



MIND YOUR HEAD

YELLOWWELLIES.ORG

TOOLKIT



9-13 FEBRUARY 2026



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Content advisory:

This content includes references to suicide and survival. If these topics are distressing for you, please consider pausing and accessing the support resources listed at the end.

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INTRODUCTION

The following pages contain information and resources to help you and include:

- 1 Background
- 2 Objectives
- 3 Audiences & Aims
- 4 Communications Plan
- 5 How can you support

Thank you in advance for supporting Mind Your Head week and if you have any queries, please contact

Farm Safety Foundation (Yellow Wellies)
Stephanie Berkeley
07743 820 731
stephanie_berkeley@nfumutual.co.uk

In an industry where resilience is often worn as a badge of honour, it is vital to recognise the impact of poor mental wellbeing.

The strength of our sector lies not only in its productivity, but in its people and together, we can ensure no one faces their struggles alone. Each of us has a role to play in fostering a healthier, more supportive environment. By raising awareness, encouraging open dialogue, and offering timely support, we can help prevent friends, family and colleagues from reaching crisis point.

Please join us to support the 9th annual #MindYourHead campaign and show that you care and that there is hope.

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OUR RESEARCH

MENTAL WELLBEING AMONG UK FARMERS OVER 40 HITS FOUR-YEAR LOW

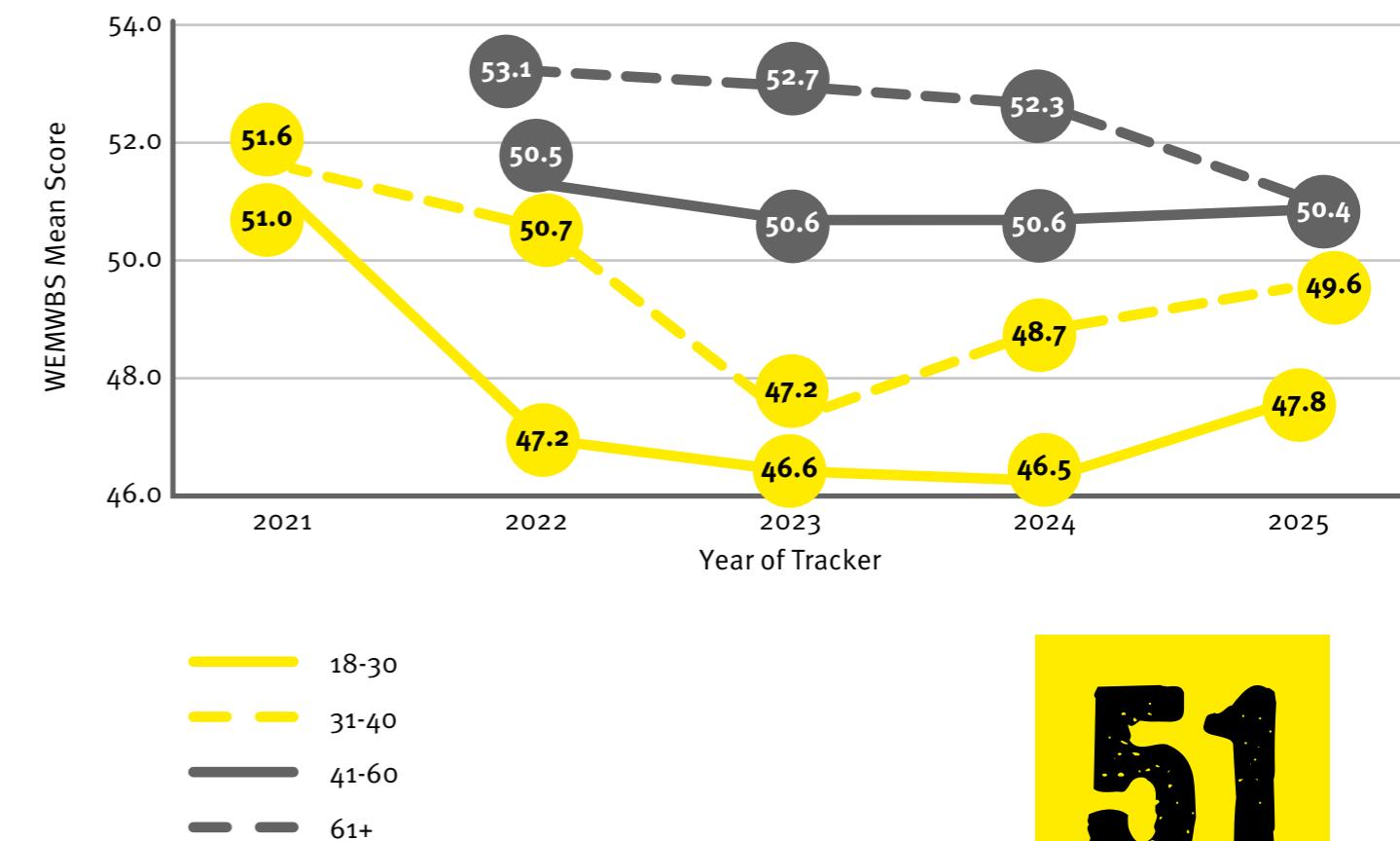
Headline findings from our September 2025 Farm Safety and Wellbeing research reveal a concerning decline in mental wellbeing among UK farmers aged over 40. As measured by the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS), wellbeing levels have dropped to their lowest point in four years.

The data also highlights a stark disparity: overall wellbeing within the farming community (measured in 765 farmers across the UK) continues to lag behind that of the general population, underscoring an urgent need for targeted support and intervention.



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WEMWBS MEAN AVERAGE BY AGE



51

Mean Score -
UK General
Population

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FACTS

**SUICIDE IS THE BIGGEST KILLER
OF UNDER 55s IN THE UK (ONS 2023)**

**NOT CANCER.
NOT ROAD ACCIDENTS.
NOT DRUGS... SUICIDE**

 Why aren't we talking about it?

 If suicide were a virus, we would be on the hunt for a vaccine.

 75% of suicides in the UK are male.

 This is a safety issue and, as the Farm Safety Foundation,
this is our remit.

THE EVIDENCE

23

Farm workers lost their lives at work last year
according to HSE Fatal Injuries in Agriculture,
Forestry & Fishing GB report 2024/2025

47

Suicides registered in 2024 among the farming
and agricultural industry in England and Wales.

SOURCE: Office Of National Statistics website
(combining codes 1211, 5111, 5119, 8223, 9111, 9119)



THIS YEAR'S MESSAGE

After eight years of the Mind Your Head campaign, we have seen progress in talking about mental health in farming, yet suicide prevention still lags. That has to change.

Following a constructive roundtable with other rural support groups and charities at Groundswell in July we agreed that the 2026 Mind Your Head campaign would focus on suicide prevention, interventions and conversations in the farming sector. As a member of The Royal Foundation's National Suicide Prevention Network and through our close work with key farming support groups and charities, we are committed to standing together to create innovative, collaborative and genuinely hopeful solutions. Our shared goal is

to deliver meaningful, positive impact where it matters most - within farming families and rural communities who deserve the very best support.

Farming is more than a profession – it is a way of life. But it can be isolating, relentless and uncertain. Long hours, physical graft and a culture of “just get on with it” keep our industry moving but they can also keep too many of us silent for too long.

We lose too many people to suicide every year but we can change that if we learn the signs, start honest conversations and signpost timely help, so a struggle does not become a crisis.



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As members of The Royal Foundation's National Suicide Prevention Network – a four-nations initiative launched on World Mental Health Day – the Farm Safety Foundation will use this year's campaign to strengthen access, collaboration and innovation across crisis, prevention and postvention for the farming community.

NATIONAL SUICIDE PREVENTION NETWORK

A FOUR NATIONS APPROACH



Proudly supported by NFU Mutual

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2026 OBJECTIVES

-  **Raise awareness of the unique mental health challenges in farming**
-  **Educate the community on suicide risk factors and warning signs**
-  **Promote the power of conversation and connection**
-  **Share stories of hope, recovery and lived experience**
-  **Connect people to resources and ongoing support**

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AUDIENCES AND AIMS

The primary audience for this campaign is anyone living and working in agriculture in the UK.

A secondary audience is the wider general public.

A key objective will be to highlight the support and guidance available from local, regional and national support groups and charities.

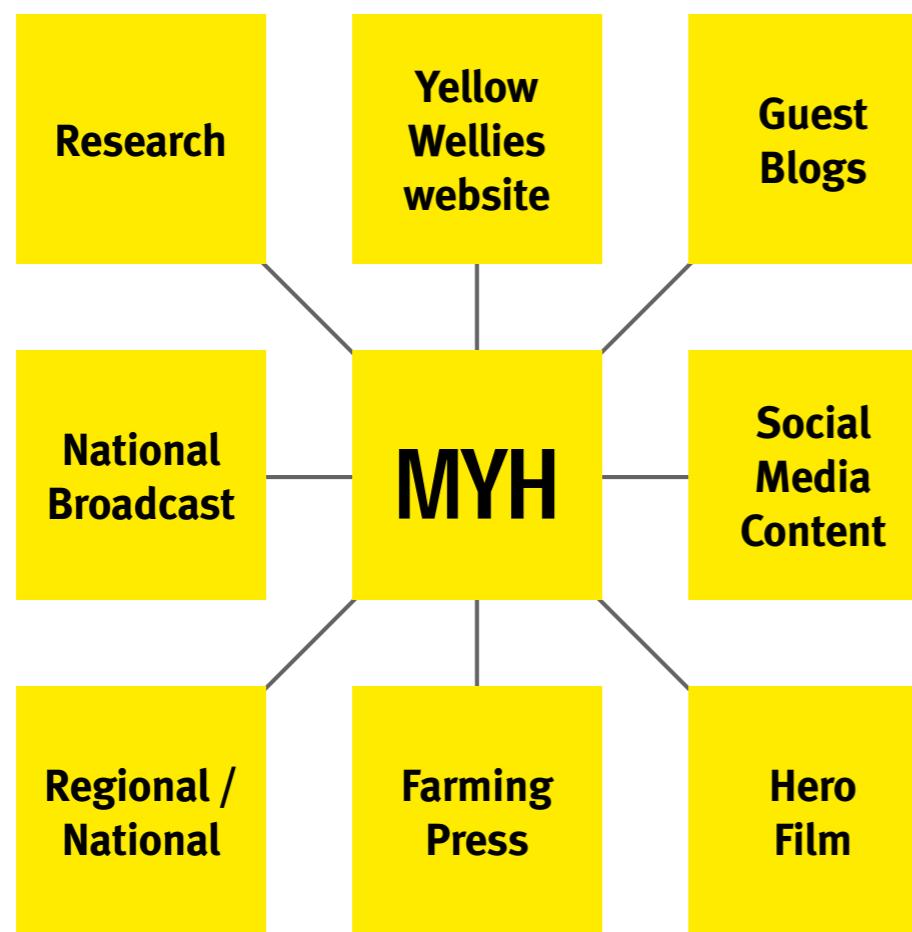


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OUTLINE PLAN

To help our messages reach as many people as possible, we will:

- Work with local, national and trade media to sell in stories, case studies and local impacts.
- Work with partners to encourage them to share messages and support the campaign.
- Promote campaign messages on our social media channels.
- Share research, stories, guest blogs and videos on our website.

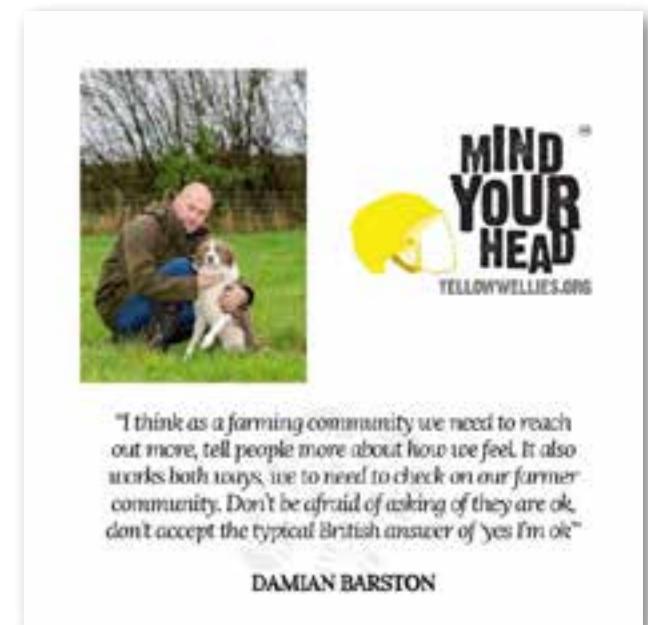


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COMMUNICATIONS PLAN

We will use platforms where we can connect – press, websites, podcasts and social media

We will mount an **integrated campaign** using ALL these platforms to share stories, messages and videos and will invite partners to comment, contribute and share using the hashtag **#MindYourHead** and remind them to tag **@yellowwelliesUK** so we can measure engagement.



Official Name

The official name of the campaign is **Mind Your Head** It is a registered trademark and is **not** to be referred to as "Mind Your Head 2026" or any other derivative

Official Logo



Official Hashtag

#MINDYOURHEAD

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THEMES

We have gathered some very special people from across the UK farming community to support us this year – those who have lost loved ones, those who have struggled in silence and those who have made the journey back from their lowest point.

- Monday 9th** sets the tone with the campaign launch, using our research and introducing the idea that proactive steps can make all the difference.
- Tuesday 10th** reminds us that mental health is a journey, not a destination.
- Wednesday 11th** focuses on building knowledge, highlights training available & explores supportive tools developed for farmers.
- Thursday 12th** is about recovery - acknowledging that healing is a continuous path, taken one step at a time.
- Friday 13th** celebrates those who have led the way in opening up conversations and driving change and we will launch The Farming Pledge.

GET INVOLVED...

It has often been said that farming is more than a job, it's a way of life.

And ensuring that way of life remains for farmers of the future is a responsibility we all share so please

Join the conversation: follow us on social media and help spread the message by sharing our posts. Use **#MindYourHead** to amplify the campaign and don't forget to tag **@yellowwelliesuk**.

Tell us your story – if you have a story to tell or want to support this year's themes, let us know. We'd love to feature you.

Walk with Sam – see page 22.

Be the voice of change – sign up to complete one of the training sessions we will be highlighting throughout the week.

Make the Farming Pledge – Join the growing number of agricultural businesses and organisations who are making suicide prevention everyone's business. (See attached)



SOCIAL MEDIA

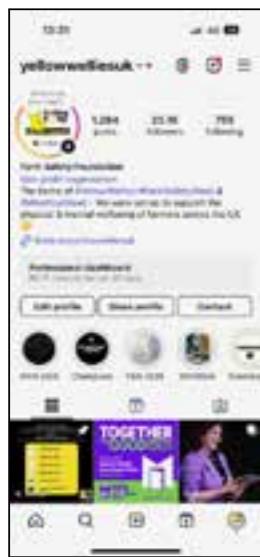
Is there a quicker and more efficient way to inform, inspire and encourage conversations around Mind Your Head than by using the power of social media?

This week, we will focus on the five themes which we will be sharing tailored to different social media channels. You can share our posts directly or customise them for your own audiences!

Please get involved and keep it engaging and eye-catching.

- Update your website and social media cover photos with our Mind Your Head logo.
- Post a video to your social media channels about what you are doing to ‘mind your head’ on farm.
- Join the conversation – During the week, comment, share and retweet our social media messages or create your own posts and don’t forget to tag us **@yellowwelliesuk** using the hashtag **#MindYourHead** so we can measure engagement when the week finishes.

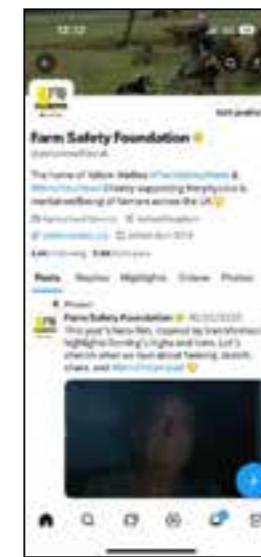
The official social media accounts for **@yellowwelliesuk** on:



Instagram



Facebook



X

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TOP TIPS

-  **Post consistently** – Make a plan and stick to it. Schedule posts ahead of time, if you need to.
-  **Grab their attention** – Images and/or videos work really well for engagement.
-  **It's all in the timing** – think about the audience you are trying to reach and make sure you post when they are likely to be online.
-  **Mind your language** – please follow Samaritans guidelines – attached.
-  **Sharing is caring** – share relevant content from other organisations.
-  **Keep it real** – real life examples help to tell the story and appeal to the audience’s emotional side.
-  **And, of course, don't forget** to tag us **@yellowwelliesuk** using the hashtag **#MindYourHead**

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PROMOTION IDEAS

The campaign activity will involve several types of activity, from press releases and magazine articles to social media and webinars.

If you want to get involved, during the week of 9-13 February consider the following...

-  **Write a letter to the editor of one of our excellent farming publications about the importance of mental health in farming.**
-  **Use our official Mind Your Head logo.**
-  **Highlight available resources – The Little Book of Minding Your Head and charities and rural support groups in your area.**
-  **Issue a special newsletter or e-newsletter to your members/ customers.**
-  **Schedule a Mind Your Head get together – at the mart, the pub or YFC.**
-  **Send a press release to your local paper highlighting your support for the campaign.**
-  **Wear your Yellow Wellies pin badge – contact us and we'll send you one.**

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GUIDANCE ON DISCUSSING SUICIDE

The way suicide is reported in the media can have serious consequences.

If coverage is sensational, overly detailed, especially about methods or repeated excessively, it can lead to copycat behaviour among vulnerable people.

On the other hand, stories that show someone overcoming a suicidal crisis can offer hope and encourage others to seek help.

The Samaritans provide clear, practical guidelines for talking about suicide in a way that protects those who may be at risk – copy attached.

Be mindful of your audience – think how your coverage might affect vulnerable individuals.

Avoid mentioning suicide methods – details can increase risk of imitation.

Don't oversimplify – suicide is complex and often linked to multiple factors.

Be sensitive – avoid dramatic or emotional exaggeration.

Don't be dramatic – especially when discussing the act itself or its aftermath.

Educate and inform – offer context, support options and hope.

Use only verified data from the ONS – ensure accuracy and credibility.

Choose your words carefully – language matters and can influence perception.

Samaritans' media advice team is available to provide support when covering suicide

Phone: 0208 3948 300/377 or 0203 874 9186

Email: mediaadvice@samaritans.org

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EVENTS - SAM'S WALK

Join Sam Stables of Herefordshire charity We Are Farming Minds as he makes the 142-mile journey alone on foot to Westminster from Ross-on-Wye Market.

Sam will start his journey on 9th Feb and will complete the equivalent of a marathon a day until he arrives at Westminster early evening on the 13th Feb.

Sam will be raising money to support the National Federation of Young Farmers Clubs

Please show your support for this lone farmer and for the farmers of the future by:

- Walking a mile with Sam
- Bringing your tractor to cheer him on the route
- Sharing his journey and story on your social media channels

For more information contact Emily at WAFM
emily.jones@wearefarmingminds.co.uk



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IF YOU'RE STRUGGLING, REACH OUT TODAY, HELP IS AVAILABLE

Samaritans	116 123 (Free 24/7)
Papyrus HOPELINE247	0800 068 4141 (Free 24/7)
NHS Emergency	999 (Life-threatening emergencies)

FARMING SUPPORT

England	FCN	03000 111 999 (7am–11pm daily)
	RABI	0800 188 4444 (Free 24/7)
N Ireland	Rural Support	0800 138 1678 (Mon–Fri 9am–9pm)
Scotland	RSABI	0808 1234 555 (Free 24/7)
Wales	DPJ Foundation	0800 587 4262 (Free 24/7)
TEXT	'Hawkstone' to	85258 (Free 24/7)

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#MINDYOURHEAD
#SUICIDEPREVENTION
#HOPE