

BATON
OF
HOPE

INTRODUCING THE

farming pledge

FOR AGRICULTURAL BUSINESSES AND ORGANISATIONS
IN PARTNERSHIP WITH THE FARM SAFETY FOUNDATION (YELLOW WELLIES)



INTRODUCTION

hello

Following on from the success of our Workplace Pledge, we have launched a dedicated initiative for the farming and rural community. We are inviting organisations nationwide to pledge their support and sign, committing to ensuring their industry, workspaces and way of life are psychologically safe. This means you can take your first steps towards creating a happier and healthier industry for all.

Partnering with Yellow Wellies to reach these farming communities up and down the country is incredibly important. The essential work they are already doing around protecting the farming community's mental health speaks volumes, including their Mind Your Head campaign.

For many organisations, knowing where to start with supporting mental health can be daunting. That's why we've made it simple with the Farming Pledge. Each pledger will get access to guidance, resources, print material and training to immediately implement. Remember, there is always hope and you are not alone.

Ben Wilson

CLINICAL DIRECTOR, THE BATON OF HOPE



FARM SAFETY FOUNDATION

(YELLOW WELLIES)

thank you



Farming is more than a profession – it is a way of life. But it can be isolating, relentless and uncertain. Long hours, physical graft and a culture of “just get on with it” keep our industry moving but they can also keep too many of us silent for too long. We have seen much progress in talking about mental health, yet suicide prevention still lags. That has to change.

As a small charity working every day to keep our farmers fit, safe and well, Yellow Wellies is proud to support The Baton of Hope’s Farming Pledge – a commitment to safer, more supportive workplaces and communities. It asks each of us to learn the signs, start honest conversations and signpost timely help, so a struggle does not become a crisis.

In a sector that wears resilience as a badge of honour, let’s redefine strength as looking out for one another. Please take The Farming Pledge. Share it with your team. Stand with us. Suicide is preventable; together, we can save lives.

Stephanie Berkeley

CHARITY MANAGER, FARM SAFETY FOUNDATION (YELLOW WELLIES)



WHAT IS THE *farming pledge?*

As part of the 2026 Mind Your Head campaign, Yellow Wellies has teamed up with The Baton of Hope to ask your farm, your business or your organisation to make a simple pledge:

- To remove & eradicate the stigma around mental health at work.
- To increase awareness of suicide.
- To improve & do your best to save lives.
- To make suicide awareness, support & prevention your priority.

One of the best ways to prevent suicide is being able to talk about it. And that's something we can all become better at. Join the growing number of agricultural businesses and organisations who are making suicide preventions everyone's business.

WHAT DO WE NEED *from you?*

By making the Farming Pledge you will:

- Educate your staff on mental health and suicide prevention using clear and consistent messaging.
- Empower your staff around their own wellbeing.
- Support and develop staff wellbeing.
- Use compassionate communication.
- Signpost effectively, promoting farming crisis & support services.
- Detect and prevent poor mental health rather than just react.
- Embrace those with 'lived experience' of poor mental health or suicide.

We will give you the tools you need to help.





FARMING PLEDGE

bronze package

You will receive The Baton of Hope resources pack which includes posters, fact sheets and guides, webinar, newsletter, certificate and The Baton of Hope's Bronze Level logo for internal and external use. Resources include:

- Notice a Change in a Colleague Support Material
- Core Values Worksheet
- How You Doing? Guidelines
- Five To Thrive Guidelines
- End of Day Checklist
- Myth Buster Guide
- Language Guide
- Guided Body Scan, Guided Breathing & PTSD Reflection Audio Clips
- A Positive Wellbeing Guide and a Support Guide for those affected by suicide

COST: £95.00 PLUS VAT

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FARMING PLEDGE

silver package

In addition to the Bronze Package benefits, you will receive:

- One full day of training for your staff.
- Access to the Silver Level Baton of Hope logo for internal and external use.

COST: £1,350.00 PLUS VAT





FARMING PLEDGE

gold package

In addition to the Bronze Package benefits, you will receive:

- A tailored one-to-one online consultation with The Baton of Hope's subject matter experts.
- Three full days of face-to-face training or consultancy delivered by professionals.*
- Access to the Gold Level Baton of Hope logo for internal and external use.

COST £5,000.00 PLUS VAT

*All of our face-to-face training is delivered by registered health care professionals with a minimum of a Level 3 training and assessment qualification and a mental health first aid instructor. They also have lived experience with poor mental health and suicide. The majority of our trainers also have counselling or therapy qualifications. We have partnered with an external training provider to facilitate this.



DETAILS OF OUR *Training*

- A self-directed online suicide awareness and prevention certified course, to give all learners the awareness and toolkits to spot warning signs, compassionately discuss and appropriately signpost. Completion time is around 40 minutes
- An in-depth suicide and awareness face to face workshop: 3 hours.
- A mental health foundations face to face workshop: 3 hours

Face-to-face courses are taught by registered healthcare professionals with education qualifications and associated mental health qualifications/lived experience. The training is externally certified and has RSPH accreditation. All courses are CPD certified.



FREE TO ALL

resources

Our resources, which are free for everyone to access and use, include a series of call-to-action posters, worksheets, guides and audio clips created with expertise around mental health, suicide prevention and awareness.

These simple resources, based on clinical models really do work; empowering resilience, understanding, compassion and hope.

As part of your commitment to signing the Farming Pledge, we encourage you to use and share these resources with others who may benefit from them.

FARMING PLEDGE

contact us

Promoting excellence in suicide prevention is not only an ethical responsibility for us all, it is a life-saving commitment.

When we choose compassion over complacency, it can help protect vulnerable individuals, reduce harm and become a proactive force for hope.

To discuss making your pledge, please contact:

BEN WILSON BSC HNDIP MCPARA CERT.ED FRSPH

CLINICAL DIRECTOR, THE BATON OF HOPE

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