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Statewide Farmer Mental Health Program Rebrands as FARM SOS *New name and website build on seven years of confidential support for Illinois farm families*

Carbondale, IL — What began as a pilot program serving six Illinois counties has grown into a trusted program providing confidential mental health support to agricultural communities across all 102 counties. Now, seven years later, the Farm Family Resource Initiative (FFRI) announces its new name: FARM SOS.

The rebranding reflects the program's evolution and creates a simpler, more recognizable identity that immediately communicates its purpose: connecting farmers and their families with support when they need it most. Along with the new name, FARM SOS is introducing a new logo and launching a new website at ILFARMSOS.COM.

Since its debut in 2019, the partnership among SIU School of Medicine, Illinois Department of Agriculture (IDOA) and Illinois Department of Human Services has expanded its reach, strengthened partnerships and helped farm families navigate challenges ranging from financial and operational stress to personal hardship.

"While our name is changing, our commitment to farm families remains the same," said **Karen Stallman, FARM SOS Program Coordinator**. "FARM SOS clearly communicates that we're here to provide support, connect people with resources and ensure no farm family has to face a crisis alone. Our hope is that this new identity not only makes it easier for farm families to find us but also encourages more conversations about mental health in agriculture across Illinois."

"Farmers are 3.5 times more likely to die by suicide than the average person, and in the agricultural community, stigma surrounding mental health treatment often prevents those in need from seeking help," said **Jerry Costello II, Director of the Illinois Department of Agriculture**. "With FFRI, now FARM SOS, no one has to suffer in silence."

FARM SOS is a completely confidential service available 24 hours a day, seven days a week to all Illinois farm families at no cost. The helpline, 1-833-FARM-SOS (1-833-327-6767), offers those in the agriculture sector easy access to trained professionals who can provide emotional support and connect callers with tailored assistance.

In addition to the helpline, FARM SOS provides telehealth counseling services, offering up to six no-cost sessions for individuals, couples, or groups. To learn more, visit ILFARMSOS.COM.



Media interested in learning how FARM SOS is supporting farm families in their communities or speaking with program leaders about agricultural mental health are encouraged to contact [Karen Stallman@siu.edu](mailto:Karen.Stallman@siu.edu)