

# The Creation of Mental Health Challenge Coins to Acknowledge Mental Health Concerns Among Today's Agricultural Youth: An Innovative Idea

Kelly J. McFarland, Dr. Stacy K. Vincent, Katrina A. Clontz

## INTRODUCTION

- Mental Health is a growing concern within the agriculture industry (CDC, 2020).
- In 2020, the suicide rate was 14.2% between the ages of 15 and 24 (CDC, 2022).
- The branches of the military use a *Challenge Coin* to recognize their soldiers and show their appreciation.
- Many organizations have adopted the concept.

## OBJECTIVE

- Create opportunities for individuals to begin difficult conversations on mental health.
- Extend the Agriculture Mental Health Challenge Coin into High Schools and Organizations.

## METHODOLOGY

- Kentucky has created their own Challenge Coin- an Agriculture Mental Health Challenge Coin
- Front of the coin is stamped with the organization, back of the coin has the suicide hotline.
- The purpose of the coin to express your appreciation for the recipient.
- Without a handshake and a face-to-face conversation, the challenge is not complete

## COST

- Each coin costs between \$3-\$5.
- The gatekeeper training is \$249 per person.



## RESULTS TO DATE

- Approximately 6,950 Challenge Coins has been printed.
- Approximately 50% of the Challenge Coins has been passed out.

## REFERENCES

- Bledsoe, E. (2022, June 2). What is a Military Challenge Coin? The Answer You're Looking for. The Soldiers Project. <https://www.thesoldiersproject.org/what-is-a-military-challenge-coin/>
- Centers for Disease Control and Prevention. (2020). Suicide rates by industry and occupation - national violent death reporting system, 32 states, 2016. Centers for Disease Control and Prevention. <https://www.cdc.gov/mmwr/volumes/69/wr/mm6903a1.htm>
- Centers for Disease Control and Prevention. (2022). Suicide data and statistics. Centers for Disease Control and Prevention. <https://www.cdc.gov/suicide/suicide-data-statistics.html>
- Mahoney, P. F. (2010). The DMACC Coins. Defence Anaesthesia: Conflict Research and Clinical Delivery, 15(4 Suppl 1), 414.
- Rodriguez, A. (2022, May 2). Did You Know About This Secret Handshake? Purple Hearts Foundation. <https://purpleheartfoundation.org/2022/05/02/did-you-know-about-thissecret-handshake/>
- Reed, & Claunch, D. T. (2020). Risk for Depressive Symptoms and Suicide Among U.S. Primary Farmers and Family Members: A Systematic Literature Review. AAOHN Journal, 68(5), 236-248. <https://doi.org/10.1177/2165079919888940>
- University of STATE. (n.d.). Agricultural Community QPR. <https://www.uky.edu/schhip/center-projects/farmer-stress-emotional-health/qpr-trainer-program>