Hot Topics: Kansas Volunteer Commission and Kansas Department of Agriculture’s KansasAgStress
Session Overview

Session Objectives:

- Introduce organizations to the Commission structure, history, programming and funding
- Familiarize organizations with Commission resources
- Show organizations how to join our network and access our resources

Empowering all Kansans to meet community needs through service.

Kansas Volunteer Commission

- The vision of the Kansas Volunteer Commission is to empower all Kansans to meet community needs through service.
- The Commission's primary role is to provide resources and leadership to support local initiatives that tackle community needs. As the state service commission, the Commission directs effective national service programs, provides volunteer management training opportunities and supports the work of Mentor Kansas.
AmeriCorps

- AmeriCorps is our federal funder
- The mission of AmeriCorps is to improve lives, strengthen communities, and foster civic engagement through service and volunteering.

Commission Funding Priorities
- COVID-19 Recovery & Response
- Education
- Poverty
- Rural Intermediary
- Social Justice
- Youth Development & Mentoring

Commission Programming: Civic Engagement

The Commission supports the civic engagement initiative of KSDE

- Annual civic engagement conference
- Civic Advocacy Network Awards
- Civic engagement diploma credential
Commission Programming: Volunteer Generation Fund (VFG) Grant

- Targeted training and technical assistance for volunteer and mentor organizations
- Capacity-building subgrants
- Volunteer support mini-grants
- Service Enterprise Initiative
- Strategic networking opportunities

Empowering all Kansans to meet community needs through service.

Commission Programming: Mentor Kansas

- **Vision**: Every young Kansan is developing into a successful, productive, engaged adult
- **Mission**: Mentor Kansas provides a network of support and resources, equipping Kansas programs to build thriving mentoring relationships

Empowering all Kansans to meet community needs through service.
Volunteer Centers in Kanas

- Flint Hills Volunteer Center
  - Geary, Pottawatomie & Riley Counties
- Great Bend - Volunteers in Action Through Barton Community College
  - Barton & Pawnee Counties
- The Richard Jackson Volunteer Center
  - Anderson, Franklin, Linn & Miami Counties
- Roger Hill Volunteer Center United Way of Douglas County
  - Douglas & Leavenworth Counties
- The Ford County RSVP & Volunteer Center
  - Ford County
- United Way of Greater Topeka
  - Jackson, Jefferson & Shawnee Counties
- United Way of Junction City
  - Geary County
- United Way of the Plains Volunteer Center
  - Butler, Cowley, Harvey, Reno, Sedgwick & Sumner Counties
- Volunteer Center of Reno County
  - Reno County
- Volunteer Hub at Salina Area United Way
  - Cloud, Ellsworth, Jewell, Lincoln, Mitchell, Osborne, Ottawa, Republic, Russell & Saline Counties
- VolunteerKansass.org
  - Based in Wichita, KS
  - Serves the full state of Kansas

Empowering all Kansans to meet community needs through service.

2022 Community Resources

- Webinars
- Training
- Technical Assistance
- Certifications
- Grant Funding
- AmeriCorps Kansas Members
- AmeriCorps referrals for AmeriCorps Senior and Vista programs
- Special Events

Empowering all Kansans to meet community needs through service.
2022 Community Resources

• Conferences
• Professional Support Groups
• Virtual Networking
• Opportunities to Serve:
  • Commissioner
  • Mentor Kansas Advisory Council
  • AmeriCorps Member
  • Volunteer
  • Mentor

Empowering all Kansans to meet community needs through service.

Diversity, Equity and Inclusion Course

• Session #1 – History, Immigration, Assumptions and Myths About What is American
• Session #2 – Diversity, Equity and Inclusion - Definition, Dimension and Types of Diversity
• Session #3 – Dynamics of Inequality
• Session #4 – Understanding Disability by Challenging Ableism Through Inclusive Practices
• Session #5 – Raising Awareness of LGBTQIA Challenges in Communities

Empowering all Kansans to meet community needs through service.
Kansas Association of Volunteer Engagers

Empowering all Kansans to meet community needs through service.

WAYS TO STAY CONNECTED...

- Visit our Website at KANSERVE.ORG
- Sign up for our monthly newsletter by emailing VOLUNTEER@KSDE.ORG
- Invite us to present to other groups that might benefit from the Commissions resources
- Follow us on social media...

Empowering all Kansans to meet community needs through service.
SOCIAL MEDIA HANDLES

Below are the Kansas Volunteer Commission's handles for various platforms. If you are using one of these platforms, please use the handle in place of the words, Kansas Volunteer Commission.

- **Twitter**: @KansasVolunteer & @MentorKansas
- **Facebook**: @kansasvolunteercommission & @MentorKansas
- **Instagram**: @ksvolunteers

OTHER COMMISSION SOCIAL MEDIA

Below are other platforms that the Kansas Volunteer Commission use to encourage volunteerism in Kansas

- **YouTube Chanel**: Kansas Volunteer Commission
- **LinkedIn**: Kansas Volunteer Commission
- **Basecamp**: KAVE (Kansas Association of Volunteer Engagers)
The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.

Jessica Dorsey
Executive Director
Kansas Volunteer Commission
(785) 296-3163
Jdorsey@ksde.org

Empowering all Kansans to meet community needs through service.

KANSAS
AG
STRESS

KELSEY OLSON
Deputy Secretary
Kansas Department of Agriculture

JASON WALKER
Public Relations Director
Kansas Department of Agriculture
AGRICULTURE IN KANSAS

- Kansas agriculture is made up of 73 different sectors.
  (e.g., beef cattle ranching, flour milling, breweries, pet food manufacturing)
- These sectors have a total economic impact of $76 billion to our state.
- Agriculture supports 256,080 jobs.
- 14% of our total workforce.

AGRICULTURE IN KANSAS

- 58,569 Kansas farms which accounts for nearly 90% of all land in Kansas.
- Average farm size 781 acres.
- Most of Kansas farms and ranches are family owned — 85%.
- 2.3 employees per farm.
STRESS IN AGRICULTURE

- Uncontrollable factors (e.g., weather, prices)
- Mitigation options (e.g., crop insurance)
- Isolation
- Many jobs of the farmer/rancher
- Seasonal responsibilities
- Costs

Farmers face unpredictable weather, heavy workloads & financial stress.

KANSAS FARMER PSYCHÉ

- Knowing the job is stressful
- Personal identity
- Pride
- Live where you work
- Retirement
- Startup costs for young farmers

Farmers and ranchers often face challenges that are overwhelming.
FARMING IS DANGEROUS

- Grain bins
- Hay bale grinders
- Handling live animals
- Large, heavy equipment
- Chemicals
- Firearms

Farming is one of the most rewarding professions but is also very dangerous.

KansasAgStress.org
Our Goal:

- Provide resources and awareness.
- Help tackle the stigma surrounding mental health.
- Combat suicide rates in agriculture.

Resources on KansasAgStress.org help Kansas farmers and ranchers in their well-being.
Our Action:

- KansasAgStress.org launched in the fall of 2019.
- Started with a very minimal budget.
- Had help from several partners to help determine the numerous local and national resources that now appear on the website.
- The website is updated regularly as more resources are identified.

The website:

- Men dealing with stress are less likely to receive mental health treatment than women.
- Women are more likely than men to report experiencing depression and anxiety.
- Today, one in five teens has a mental health disorder, such as depression or anxiety.
- Depression is one of the most common mental conditions for veterans.
- All families go through difficult times and working together on the farm can contribute to additional stress.
- Late-life depression affects 6 million people ages 65 and older. But only 10% receive treatment for depression.
The website:

- Local and national mental health resources
- Financial counseling assistance
- Legal assistance
- Food insecurity
- Farm assistance
- Substance abuse
- Domestic violence
- Gambling problems
- COVID resources

Ag Aware:

Ag Aware is a partnership between KDA and Kansas Corn: providers in Kansas who have stepped up to self-declare that they want to help eliminate mental health barriers.

These providers have experience or backgrounds in farming. They offer telehealth and alternate hours for sessions and want to help farmers.

Currently 22 Ag Aware providers.
Regional Hotline:

We partner with Iowa State University Research and Extension to provide people with a 24/7 hotline staffed with trained individuals familiar with the farming community and the unique challenges they face. Services are free and confidential. At the beginning of the conversation, the caller is asked what zip code they are calling from. If the caller does not want to provide that information, services are still provided.

800−447−1985

FRSAN Grant:

• Farm and Ranch Stress Assistance Network was established in the Farm Bill.
• This specific grant funded through HR133 (passed 2020) for COVID related needs.
• $500k grant ran from September 2021 through August 2022.
  a. Increase awareness of KansasAgStress.org.
  a. Destigmatize mental health issues in farming, agriculture industry and rural Kansas.
  b. Reduce suicide rates.
FRSAN Grant:

- Statewide multi-media campaign
  - TV/radio spots, direct mail, paid social media, branding, etc.
- Stress/risk reduction tools
  - Stress balls, gun locks, posters/flyers
- Project oversight & admin
  - Packaging, mail costs, website updates, domain name, etc.

Launch Date:

- Launch campaign in early 2022.
- Digital ads and social media leading up to the announcement.
- Press release to kickoff the campaign.
Social Media:

Social media campaign started early with the storms and wildfires that occurred on Dec. 15, 2022.

- Mobile Geofence: Russell, Osborne, Rooks & Ellis
- Mobile Geofence Event Retargeting: Natoma Town Hall
- Paid Social: Facebook, Instagram & Twitter
- Digital Video: YouTube
- Audio: Spotify
Gunlocks:

- Current Kansas residents are eligible for up to three (3) free locks per mailing address.
- As of Sept. 30, 2022, we have had 2,010 orders.
- New shipment arriving soon!

Promo Items:

- We have distributed over 2,250 ag stress relievers since our project began.
- Items include, cows, buffalo, barns, corn, etc.
- We have also handed out over 10,000 cards promoting the website.
Analytics:

**16 Minutes**
Average amount of time spent on the website

*Before gun locks became available*

**Campaign Site Sessions**
50,346 visits

**Unique Visitors**
43,867 different devices

**Top Page Sessions**
/homepage; /family support; /gun locks; /ag aware

**Top Traffic Sources**
Facebook; direct; Google; KDA

**Sessions by Device**
mobile; desktop; tablet

**Sessions by State**
Kansas; Missouri; Illinois

The map shows traffic by location since the project started. You will notice a visit from every state in the union!
Our partners:

With the support of our partners, we are able to create awareness and better understand the challenges that today's farmers and ranchers face. Together, we can fight the stigma of mental health in Agriculture.

Kansas State Research and Extension | Kansas Department for Aging and Disability Services | Kansas Agricultural Mediation Services | Kansas Department of Health and Environment | Kansas Department for Children and Families | Kansas Corn Growers Association | Kansas Farm Bureau | Kansas Farmers Union | Iowa State University

Thank You:

KELSEY OLSON
Deputy Secretary
Kansas Department of Agriculture
Kelsey.Olson@ks.gov
785-564-6708

JASON WALKER
Public Relations Director
Kansas Department of Agriculture
Jason.Walker@ks.gov
785-564-6753