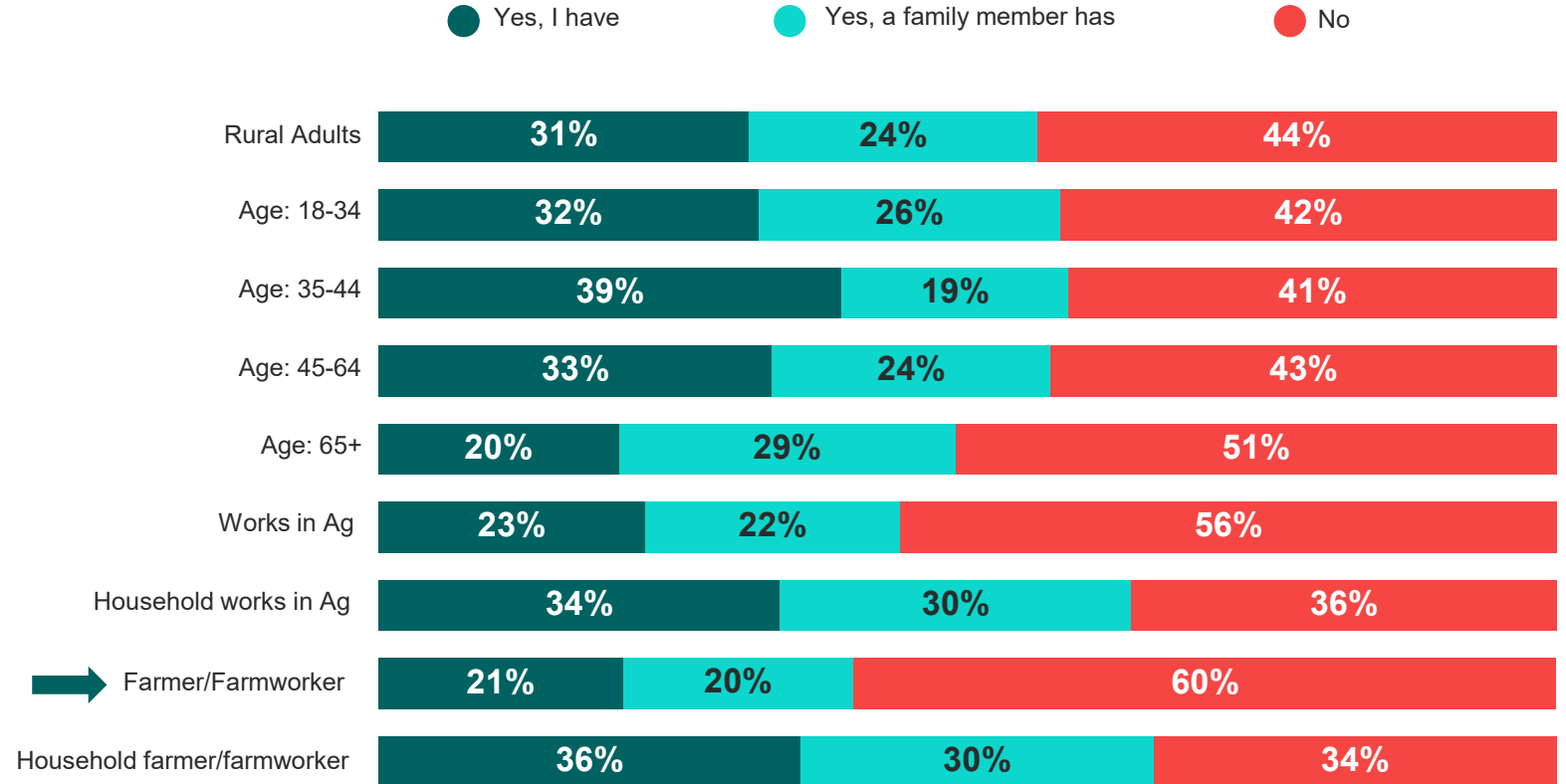


Personal Experiences with Mental Health

Personal Experiences with Mental Health

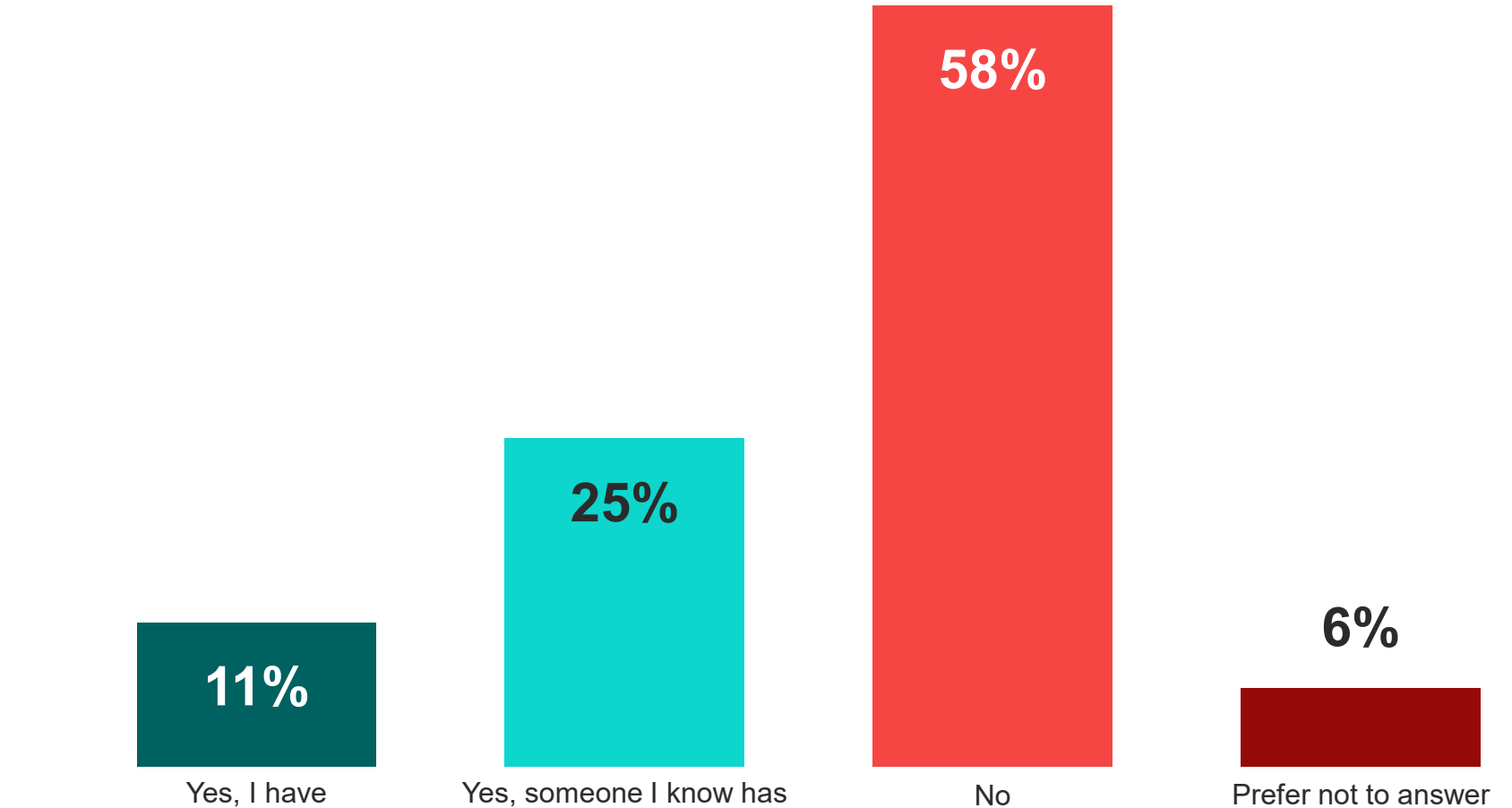
And, 1 in 5 farmers/farmworkers (21%) have personally sought care for a mental health condition.

Have you or a family member ever sought care for a mental health condition of any kind?



Eleven percent of rural adults have self-medicated as a result of stress, and 1 in 4 know someone who has.

Many people suffer from stress and sometimes misuse opioids or other medications to reduce the level of stress they're experiencing. To the best of your knowledge, have you or has someone you know self-medicated as a result of stress?

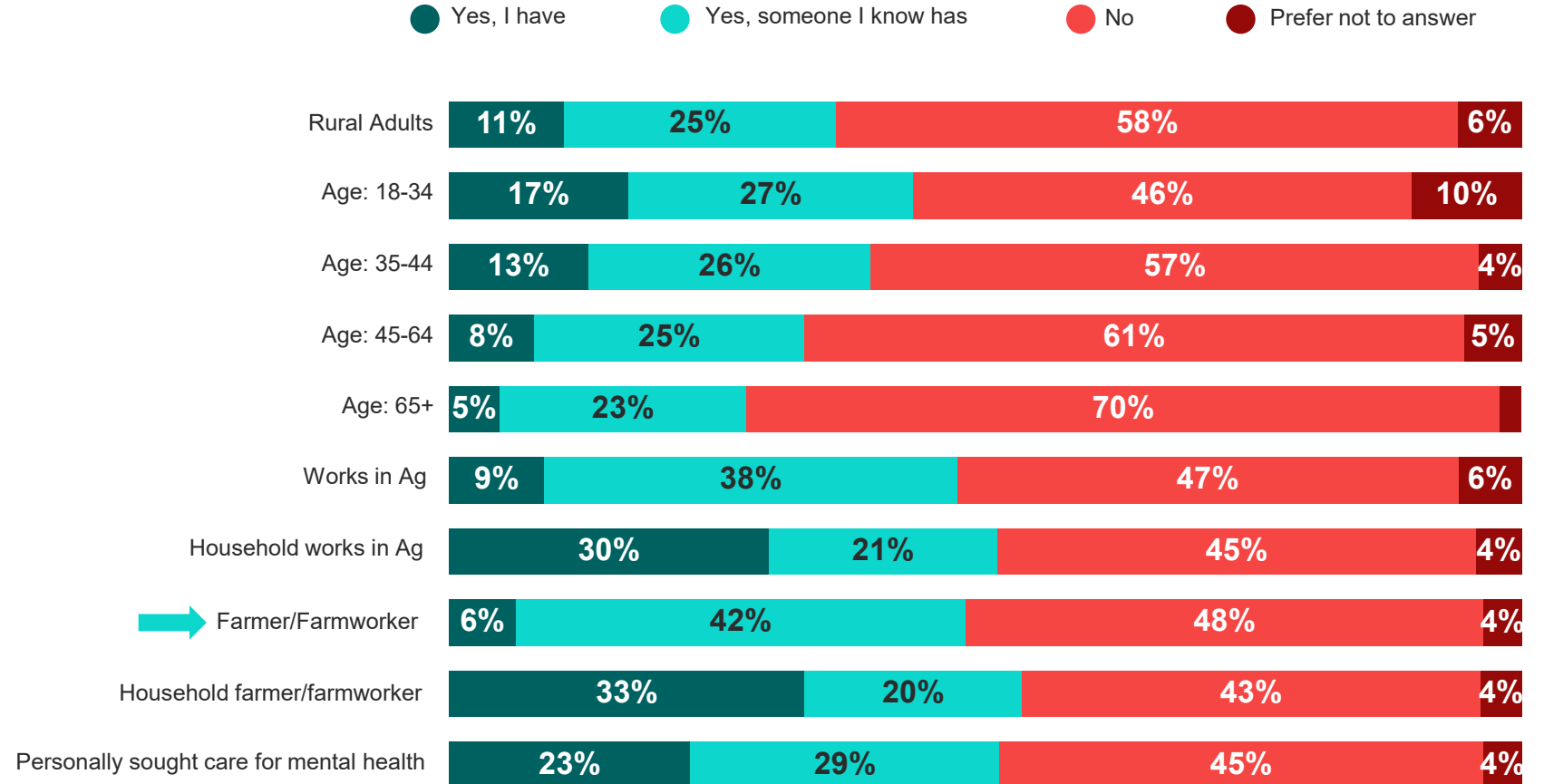


Personal Experiences with Mental Health

Personal Experiences with Mental Health

Two in 5 farmers/farmworkers (42%) know someone who has self-medicated as a results of stress.

Many people suffer from stress and sometimes misuse opioids or other medications to reduce the level of stress they're experiencing. To the best of your knowledge, have you or has someone you know self-medicated as a result of stress?



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