



FARM SUICIDE IN MINNESOTA

A CALL TO ACTION

The Problem.

Farm suicide in the United States is commonly cited to occur at 3.5 times the rate of the general population. The Minnesota Department of Agriculture (MDA) is hearing increasing concerns and anecdotal reports of farm suicides in Minnesota.

The Opportunity.

The MDA is accepting financial contributions and in-kind assistance from groups and organizations who share these concerns about Minnesota farm suicide and want to support a campaign to prevent it.

The Approach.

A stakeholder project team has recommended a two-pronged outreach and awareness/prevention approach:

1

Outreach via radio, social, and traditional media during the 2026 spring planting season

Messaging to normalize and encourage help-seeking by farmers who are struggling and by people around and concerned about them who want to help, but don't know how.

Estimated cost: \$30K-50K per farm season for multiple public education radio spots on approximately 150 radio stations statewide.

2

Followed by suicide awareness and prevention training in agricultural communities throughout the state.

Programs may include QPR, SafeTALK, ASIST, CALM (Counseling on Access to Lethal Means), Mental Health First Aid, and "upstream" mental health support programs like COMET and Down on the Farm.

Estimated cost: \$500 per program.

To Participate.

Contact project coordinator Meg Moynihan at 651-201-6616 or meg.moynihan@state.mn.us about contributions and/or in-kind outreach support.

The Stakeholder Project Team Includes.

Bob Worth – Farmer,
Lake Benton, MN

Jennifer Vaughn – Ag mental
health counselor, MN

Monica McConkey – Ag mental
health counselor, MN

Tracie Self – Ag mental health
counselor & faculty at MSU
Mankato; suicide researcher

Emily Krekelberg – Extension
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David Goehl-Manolis –
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Illa Glisson – Operations
Director, First Call for Help &
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Allen Sommerfeld and Nikki
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