



Helpline Job Pack

Thank you for your interest in the Helpline roles advertised at YANA. This pack aims to help you understand a little more about YANA and the helpline.

It is an exciting time to join the team at YANA as we are growing in many ways. The role brings with it many opportunities and I personally, am looking forward to seeing how we can develop the support we provide, through our helpline and other means.

If there is anything you would like to discuss about the role you are interested in please feel free to get in touch with me by email in the first instance at admin@yanahelp.org.

To apply for the position please send us your CV and a covering letter outlining your experience and why you think you're the person for the job (no more than 2 pages).

I do hope that you will find the information useful, and I look forward to receiving your application.

Best wishes,

Emma Haley

Charity Manager

1. Introduction

YANA has been established since 2008 to serve those involved with agriculture who are struggling to cope, experiencing feelings of distress or depression and general poor mental health.

YANA has four pillars of support:

- Providing a confidential helpline and funded counselling
- Building awareness of mental health
- Investing in mental health training
- Distributing our suicide prevention resource, 7 Tractor Facts to Save a Life, nationally

In this time YANA has provided a listening ear and counselling to many who did not know where else to turn.

The counselling provided enables people to get help when they need it with no waiting lists. Feedback tells us generally people feel better able to manage their problems and they notice an improvement in their mental health, work and relationships.

YANA, Norfolk Showground, Dereham Road, Norwich, Norfolk, NR5 0TT

Helpline: 0300 323 0400 | helpline@yanahelp.org Email: | admin@yanahelp.org | pr@yanahelp.org

Charity Number 1190443

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More recently we have received significantly more calls to our helpline, with 2021 seeing 86% more calls than previous year and 2022 saw 43% more calls. We believe this is due to several factors:

- Increased awareness of our support
- More willingness to ask for help
- Increasingly challenging times in the sector

To date we have trained over 350 Mental Health First Aiders who are all making a difference in everyday life. This investment means those in the sector are more likely to encounter someone who can notice, listen and support.

Lives have been and will be saved because of the support available through YANA.

YANA has a nationally recognised voice, most recently seen through giving evidence to EFRA in the House of Commons. It is a well-respected charity in the agricultural sector. At the time of establishing its support there were no other organisations offering mental health support and really was ahead of its time.

YANA's Mission:

Improving Mental Health in Agriculture and Rural Businesses in East Anglia

YANA's Values:



Find YANA on social media:



YANA's services

- Providing a [helpline](#)

The helpline is manned by Samaritan trained volunteers.

It currently operates on a voicemail basis. Meaning the caller leaves a message and receives a callback from YANA (this is not a crisis line). This is a listening

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service and we do not give advice. We signpost to the most relevant support available where appropriate.

Helpline: 0300 323 0400 or helpline@yanahelp.org

- Providing **fully funded short-term counselling** which can be put into place within 2 weeks

YANA works with a bank of counsellors who are registered with UK professional associations such as the BACP or UKCP. Checks are carried out regularly to ensure counsellors meet regulatory standards. They are all selected individually for their experience and skills.

- Investing in **Mental Health First Aid training**.

A 2-day course led by a qualified Mental Health First Aid England trainer, teaching how to notice if someone might be struggling and how to help them seek appropriate help.

- Building **awareness** of mental health

We have a presence at many shows and events, give talks, and write for newsletters and publications, to help reduce stigma and encourage conversation. A range of literature is distributed locally and our 7 Tractor Facts to Save a Life is distributed nationally.

Working in Partnership

We choose to work with organisations to:

- better reach the people we are here to support,
- raise mental health awareness, and
- support staff where appropriate.

2. A little about YANA...

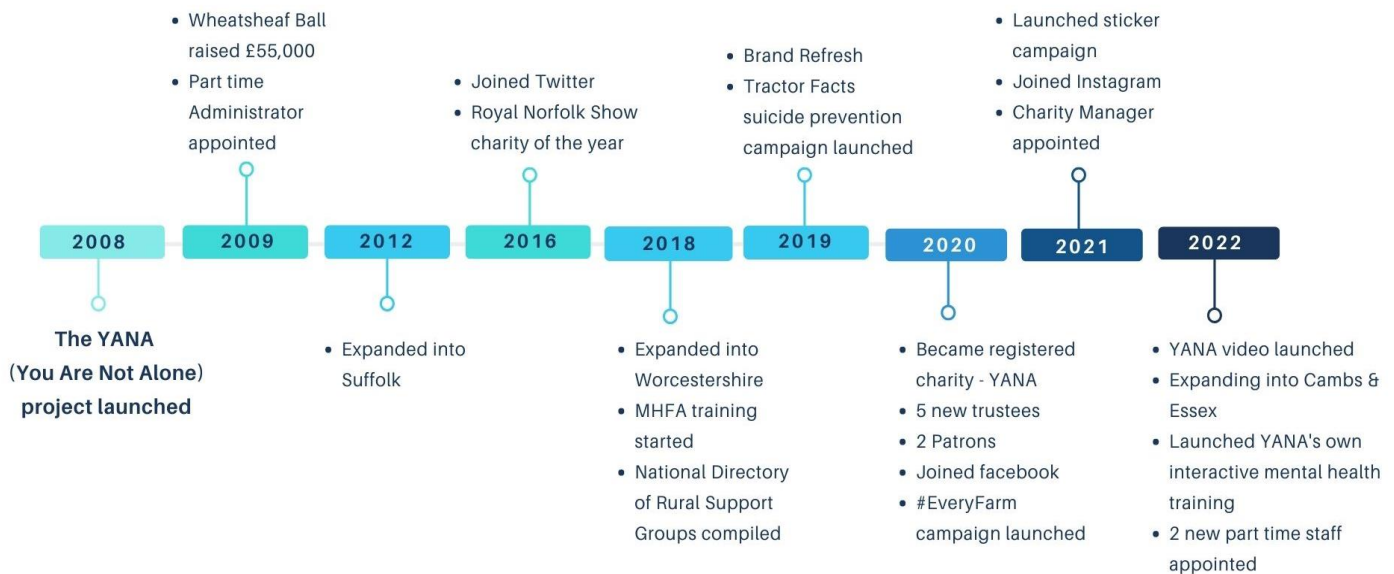
YANA began in 2008, as a result of the tragic loss of life through suicide. Trustees of The Clan Trust were keen to do something to help people who were struggling with a view that they might prevent people reaching the point of considering suicide as their only option.

After 18 months of research and talking to people, YANA, (You Are Not Alone), began by providing a helpline and counselling for people in agriculture in Norfolk. It has since moved into Suffolk (2012), became its own registered charity as YANA (2020), and is currently expanding into Cambridgeshire and Essex.

We aim to reach all farms, farm workers and rural businesses in East Anglia with our literature, to provide support, build awareness, and positively affect the mental health of our agricultural and rural communities.

YANA THROUGH THE YEARS

A brief history of YANA's journey so far...



YANA believes:

Talking about your problems can make it easier to cope with stress, depression, and low mood, and improves your quality of life.

It's ok not to be ok, it doesn't have to stay that way.

Seeking help from your GP, YANA, Samaritans or another service will provide you with support to help you through.

Depression and anxiety can be a temporary state.

No-one has good mental health all the time.

The farming and rural business community are affected by many stress factors. Most of these are out of their control which means learning healthy coping strategies, reducing stigma, and encouraging conversation, play an important role in preventing mental ill health and suicide.

3. About the Helpline...

The helpline is currently manned by volunteers who are all Samaritan trained and most remain active Samaritans. We currently have approx. 8 volunteers for the helpline. Four volunteers work on a weekly rota system to pick up and distribute calls to co-workers to handle.

The helpline currently operates with a voicemail system. Callers leave a message and are contacted by someone on the team, ideally within 24 hours. The peak times for calls are between 9am – 4pm, Monday to Friday.

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It has been our priority for 2023 to work towards introducing live helpline hours. We have had consistent feedback that this is a barrier to some people accessing help. It is our intention this will be publicly launched early 2024.

In order to maintain the professional and efficient service it is now time to grow the helpline team, to deliver the live helpline.

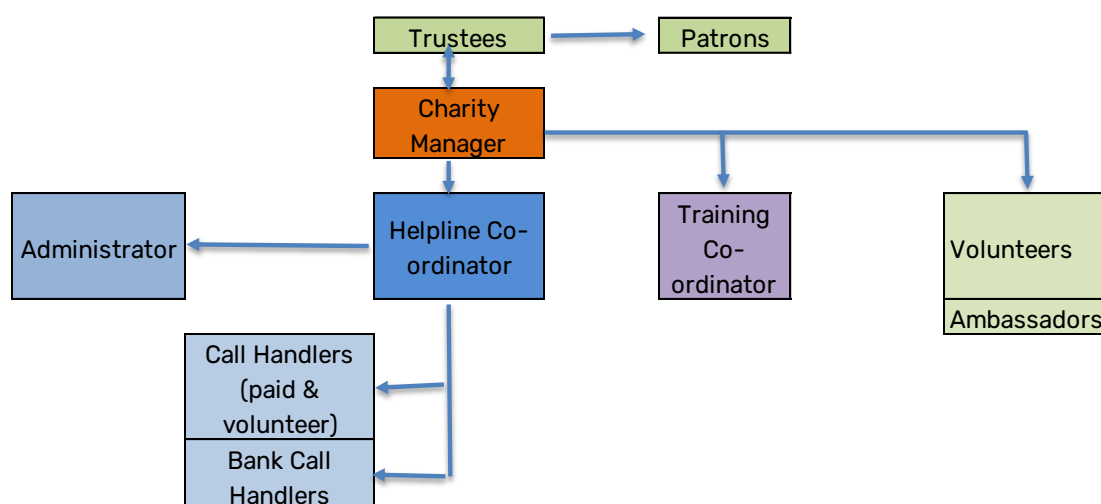
This involves implementation of a new telephony system which will enable all call handlers to operate more efficiently and with the correct support in place (this is in process).

It is envisaged the helpline will operate its live hours in the mornings, midweek initially, contact is currently made via telephone and email.

By calling the helpline, approx. 9 fully funded counselling sessions can be accessed. These are arranged with one of the many counsellors we work with and is usually in place within a week.

A Helpline Co-ordinator has been in post for almost a year and will remain in post as Administrator for 8 hours a week, over 2-days to support the administrative functions of the helpline, counselling, and volunteers.

YANA Structure



The Charity Manager will also work closely with the Administrator, to ensure the organisational needs are met.

Visit our website <https://www.yanahelp.org/about-yana/> to read more about the charity, our impact, our people, and our policies.

4. Data Protection

All personal data is handled securely and confidentially. Any details you provide to YANA will only be used for the purpose given, unless you have explicitly consented to any other processing, such as receiving our general newsletter.

5. Applying

To apply for please send your CV and a cover letter, clearly stating which role you are applying for (no more than 2 pages) to admin@yanahelp.org. Please explain why you are interested in the role and what skills, experience, or expertise you could bring to the role referring to the role description and person specification.

- **Closing date for applications is Monday 9th October, 12noon.**
- **For the successful applicant, essential training is scheduled to take place on 15th & 16th November.**

The successful candidate can expect the following:

- Relevant training, both external and internal
- Receive monthly supervision by a qualified and experienced counsellor
- A review of your training needs on an annual basis
- Enrolment into the NEST pension scheme
- A supportive and mindful employee / employer relationship

YANA adheres to its equality & diversity policy and welcomes applications from people of all backgrounds.

If there is anything you would like to discuss about the role you are interested in, please feel free to get in touch Emma Haley, by email in the first instance, at admin@yanahelp.org.