

An aerial photograph of a rural landscape. In the foreground, a farmstead with several white buildings and a large barn is surrounded by trees. The middle ground shows rolling green hills with patches of yellow and brown, indicating different crops or stages of growth. In the background, a small town with a church spire is visible. The sky is clear and blue.

cultivate

2008 Annual Report
AgriWellness, Inc.



Cultivate: to foster the growth of ; to improve by labor, care or study (Merriam-Webster)

Vision: AgriWellness, Inc. is the recognized leader of behavioral health supports for the agricultural community.

2008: AgriWellness staff, partners and board members cultivated its vision of comprehensive behavioral health supports for farmers and ranchers.

A Letter from the President

Dear AgriWellness Partners,

AgriWellness and our Sowing the Seeds of Hope program has come together in ways that I couldn't have predicted earlier. In 2008 the Board held two three-day strategic planning workshops that taught all of us a lot about "the big picture" and what it takes to sustain an organization and services that are in the true meaning of the term 'non profit.' Indeed, the majority of the people we serve don't pay for the services they receive. That is by design – we strive to make our farm crisis helplines free of charge, useful and without stigma and financial encumbrances. Our services are provided freely in most cases, whether professional counseling, community education events or connecting people needing help with whatever resources they need.

It takes a lot to make our network of assistance available. The ongoing support for our work from the Federal Office of Rural Health Policy is a cornerstone of our resources. Project grants from the Great Plains Center for Agricultural Health and the Otto Bremer Foundation are advancing our mission. But it is the commitment of our seven state partner organizations and the AgriWellness staff that are the linchpins that hold the network together. Now as we await action of the U.S. Congress on the Farm and Ranch Stress Assistance Network and as we await word on our many other long-term sustainability grant submissions and works in progress, we look forward to meeting the challenges that are being brought about by a tenuous farm economy that is hurting many segments of agriculture and affecting our rural communities as a whole.

I am excited by our prospects and humbled by the great dedication and caring evidenced by all our many partners.

Most sincerely,

A handwritten signature in black ink that reads "Charlie L. Griffin". The signature is written in a cursive, slightly slanted style.

Charlie Griffin

President, Board of Directors

THE AGRIWELLNESS MISSION

Promote accessible behavioral health services for underserved and at-risk populations affected by rural crisis in agricultural communities.

Board Officers

Charlie Griffin, President

*School of Family Studies and Human Services,
Kansas State University*

Marcene Moran, Vice President

Catholic Family Services, South Dakota

David Therkelsen, Treasurer

Minnesota Crisis Connection

Kathy Schmitt, Secretary

Wisconsin Farm Center

Linda Hessman, At-large Member

Dodge City, Kansas

Additional Directors

Mary Amundson

*Center for Rural Health, University of
North Dakota*

Jim Boulger

*University of Minnesota Medical
School—Duluth*

Susan Helgeland

*Mental Health America of North Da-
kota*

Marilyn Mecham

Interchurch Ministries of Nebraska

John Scanlan

St. Paul, MN

Ann Schumacher

Leoti, KS

Ron Swanson

Galt, IA

Chia Thao

Wisconsin Farm Center

Bonnie Turner

Rural Response Coalition

Margaret Van Ginkel

*Iowa State University Outreach/Iowa
Concern Hotline*

Art Zambrano

Catholic Family Services, South Dakota

cultivate: PLANTING seeds

In 2008, AgriWellness took the opportunity to begin new projects

- **Otto Bremer Foundation**

The Otto Bremer Foundation awarded a \$120,000 three-year grant to AgriWellness, Minnesota Crisis Connection and *North Dakota 2-1-1*. The funds provide for a comprehensive promotional campaign for Sowing the Seeds of Hope Services in those two states, conducting of a needs assessment to determine the extent of behavioral health issues in Minnesota's agricultural population, development and implementation of online stress management modules in Minnesota, and the development of a pilot agricultural behavioral health curriculum.

- **Iowa Department of Human Services**

AgriWellness was awarded a subcontract as part of the Iowa Department of Human Services' Rural Homeless Youth Project. Mike Rosmann and Jim Meek served as consultants to this project and Iowa was one of only three states to obtain this federal grant.

- **College of Public Health at the University of Nebraska Medical Center**

AgriWellness began a partnership with the College of Public Health at the University of Nebraska Medical Center. The partnership began because of a shared interest in environmental health literacy. AgriWellness and the UNMC professors have submitted several grant proposals to study the health literacy of nearby residents as well as the impact of health information and whether it leads to behavioral change.

- **Invitation from the Canadian Farm Business Association**

Culminated in creation of the Canadian Farm Stress Network.

- **Invitation from Ireland's Teagasc (Agriculture and Food Development Authority) and the Health and Safety Authority**

In December, the Agriculture and Food Development Authority and the Health and Safety Authority of Ireland, invited Mike Rosmann to provide the keynote address during the Seminar on Farm Injury Prevention and AgriWellness. In recent years, Ireland's agricultural leaders have noted a shift to January and March being the highest risk periods for fatal farm accidents.

- **AgriWellness board creation of three priority sustainability areas**

The board met in October and determined three areas to pursue for long term sustainability: Returning Veterans Services, the Farm & Ranch StressAssistance Network and Individual Giving. The board created committees to direct these processes.



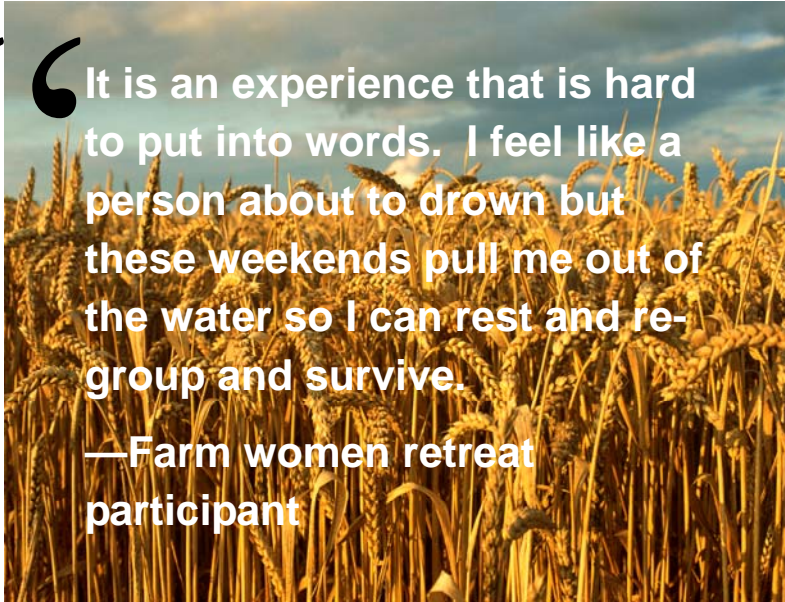
cultivate: NURTURING growth



The Sowing the Seeds of Hope (SSoH) program, in its ninth year, provides behavioral health services to uninsured and other at-risk farm and ranch families and agricultural workers. Seven states (Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin) formed the regional program in 1999. AgriWellness, Inc., is pleased to provide administrative, technical and program support to SSoH.

2008 SSoH State Partners

- Iowa State University Extension/Iowa Concern Hotline
- Kansas Rural Family Helpline
- Minnesota Crisis Connection
- Interchurch Ministries of Nebraska
- Mental Health America of North Dakota
- Catholic Family Services, South Dakota
- Wisconsin Farm Center of the Wisconsin Department of Agriculture, Trade and Consumer Protection



It is an experience that is hard to put into words. I feel like a person about to drown but these weekends pull me out of the water so I can rest and re-group and survive.

—Farm women retreat participant

2008 Sowing the Seeds of Hope

Regional Program

Accomplishments*

- Provided community education to 18,266 persons, educational retreat services to 357 persons, and trained 697 professional providers
- Responded to 16,590 helpline calls from rural areas
- Made 422 outreach contacts
- Provided 4,314 vouchers for behavioral health services to rural people, and
- Disseminated 29,844 pieces of information through marketing efforts and 8,270 through information clearinghouses.

*November 1, 2007—October 31, 2008

cultivate: NURTURING growth

In 2008, many projects strengthened and grew support:

- **The Farm & Ranch Stress Assistance Network (FRSAN)**

Thanks to a tremendous grassroots effort, the FRSAN came closer to implementation with its inclusion in the 2008 Farm Bill. This was a significant step because the FRSAN is now federally authorized. Next steps over the next year include seeking funding for the program.

- **Georgia Health Policy Center Technical Assistance**

As part of the three-year Rural Health Network Development grant, AgriWellness staff, consultants and Sowing the Seeds of Hope state partners participated in technical assistance offered by the Georgia Health Policy Center. With guidance from Pearl McElfish and Naima Wong, SSoH leadership identified key frameworks for SSoH efforts, including the value of SSoH efforts.



- **HRSA Office of Performance Review**

AgriWellness staff, Dr. J. Patrick Hart and AgriWellness board members met with Sharon Turner and Patricia Parker of the HRSA Office of Performance Review in Harlan, June 2-4, 2008. The review assessed the status of the SSoH program and developed next steps for the duration of the Rural Health Network Development (RHND) grant years. The group had previously selected three goals from the RHND grant application on which to focus: 1) Number of behavioral health services contacts delivered in the target area; 2) SSoH board member demographics; and 3) Development and delivery of sustainability technical assistance/training offered to network members. During the meeting, the participants

provided a performance analysis and next options for each goal. This meeting helped SSoH and AgriWellness to refine its plans for the next two years.

- **Hart & Associates/Rural2Rural Consulting**

AgriWellness and SSoH continued its partnership with Dr. J. Patrick Hart of Hart & Associates/Rural2Rural Consulting. Dr. Hart provided expertise and leadership through two strategic planning sessions in 2008, monthly telephone conference calls with SSoH state partners and multiple meetings and consultations with program partners and staff. Dr. Hart's leadership has been essential to the continued growth of the project.

Executive Director's Report

The economic recession that developed in 2008 is making the need for AgriWellness and the Sowing the Seeds of Hope services all the more obvious. As agricultural producers struggle to adapt to the changing economic conditions, their calls our seven state hotlines/helplines and to AgriWellness began to increase. We are meeting the challenge and finding ways to survive financially and to thrive emotionally.

Inclusion of the Farm and Ranch Stress Assistance Network in the Food, Conservation and Energy Act of 2008 by the U.S. Congress and subsequent reapproval over President Bush's veto signaled a recognition by national leaders how important agriculturalists are to this country's future. There is a growing recognition that the behavioral well-being of the agricultural population is as important as their financial well-being.

Inclusion of behavioral healthcare as a goal in the National Occupation Research Agenda, the strategic plan for the National Institute of Occupational Safety and Health, for the first time ever is another indication of the importance of our work.

Our Board has undertaken important sustainability planning and successful completion of a federal performance review. Our staff have tightened our budget and limited expenses, making it possible for AgriWellness to achieve a small excess of income over expenses in 2008 despite hard-to-find financial resources. Our Board has achieved a critical mass of good thinking and commitment and our staff and consultants are buoyed by the example of our Board in making personal financial contributions and untold hours of collaborative leadership. This foundation gives us momentum into the future.

AgriWellness Staff and Consultants

Ms. Carol Burds-McHugh, B.A. Administrative Assistant

Dr. J. Patrick Hart, Ph.D. Hart & Associates, Rural2Rural Consulting, Evaluator

Mr. Robert Luedeman, J.D., L.L.M. Legal Consultant

Mr. Jim Meek, M.Ed. Training & Research Coordinator

Ms. Shari Stucker, M.Div., Publicity Coordinator



Executive Director

FINANCIAL REPORT
AGRIWELLNESS, INC.
STATEMENT OF ACTIVITIES
January 1, 2008 – December 31, 2008

Revenues

Grants and contracts	\$210,253
In-kind Contributions	\$8,080
Interest	\$306
Miscellaneous	\$3,826
Service fees	\$1,724
Seminar fees	\$2,664
Total	\$226,853

Program Services Detailed

Rural Network Development.....	\$129,604
Crisis Counseling.....	\$156
Sowing the Seeds of Hope.....	\$50,719
Great Plains Center for Agricultural Health.....	\$4,511
Other Programs.....	\$4,670

Expenses

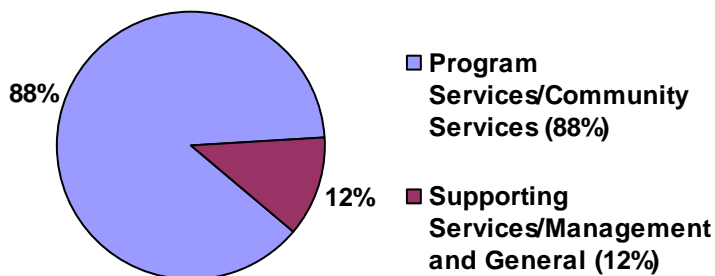
Program services/Community services	\$189,660
Supporting services/Management and general	\$26,396
Total	\$216,056

Supporting Services Detailed

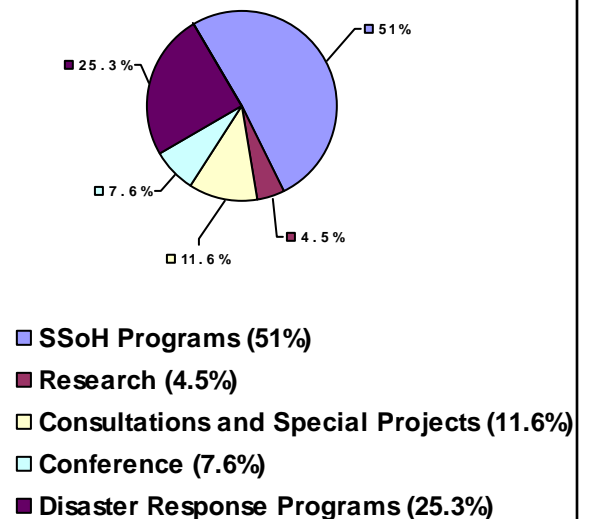
Salaries and wages.....	\$12,243
Travel	\$5,018
Taxes and benefits.....	\$2,744
Miscellaneous.....	\$6,391

Revenue less expenses	\$10,797
Net assets at end of year	\$25,644

General Accounting of Expenditures



Allocation of AgriWellness Staff Time



All figures are based on the 2008 audit completed by Muxfeldt Associates, CPA, P.C. of Harlan, Iowa

Publications produced by AgriWellness Staff and Partners

AgriWellness, Inc. (2008). Newsletters: "AgriWellness Partners" and "Healthy Farmer".

Rosmann, M.R. (January 6, 2008). An epiphany for the 12th day of Christmas: They're all the best Christmases ever. Guest editorial, The Des Moines Register, OP Section, 2.

Rosmann, M. (April 2008). Sowing the Seeds of Hope. Behavioral Healthcare, 28 (4), 58-61.

Rosmann, M.R. (2008). Behavioral healthcare of the agricultural population: A brief history. Journal of Rural Mental Health, 32 (1), 39-48.

Articles to Which AgriWellness Staff and Partners Contributed

Cattle Business Weekly. . (March 28, 2008).

Pioneer Consumer Magazine. (September 2008).

Pioneer Growing Point. (September/October 2008).

Northwest Power Cooperative. (July 2008)

I-CASH Alive & Well Newsletter "Why Behavioral Health Care is Needed." (with Kelly Donham).

AgriWellness Consultations

Agriwellness provided 54 consultations during 2008. These contacts occurred with people many different states, Canada and Ireland. AgriWellness consulted with farmers & their families, educators, mental health providers, college students and writers. The professional consultations included:

- Saskatchewan Farm Stress Line
- Proteus, Inc.
- Center for Food Safety
- Nebraska Department of Agriculture
- Substance Abuse and Mental Health Services Administration

AgriWellness Staff & Partner Presentations and Trainings

- VanGinkel, M. (January 10, 2008). Sowing the Seeds of Hope. Roundtable discussion with NW Iowa Extension staff.
- Meek, J., Rosmann, M., VanGinkel, M. (January 17, 2008). Sowing the Seeds of Hope. Community meeting. Wayne County, MO.
- VanGinkel, M. (January 25, 2008). Farm Bureau Leadership Conference.
- Schmitt, K. (February 1, 2008). Sowing the Seeds of Hope/Farm Center. Crisis Connection meeting.
- VanGinkel, M. (February 29, 2008). Ag Link Conference at Iowa State University.
- VanGinkel, M. (March 18, 2008). Sowing the Seeds of Hope. Roundtable discussion with Central Iowa Extension staff.
- Rosmann, M. (April 15, 2008). Radio interview for "Local Dirt" program. University of California Agriculture Campus.
- Rosmann, M. (May 14, 2008). SSoH behavioral health services. American Farm Bureau Conference, Fargo, ND.
- Rosmann, M. (June 11, 2008). Agricultural Occupational Health Course, University of Iowa, Iowa City, IA.
- Rosmann, M. (June 23, 2008). I-CASH, University of Iowa.
- Rosmann, M. and VanGinkel, M. (July 7, 2008). Panel presentation. New Dimensions of Livestock Risk, Ames, IA.
- Moran, M. (July 17, 2008). Information on Rural Stress. Sioux Falls Rotary-West, Sioux Falls, SD.
- Rosmann, M. (July 17, 2008). Radio interview with CBS Farm Radio.
- Rosmann, M. (August 5, 2008). Nebraska Livestock Emergency Disease Responders System.
- Rosmann, M. (August 19, 2008). Disaster Behavioral Health Services. Rebuild Iowa Advisory Commission, Cedar Falls, IA.
- Rosmann, M. (September 10, 2008). Agricultural Behavioral Health: Coming of Age. Dept. of Epidemiology, College of Public Health, Clarkson College of Nursing and Nebraska College of Medicine, Omaha, NE.

AgriWellness Staff & Partner Presentations and Trainings

- Rosmann, M. (September 15, 2008). What Occupational Therapists Can Do to Help Agricultural People Manage Their Behavior Better. Graduate Program in Occupational Therapy, University of South Dakota, Vermillion, SD.
- Rosmann, M. (September 26, 2008). Vermont Agricultural Occupational Health Training Course (via webcam).
- Rosmann, M. (October 19, 2008). Behavioral Health Supports for Agricultural People. Sixth International Symposium: Public Health and the Agricultural Rural Ecosystem, Saskatoon.
- Helgeland, S. (October 24, 2008). Rural Resources for Behavioral Health. North Dakota Education Association Conference.
- Meek, J., Rosmann, M., & VanGinkel, M. (November 20, 2008). Hotlines for Distressed Farmers and Families. Midwest Rural Agricultural Safety and Health Conference, Davenport, IA.
- Stucker, S. (November, 2008). Display and information. Midwest Regional Agricultural Safety and Health Conference, Omaha, NE.
- Rosmann, M. (December 11, 2008). The Behavior of Farm People. Farm Injury Prevention Seminar. Dublin University, Ireland.



Click on....

www.agriwellness.org

Providing Information & Resources on the Web

The AgriWellness website continues to grow in usage. During 2008, there was a monthly average of 2,891 visitors per month and 6,404 page views per month. This is an increase of over 200 visitors and over 1,000 page views per month.



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