

Making A Sensitive Referral

Rural people pride themselves on their independence, self-reliance, and resiliency in the face of hardship. This often makes it difficult for them to reach out for help when they need it most. Often, producers will take the blame on themselves during difficult times, and not share this with anyone.

Front line workers who deal with producers know how hard it is for rural people to admit that they need help. They may also feel uncomfortable referring to the Manitoba Farm & Rural Stress Line (or other helping agencies) for fear of offending their pride or “stepping on toes”.

There are ways of handling referrals sensitively. We have used the Manitoba Farm & Rural Stress Line (MFRSL) as our example. You may choose to substitute with other agencies as applicable.

Remember: these are just examples. Use language that is comfortable with you. A good rule of thumb is to always start with “where the person is at”. If you sense that they want information, suggest that they call the Manitoba Farm & Rural Stress Line for information. We will undoubtedly get to talking about how the situation is affecting their health, emotional well-being, family, etc. during the call. If the person is comfortable talking about their emotions, don't shy away from talking about how the MFRSL can assist them in that area.

