

**MIND<sup>TM</sup>  
YOUR  
HEAD**

**YELLOWWELLIES.ORG**

**10-14 FEBRUARY 2025**

# Introduction

Thank you for supporting this year's campaign.  
The following pages contain information and resources to help you and include:

1. Background
2. Objectives
3. Communications Plan
4. How can you support
5. Save the date Farm Safety Week

**Any queries, please contact Stephanie Berkeley on  
07743 820 731 or [stephanie\\_berkeley@nfumutual.co.uk](mailto:stephanie_berkeley@nfumutual.co.uk)**



# Background

There is no doubt that 2024 was a challenging year for farming in the UK and, given the added stress farmers are currently experiencing, ensuring farmers and farm workers prioritise both their physical and mental wellbeing has never been more important.

Next week, the Farm Safety Foundation (Yellow Wellies) will again run their annual Mind Your Head campaign. Now, in its eighth year, the charity will bring together over 400 farming organisations from across the UK to raise awareness and drive change around mental health.



# Background

As this year's campaign coincides with Valentine's Day, there will be a focus on love, positivity and resilience.

The aim of this year's campaign will be to remind those living and working in farming that we may have bad days but there will always be good days so let's encourage each other to open up, reach out and normalise conversations around how they feel and how valued they are.

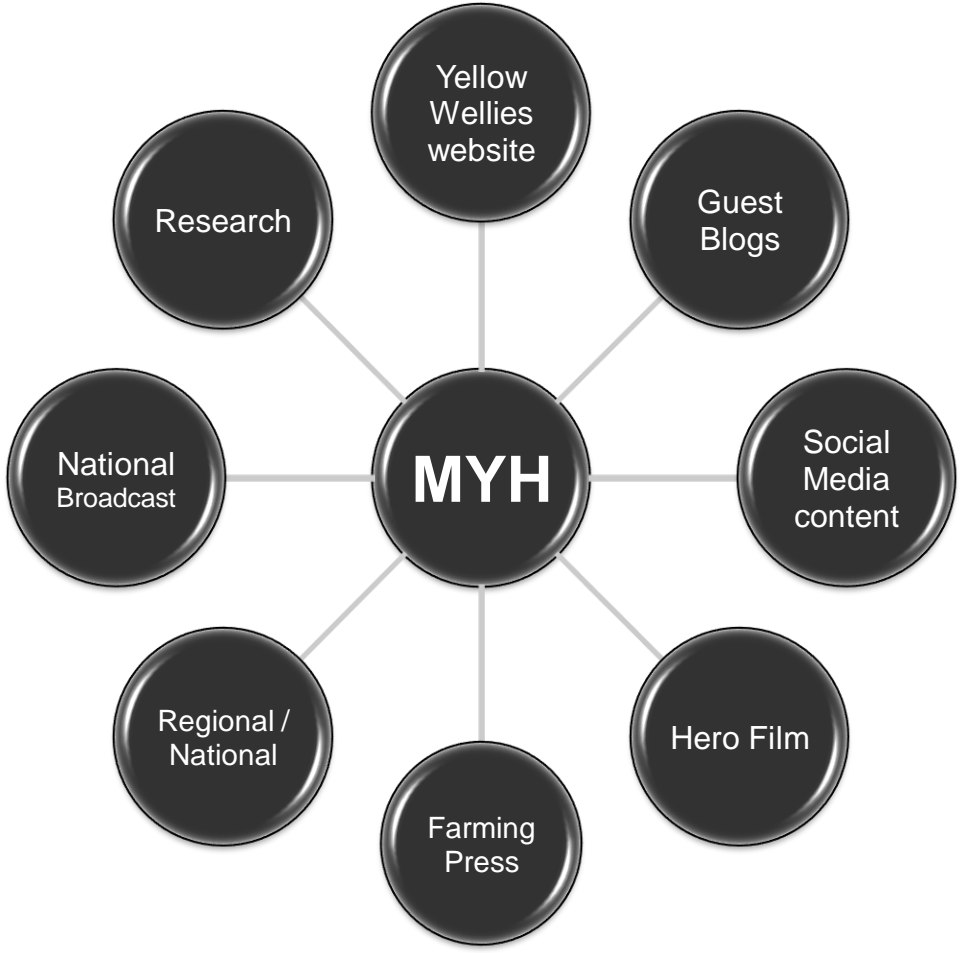


# 2025 Objectives

- Continue to break down the stigma attached to poor mental health in the farming sector.
- Highlight the initiatives that are driving better mental wellbeing
- Inspire audiences to take positive steps to prioritise their mental health.
- Ensure people know that help is available and encourage them to ask for it
- Share evidence, experiences and real stories to illustrate the steps being taken by those in the industry and by various individuals to improve mental wellbeing in farming



# Comms plan



# Comms plan

Official Logo



Official Hashtag

**#MINDYOURHEAD**

# Comms plan

Any mental health campaign is about human connection so we will use platforms where we can connect... press, websites, podcasts and social media.

This will be an **integrated campaign**. We will be using ALL these platforms to share stories, messages and videos and we invite partners to do the same and to comment, share and retweet our content using the hashtag **#MindYourHead**



*"I think as a farming community we need to reach out more, tell people more about how we feel. It also works both ways, we to need to check on our farmer community. Don't be afraid of asking if they are ok, don't accept the typical British answer of 'yes I'm ok'"*

**DAMIAN BARSTON**



# Themes

## Monday 10th Feb

Launch and Hero film

## Tuesday 11th

Opportunities to improve

## Wednesday 12th

Views from around the industry

## Thursday 13th

Education

## Friday 14th

LoveYouMate



# How can you support?

- Follow us on Instagram, Facebook or Twitter **@yellowwelliesuk**
- Like & share our content during the week 10-14 February 2025 – tagging us and using the hashtag **#mindyourhead**
- Let us know what you are doing so we can spotlight it



**Save the date...**



**21-25 JULY 2025**