

# AGRISTRESS HELPLINE TOOLKIT

TEXAS PEACE OF MIND



TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**



This toolkit is designed to help you promote the AgriStress Helpline for those who work in the agricultural industry.

## What is the AgriStress Helpline?

**A 24/7 CRISIS RESPONSE  
LIFELINE SERVING TEXANS  
THROUGH CALL AND TEXT**

**AgriStress**  
**HELPLINE**<sup>SM</sup>  
for Texas



**833.897.2474**  
*call or text*

### **Suicide Lifeline First, Resource Line Second**

While there are a handful of agricultural resource and referral lines out there, this is the only crisis support line currently dedicated to agricultural, forestry, and fishing communities.

### **Accessible and Affordable**

The 24/7 toll-free AgriStress Helpline has a translation capability of 160 languages. All calls are answered within 30 seconds, with an average answer rate of around 18 seconds.

### **Quality Care**

There is no limit to how many times someone may call the line, nor is there a limit on call duration. All callers receive care that is specific to their needs - whether that is a risk assessment, emergency services, emotional support, or connection to resources. Everyone is also offered a 24-hour follow-up call.



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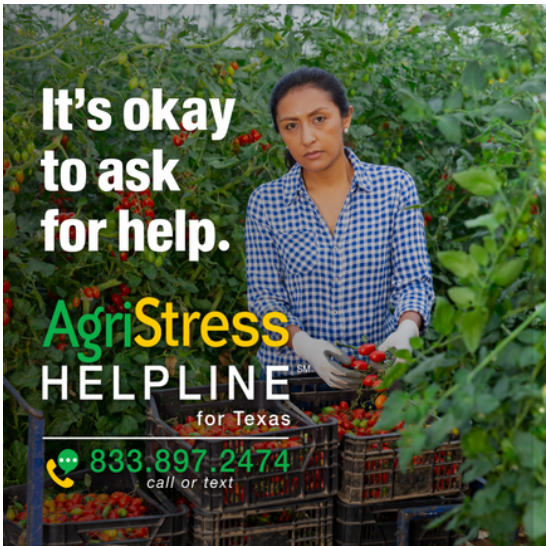
# SOCIAL MEDIA RESOURCES

## CONTENT

Click the button above to access all social media images, categorized by three campaigns: Faith-based images, Original images, and Animal-based images.



Faith-based



Original



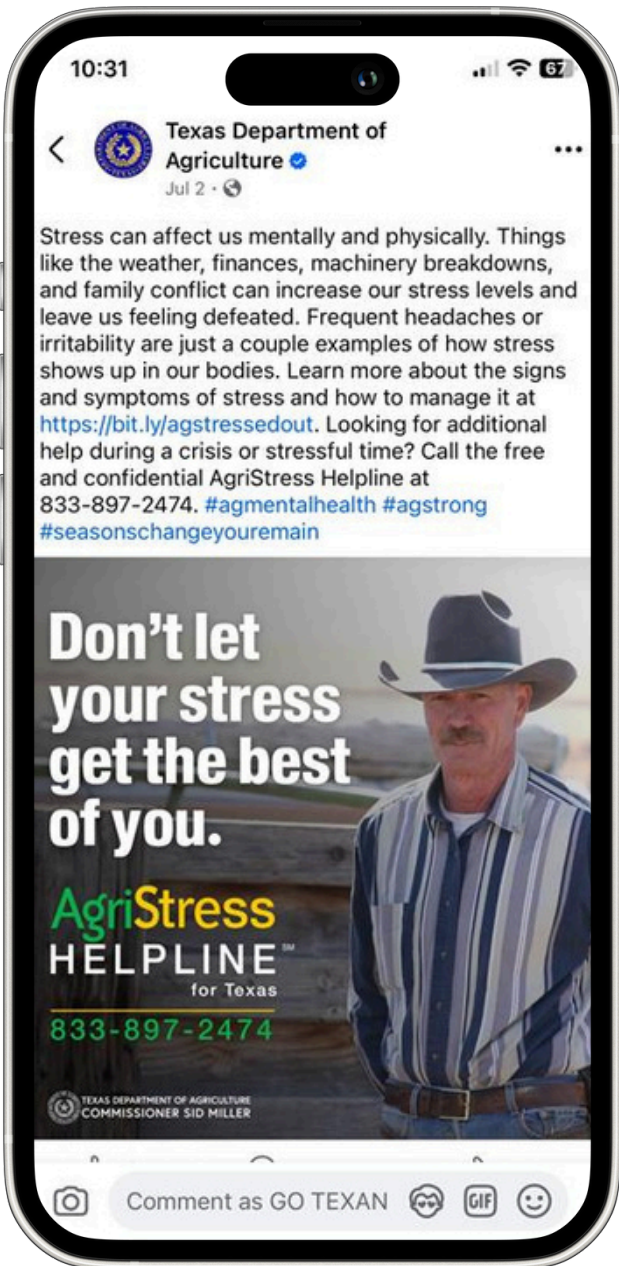
Animal-based



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# SOCIAL MEDIA RESOURCES

## PURPOSE



Expand awareness of stresses affecting the health of those in the agriculture community

Outreach to constituents, memberships, and agriculture industry participants

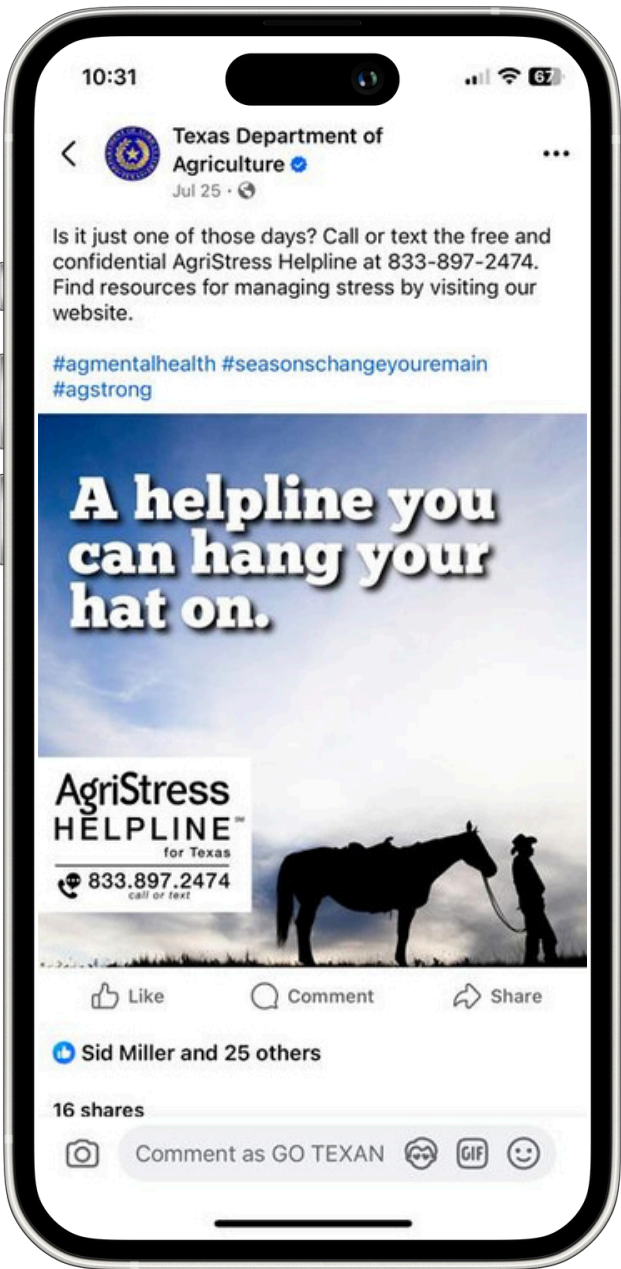
Provide direct access to the 24/7 helpline



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# SOCIAL MEDIA RESOURCES

## EXAMPLES





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# SOCIAL MEDIA RESOURCES

## CAPTIONS

Click the button above to access options for social media captions. Include hashtags and handles listed below as needed.

## LOGOS

Click the button above to access AgriStress Helpline logos.

## HASHTAGS

**#agstrong #agmentalhealth  
#seasonschangeyouremain**

## HANDLES

**IG: @texasdepartmentofagriculture @swagcenter95  
FB: @texasagriculture @swagcenter95**




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# Additional Resources

## FACT SHEET


Click the button above to access the AgriStress Helpline Texas Fact Sheet.



**AgriStress HELPLINE™**  
for Texas  
833.897.2474  
Call or Text

**A 24/7 CRISIS RESPONSE LIFELINE SERVING TEXANS THROUGH CALL AND TEXT**

Launched February 1, 2022




**A Lifeline for Agricultural Communities**

Not only does the agriculture industry have some of the highest rates of fatalities and injuries across all age groups, but also some of the **highest rates of suicide**.

Work and life in agricultural communities bring about **unique stressors and situations**, which increase barriers to accessing care. This is why they need professionals who understand their particular issues.


VIA LINK, the crisis call center for the AgriStress Helpline, is accredited by the **American Association of Suicidology (AAS)** and the **Alliance of Information and Referral Systems (AIRS)**.

The crisis support specialists who answer the line are all certified in **FarmResponse®**, a continuing education course which provides the full range of competencies necessary for serving farmers, ranchers, fishers, foresters, and loggers. All specialists have over 300 hours of evidence-based training in crisis support and de-escalation.



**The AgriStress Helpline™**

- **Suicide Lifeline First, Resource Line Second**  
While there are a handful of agricultural resource and referral lines out there, this is the only crisis support line currently dedicated to agricultural, forestry, and fishing communities.
- **Accessible and Affordable**  
In addition to both call and text capability, the 24/7 toll-free AgriStress Helpline has a translation capability of 160 languages. All calls are answered within 30 seconds, with an average answer rate of around 18 seconds.
- **Quality Care**  
There is no limit to how many times someone may call the line, nor is there a limit on call duration. All callers receive care that is specific to their needs - whether that is a risk assessment, emergency services, emotional support, or connection to resources. Everyone is also offered a 24-hour follow-up call.



## PRINT MATERIALS

Click the button above to access print materials, available in English, Spanish, and Vietnamese.