



CENTER FOR
DairyEXCELLENCE

For Immediate Release

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January 4, 2021

DAIRY INDUSTRY INVITED TO MENTAL HEALTH LIVE CHAT ON JANUARY 12

The Center Will Feature Real Stories and Meaningful Discussion During the Live Chat

Harrisburg, Pa. – The Center for Dairy Excellence will host a live virtual chat, titled “Managing Stress on the Dairy,” on January 12, 2021 from 7-8:30 p.m. EST. Approximately 25 percent of young adults said they had considered suicide in the past 30 days, according to a recent report from the Centers for Disease Control and Prevention, and 1 in 5 people will experience a mental health illness at some point in their lifetime according to the Mental Health America website. The goal of the live chat is to address these statistics and help those in the dairy community realize they are not alone by sharing real stories and helpful strategies. The event is free, and no registration is necessary.

“As we begin a new year, many people in the dairy industry are struggling to remain positive and find purpose right now. Studies show that levels of anxiety and depression are increasing, both on and off the farm,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence. “Our goal with the live chat is to begin the new year by normalizing the conversation around mental health, especially in the dairy community.”

The 90-minute live chat on January 12 will feature:

- A dairy farmer who will share his or her story and journey with stress and mental health.
- Expertise and discussion from Dr. Michael Rosmann. He will share strategies for how people involved in dairying can manage stress effectively. Dr. Rosmann will explain how our reactions to stress are one of the few factors over which we have control.

“Dr. Rosmann is a psychologist and farmer whose life’s work involves improving the behavioral healthcare of the agricultural population. We have also invited a few farmers to join Dr. Rosmann and share their personal stories in working through mental health challenges in their own families,” Sebright added. “This is a challenge we all face in some form, and one of the best ways to navigate mental health is by talking about it with others.”

The session will be live streamed on Facebook and YouTube and will feature a live, question-and-answer format. Individuals can join and submit questions anonymously. The discussion will also be available via Zoom or conference call.

Learn more about the live chat:

- **When:** Tuesday, January 12, 2021
- **Time:** 7-8:30 p.m. EST (6-7:30 p.m. CST)
- **Where:** Virtual event on the following platforms: Zoom, Conference Call, Facebook Live, and YouTube Live
- **How to join via Zoom:** Visit www.zoom.us. To join, enter the following meeting ID and passcode: Meeting ID: 881 7109 4287 | Passcode: 227335
- **How to join via conference call:** Call (669) 900-9128 and enter the following meeting ID and passcode: Meeting ID: 881 7109 4287 | Passcode: 227335
- **How to join via Facebook:** Visit www.facebook.com/centerfordairyexcellence to follow the Center on Facebook. The live stream will begin at 7 p.m. EST on Jan. 12.
- **How to join via YouTube:** Visit www.youtube.com/channel/UCg8b_bxJK6J141PeLQAeeUQ to follow the Center on YouTube. The live stream will begin at 7 p.m. EST on Jan. 12.

Dr. Michael Rosmann is a psychologist and farmer in Harlan, Iowa who has devoted most of his professional life helping farmers, ranchers, and the agricultural community to improve their behavioral well-being, leading to the new field: Agricultural Behavioral Health. He obtained his BA in psychology from the University of Colorado and his MS and Ph.D. in clinical psychology at the University of Utah. He served on the psychology faculty at the University of Virginia for five years, after which he and his family moved to Iowa where they established a family farm operation growing organic crops and raising purebred cattle. Dr. Rosmann's Agrarian Imperative theory explains why people farm and cling tenaciously to the land, sometimes to the point of suicide. Many years of research and program evaluation undertaken with colleagues to develop behavioral health supports that work best for distressed agricultural producers became the basis for the Farm and Ranch Stress Assistance Network, which is part of the 2018 Farm Bill.

Visit www.centerfordairyexcellence.org/live-chat to learn more about the event, or call 717-346-0849 for more details. The live chat is free, and no registration is necessary.

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The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the Center's mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more at centerfordairyexcellence.org.

Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼

www.centerfordairyexcellence.org