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| **Title of Alternative showing: New technology** - Improving farmers’ ability to cope effectively with things beyond their control, using a co-designed, web-based intervention: www.ifarmwell.com.au |
| **Maximum 2500 characters (including spaces but excluding title)****Health promoting objectives**The website that will be presented, [www.ifarmwell.com.au](http://www.ifarmwell.com.au), has been co-designed with Australian farmers to empower other farmers to adapt coping skills that will help reduce the negative impact that stressful situations have on their lives, in particular things beyond their control like drought. This five-module web and text-message-based program which is also informed by Acceptance and Commitment Therapy, aims to prevent the development of clinical levels of distress in this at risk population.**Synopsis of the scenario**Farming is a physically and psychologically hazardous occupation which is reflected in their alarmingly high rates of suicide. With Internet access increasing across rural Australia, online interventions may help to overcome some current barriers (e.g. concerns about confidentially); improve equitable access to health services in farming communities; and thus improve engagement and wellbeing in this difficult to reach group. **Intended audience**The intended audience for ifarmwell.com.au is Australian farmers who are 18 years of age or older. The website has been designed with farmers’ input to ensure it reflects the unique needs and preferences of this group, who often report feeling misunderstood is a barrier to engagement with mainstream/ non-farmer focused interventions and services. **Duration and intended use**The website was launched in February 2018. Since then we have been testing the website with farmers from across Australia to get feedback on its impact and areas for potential improvement. Australian farmers are completing pre-, post- and 6-month follow-up questionnaires, satisfaction ratings at the end of each module and usage and reach is being assessed objectively by Google analytics. To date, 25 farmers have completed all five modules. 68% of users who have completed all five modules have rated them as helpful (4/5) or very helpful (5/5).Learnings from the development and pilot will be presented to inform the development of future web-based interventions for difficult to reach, at risk populations.  |