

BANK IOWA

MENTAL HEALTH OUTLOOK

SEPTEMBER 2021

SURVEY SUMMARY

MEDIA CONTACT: Kelly Moore (for Bank Iowa)
515-720-9670
Kelly@kmprecollective.com

If you are asking yourself why a bank is asking questions about mental health, you are not alone. In fact, when we sent this survey to our clients and community members throughout the state of Iowa, we received a lot of feedback about our questions. The sad truth is that is according to the [Suicide Prevention Resource Center](#), farmers, ranchers, and other agricultural managers occupations have one of the highest suicide rates in the United States. On numerous occasions, Bank Iowa team members have had face-to-face conversations with farmers struggling with their mental health. Team members have shared that their clients have been depressed, crying and feeling hopeless about their situation. Admittedly, our team members have felt underprepared for these difficult conversations and helpless in their ability to point their neighbors in the right the direction to get the help they so desperately need.

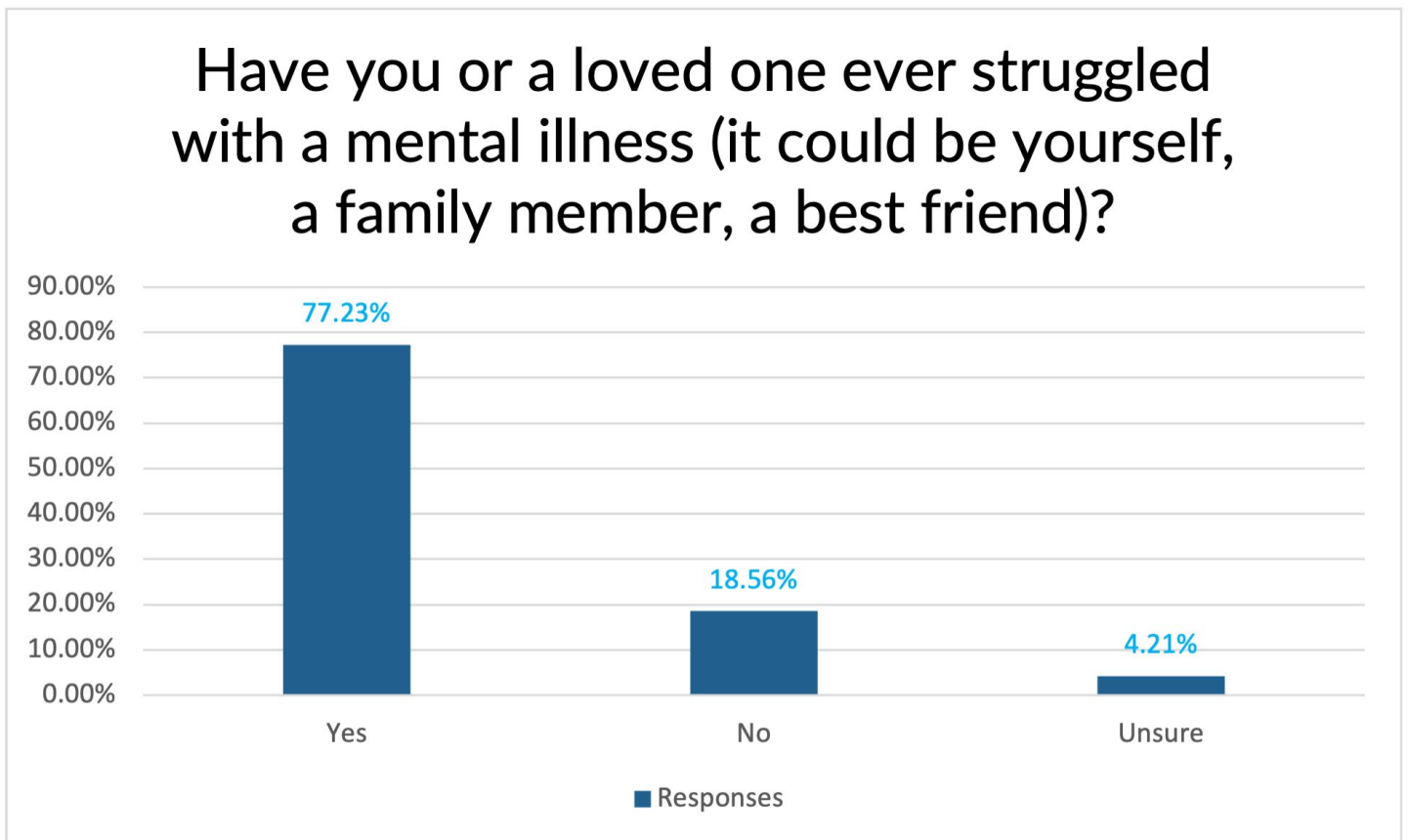
To start addressing the problem, Bank Iowa has partnered with Iowa's Healthiest State Initiative (IHSI) and their "[Make It OK](#)" program to end the stigma of talking about mental health. Our goal with these questions and our community's answers are to provide a better understanding of the mental health problem for the IHSI and to inform their "[Make It OK](#)" program efforts. At the same time, we hope this partnership helps us better prepare our team members for those difficult conversations. We also hope that the work from IHSI helps other organizations with similar challenges.

While we received a lot of critiques about the questions we were asking, we received numerous uplifting comments from community members who were grateful we were addressing the issue and asking about mental health. As the results show, the stigma of mental health is real and the challenges facing our ag community continue to persist.

While there were 3,011 respondents to the survey, this document focuses on the agricultural industry.

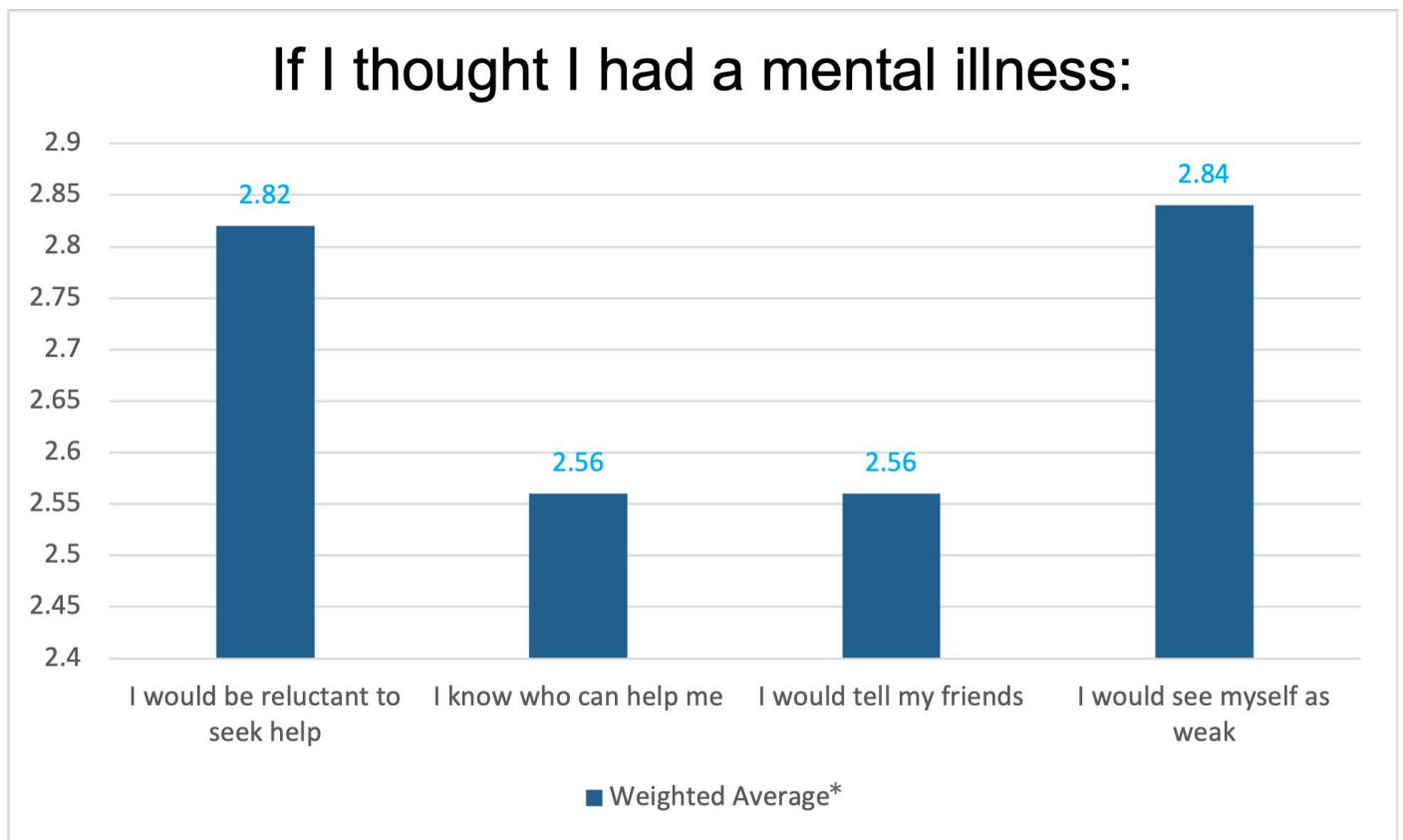
MENTAL HEALTH OUTLOOK

Question 1 of 3: Have you or a loved one ever struggled with mental illness?



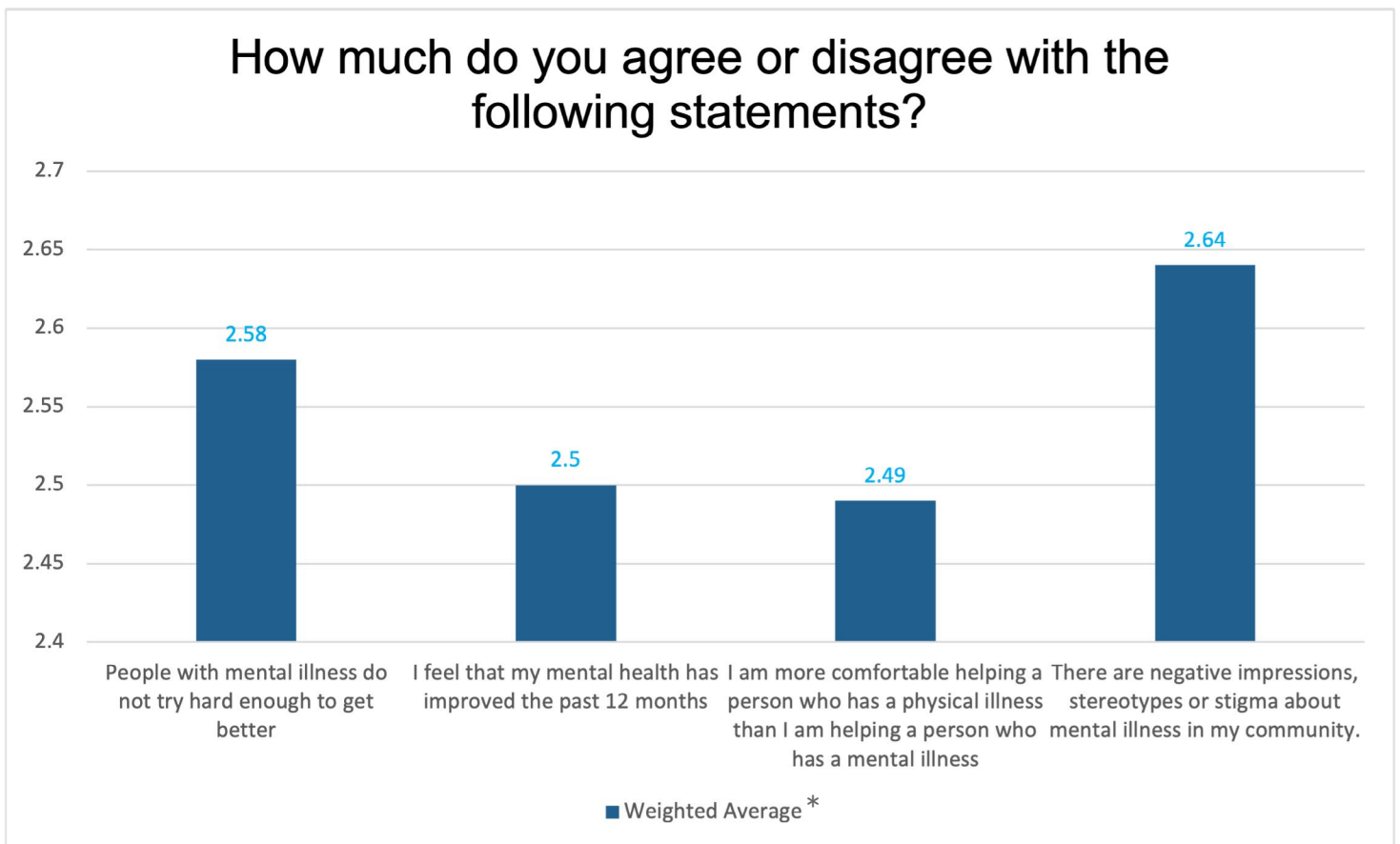
MENTAL HEALTH OUTLOOK

Question 2 of 3: Indicate if you agree or disagree with the following statements about mental health.



MENTAL HEALTH OUTLOOK:

Question 3 of 3: Indicate if you agree or disagree with the following statements about mental health.



BANK IOWA AG

MENTAL HEALTH OUTLOOK

ADDENDUM

QUESTION 1:

Have you or a loved one ever struggled with mental illness?

CHOICES	RESPONSES	
Yes	77.23%	312
No	18.56%	75
Unsure	4.21%	17
TOTAL:	100%	404*

*Out of the 461 ag survey responses, only 57 respondents skipped this question. All mental health questions were considered anonymous and optional.

QUESTION 2:

Indicate if you agree or disagree with the following statements about mental health.

If I thought I had a mental illness:	STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE		RESPONSES
	%	Count	%	Count	%	Count	%	Count	%	Count	
I would be reluctant to seek help	13.25%	53	28.75%	115	28.00%	112	23.25%	93	6.75%	27	400
I know who could help me	14.68%	59	33.33%	134	35.82%	144	13.18%	53	2.99%	12	402
I would tell my friends	16.08%	64	35.68%	142	27.64%	110	17.09%	68	3.52%	14	398
I would see myself as weak	13.50%	64	30.75%	123	25.25%	101	19.00%	76	11.50%	46	400**

*Each question totaled a weighted average. The bar graph above shows the weighted average response when compared to other questions asked in this question.

**Out of the 461 ag survey responses, only 59 respondents skipped this question. All mental health questions were considered anonymous and optional.

QUESTION 3:

Indicate if you agree or disagree with the following statements about mental health.

Agree / Disagree with the following statements:	STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE		RESPONSES
People with mental illness do not try hard enough to get better	17.00%	68	33.25%	133	28.25%	113	17.50%	70	4.00%	16	400
I feel that my mental health has improved the past 12 months	15.17%	61	37.31%	150	33.08%	133	10.95%	44	3.48%	14	402
I am more comfortable helping a person who has a physical illness than I am helping a person who has a mental illness	15.75%	63	37.50%	150	32.50%	130	11.00%	44	3.25%	13	400
There are negative impressions, stereotypes or stigma about mental illness in my community.	12.94%	51	36.29%	143	30.46%	120	13.96%	55	6.35%	25	394**

*Each question totaled a weighted average. The bar graph above shows the weighted average response when compared to other questions asked in this question.

**Out of the 461 ag survey responses, only 59 respondents skipped this question. All mental health questions were considered anonymous and optional.