

# Montana Ag Producer Stress Resource Clearinghouse

A MSU Extension project funded by a grant from the Montana Healthcare Foundation



**The Need:** Many Montana farmers, ranchers, and their families have reported high feelings of stress, without knowing exactly how to effectively manage it or where to go for further mental health resources. Especially given the high reported rates of stigma that continue to surround these issues, the lack of an online, central place where individuals can anonymously access stress and mental health resources presents a problem.

## Meeting that Need: Web Clearinghouse launched April 2020

MSU Extension created an online clearinghouse of evidence-based tools, information, and professional resources so that Montana farmers, ranchers, and their families can better understand the causes of their stress, how to manage their stress more effectively, how to talk to a loved one that needs assistance, or where to go for professional help in their area.

## THE MONTANA AG PRODUCER STRESS CLEARINGHOUSE WEBSITE HAS HAD:

**6,848** page views  
April-Sept 2020

### Information viewed by visitors to the Clearinghouse\*

#### What is Stress?

95 visitors spent average of 2 minutes learning about stress

#### Manage Your Stress

171 visitors spent an average of 2.56 minutes reading about ways to manage their stress, which include eating well, seeking help, getting enough sleep, decreasing alcohol consumption, and exercising.

282 visitors further clicked on **exercise programs** already endorsed by MSU Extension.

#### MT Ag Producer Stress in the News

As of July 30, 17 unique blog posts have been created.

#### Get Help Now

107 visitors have looked at the professional mental health resources to help friends and family in immediate need of assistance.



### Supporting Montana's Ag Producers

Visit our website for resources to support you or someone you care for:

- |                      |                      |
|----------------------|----------------------|
| Coping with Stress   | Caring for Family    |
| Financial Management | Mental Health        |
| Caring for Others    | Financial Assistance |
| Personal Health      | Substance Use        |

Search **MT Ag Stress Resources**  
or visit [msuextension.org/wellness](https://msuextension.org/wellness)



## Informational Marketing:

Over 300 flyers, 3000 wallet cards, and 300 magnets that provide links to and information on the clearinghouse have been distributed around Montana

\*all website statistics are as of Sept, 30, 2020