

## Did you Know?

*\*compared to their peers living in urban areas*



**Rural Children (2-8)**  
increased mental, behavioral, or developmental disabilities\*



**Rural Women**  
2X rates of depression\*



**Rural Older Adults**  
higher rates of depression, suicidality, and alcohol misuse\*



**Rural Veterans**  
70% less likely to receive Mental health treatment\*



**Rural Residents**  
more likely to be uninsured or underinsured and more likely to receive Medicaid\*

### The suicide rate is:

**2X HIGHER**

in rural communities

than in urban

**1.5X HIGHER**

among farmers

than national avg.

**1 in 3 farmworkers are not comfortable talking to a friend or family member about needing mental health support.**



**More than 90%**

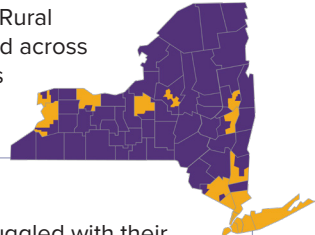
of psychologists and psychiatrists work exclusively in metropolitan areas, creating a shortage of mental health professionals in rural communities.

### Barriers to accessing care:

Accessibility • Availability • Acceptability  
Affordability • Stigma

Almost **87%** of state land is considered Rural New York. Rural areas of the state spread across **53 counties**. **More than 18%** of all NYers live in these rural parts of the state.

● rural ● other



## Take Action

### In the Workplace

**Take a critical look** at how your workplace environment supports people who speak out when they are struggling. Consider an anonymous survey or other ways to get feedback on how your employees and coworkers would like to be supported.

**Consider ways** you can work towards a culture of flexibility to encourage people to care of their mental health.

**Make resources** for emotional health (EAP, public mental health referral sources) universally available, instead of waiting to offer them when someone is having a hard time. Consider adding a mental wellness section to your weekly or monthly news bulletin.

**Think about virtual connection.** Can your business provide services remotely? It might help your business reach more people in rural locations.

### In Your Community:

**Share your story.** Most people have struggled with their mental health at some point during their lives. Speaking openly about your own story can help others feel less alone.

**Make it normal to ask about mental health.** Check in on others who live in your community and ask them directly how they are feeling. Thank them if they decide to share their struggles with you. Don't try to solve their problems or dismiss their concerns; instead acknowledge their feelings and let them know you hear them.

**Reach out.** Feeling lonely and isolated can worsen mental health struggles and feeling connected can help. Taking a few minutes to text, call, or drop a card in the mail can make all the difference.

**Share the newest mental health resources with those who may need them.** There are a lot of new ways to get help, including self-guided therapy apps, online community, and virtual therapy (including text and video). If you have fewer local or regional resources, these can be really helpful.

### On the Farm

**Recognize the stressors.** The stress of running a farm can sometimes impact mental wellness. Taking the time to recognize the stresses of being a farmer during a pandemic can really help families cope. **Check out this resource:** <https://nyprojecthope.org/farming-through-the-pandemic/>

*Data from Rural Policy Research Institute, CDC, and the National Institute of Mental Health, NY Senate*

## Need Help?

**Crisis Text Line:** Text GOT5 to 741741

**NY Farm Net:** 1-800-547-FARM (3276)

**Trevor Lifeline:** 1-866-488-7686

**National Suicide Prevention Lifeline:** 1-800-273-TALK (8255)

**OMH's Customer Relations:** 1-800-597-8481

**NY Project Hope Emotional Support Helpline:** 1-844-863-9314

**Trevor Text:** Text START to 678678