

# Social Value Report: Tackling Rural Stress

## Promoting Positive Mental Health 2014 - 2018

Rural Support's vision is of a vibrant, healthy and resilient farming community. Its mission is to provide professional and practical support to farmers, farm families and farm businesses throughout Northern Ireland.

The organisation provides a telephone helpline and programmes of support aimed at promoting positive mental health among farming families across Northern Ireland.

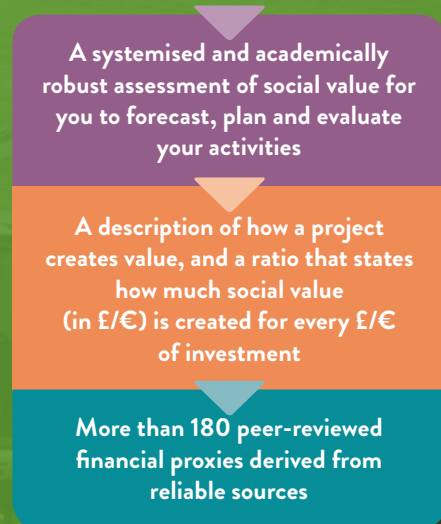
In 2014, research conducted by Rural Support highlighted the need for a project of support for farm families experiencing financial distress which was impacting their mental well-being.

In September 2014 Rural Support initiated a pilot programme funded by the Public Health Agency entitled 'Tackling Rural Stress: Promoting Positive Mental Health' across the four rural trusts in Northern Ireland.

The programme objectives were to promote positive mental health, increase help seeking behaviour and reduce financial stress among farm families. The key outcomes included:

- ✓ Engagement of a highly vulnerable client group
- ✓ Provision of holistic, practical, accessible and tailored support
- ✓ Significant impact on mental well-being
- ✓ Engagement of the whole farm family
- ✓ Interagency working and support
- ✓ Value for money

### The Social Value Engine provides:



Cost of the Programme is **£355,947\***

\*for period 2014-2018, including in-kind contributions

The Social Value is **£13.88 per £1 spent**

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From September 2014 through to March 2018 the project delivered:

**4167** at information sessions

**452** supported face to face on farm

**58%** improvement in mental well-being

**84%** male clients engaging in support

**77%** not engaged with other support

**100%** of clients made positive changes

**14,000** volunteer hours

Output	Outcome	Number of Units	Impact
Debt Relief	Improved debt and finances	212	£3,983,056.00
Depression	Improved life satisfaction	411	£573,927.84
Suicide Prevention	Reduced social isolation for community members	6	£247,685.27
Volunteers	Increased volunteering and potential for greater community participation and development	14,000	£90,272.00
Skilled Workers	Skills development and improvement for residents and workers (including migrant workers)	47	£13,583.00
Collaboration	Greater sense of cohesion and cooperation across different sectors	1	£2,229.00
Mental Health Problems	Improved community health and service provision	452	£363.04
Family Support	Improved family and children services	18	£2,536.38
Mental Health Admission	Improved life satisfaction	168	£27,618.36
Prevention Costs (for late intervention)	Improved life satisfaction	452	£61,143.67
Face to Face Support	Improved health and well-being for local residents	452	£97,023.11
Positive Change	Reduced social isolation for community members	45	£13,125.77

Returns (Bristol Accord Areas)	
Active, Inclusive and Safe	£351,083.04
Well Connected	£97,023.11
Fair to Everyone	£662,689.87
Thriving	£13,583.00
Well Served	£5,128.42
Added by User	£3,983,056.00

All the outcomes and measures have been programmed around the Bristol Accord to help you think about how the project activities are contributing to a sustainable community

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