

Fit Farmers

Clear, trusted self-care support – right in farmers' pockets.

Knut Schroeder, GP
Founder, Expert Self Care







1 in 4

at risk of suicide

**Source: 'Dying to Farm' – National
Survey funded by Health Service
Executive 2022**

A woman with short brown hair and glasses, wearing a dark blue V-neck shirt with a blue stethoscope, sits at a desk in an office. To her left is a large black Dell monitor. The background wall is covered with various colorful posters, charts, and papers. A green circular graphic is overlaid on the right side of the image, containing the text 'Laura Tully' and 'Founder, Fit Farmers'.

Laura Tully
Founder, **Fit Farmers**







More. Wellbeing. Information.



Leaflets



Online

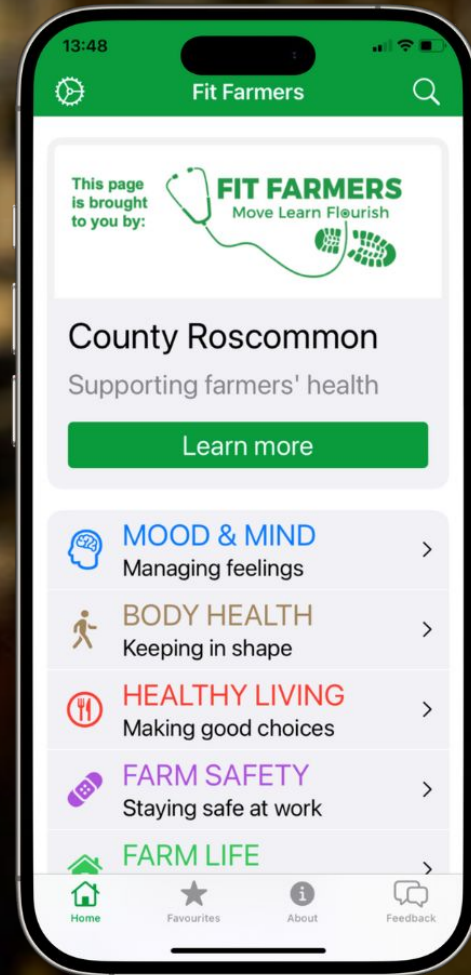


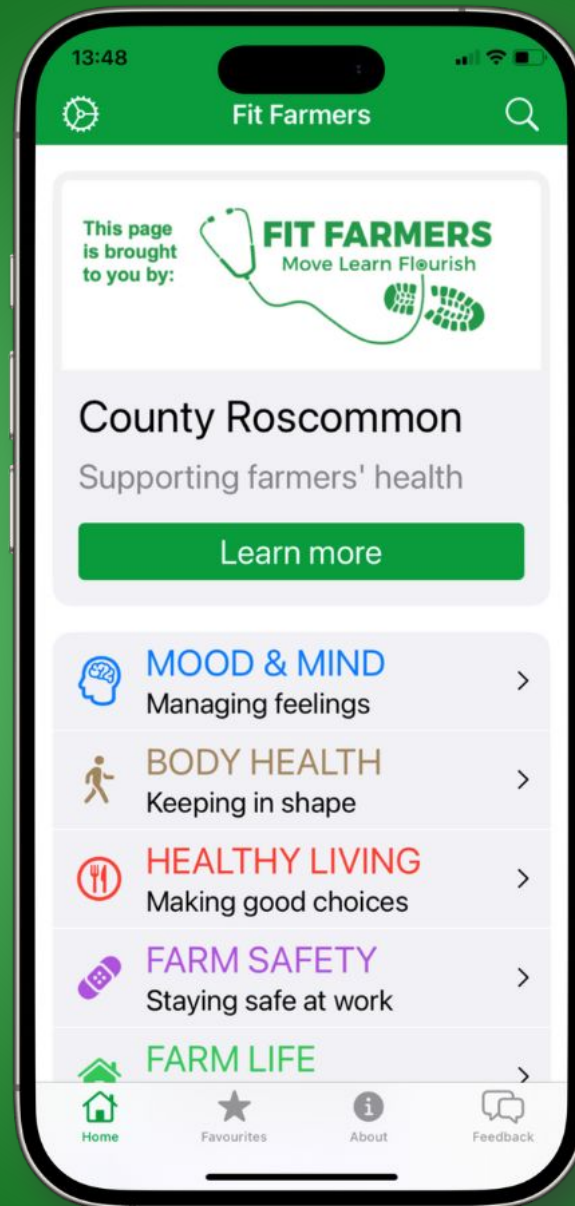
AI

Trusted self-care advice. In farmers' pockets.



Fit Farmers

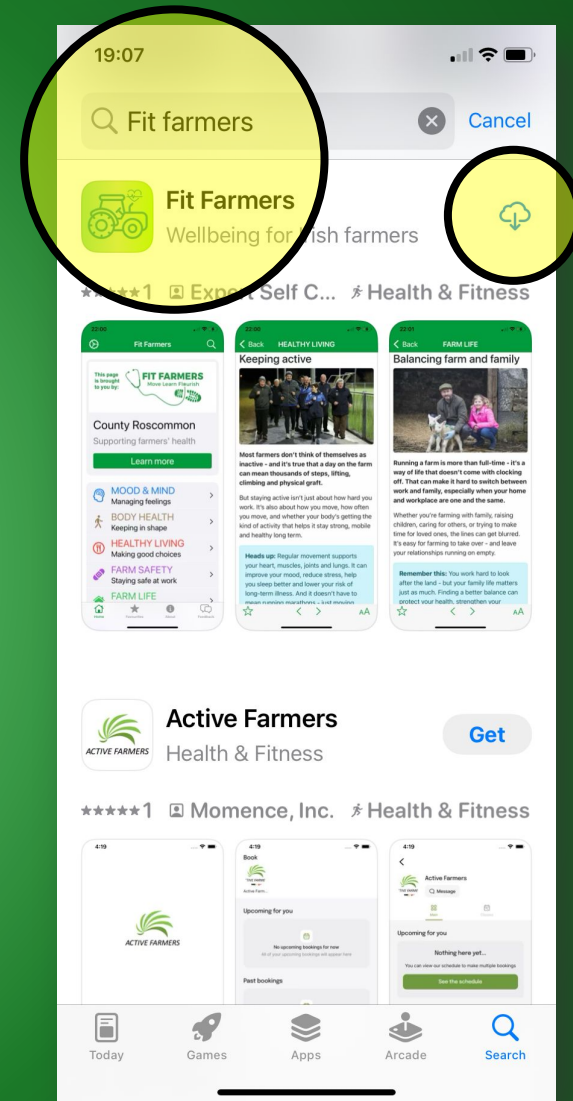
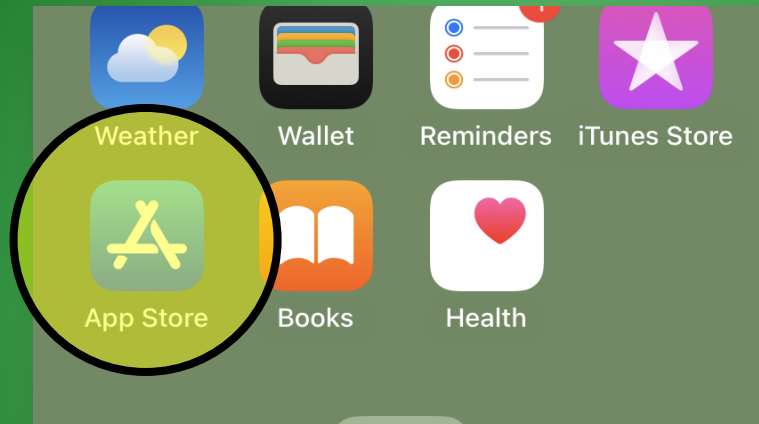


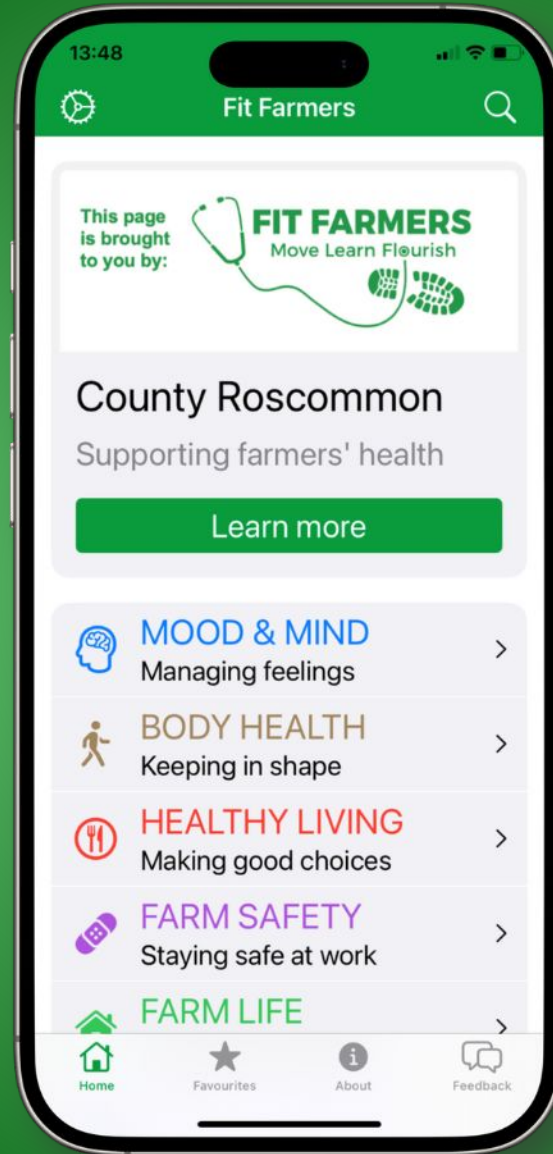


Promote better health

Empower self-care

Signpost resources





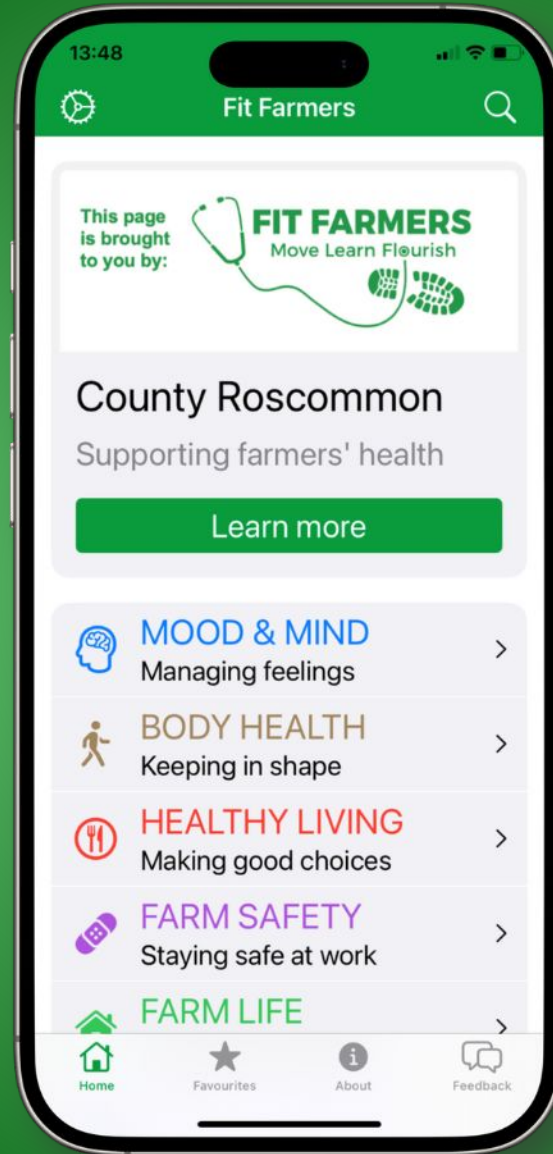
100% free

No sign-up

Works offline

“I worry a lot about money”





Money worries...?

County Roscommon

Supporting farmers' health

Learn more



MOOD & MIND

Managing feelings



BODY HEALTH

Keeping in shape



HEALTHY LIVING

Making good choices



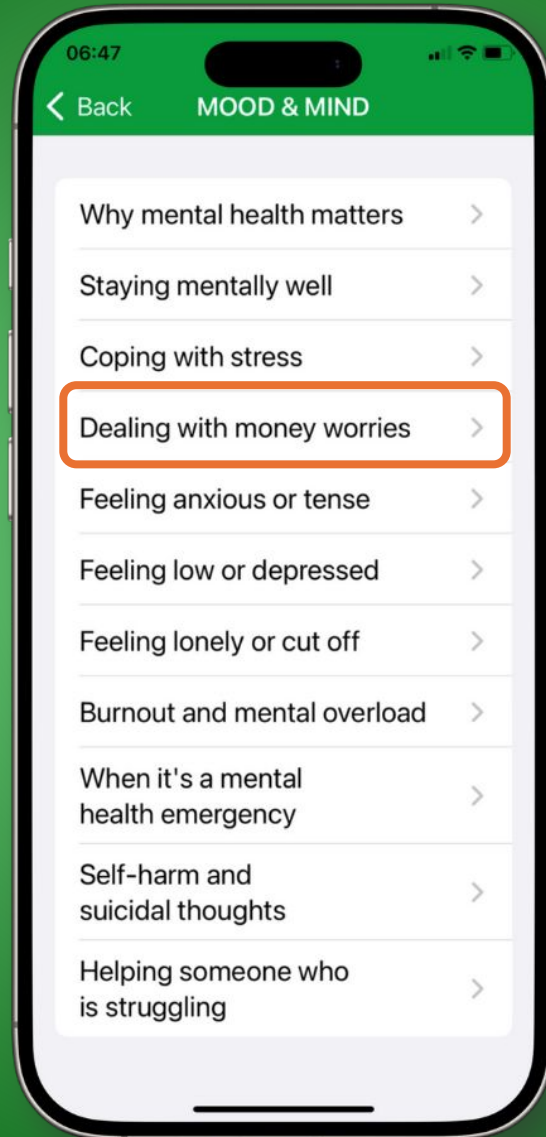
FARM SAFETY

Staying safe at work

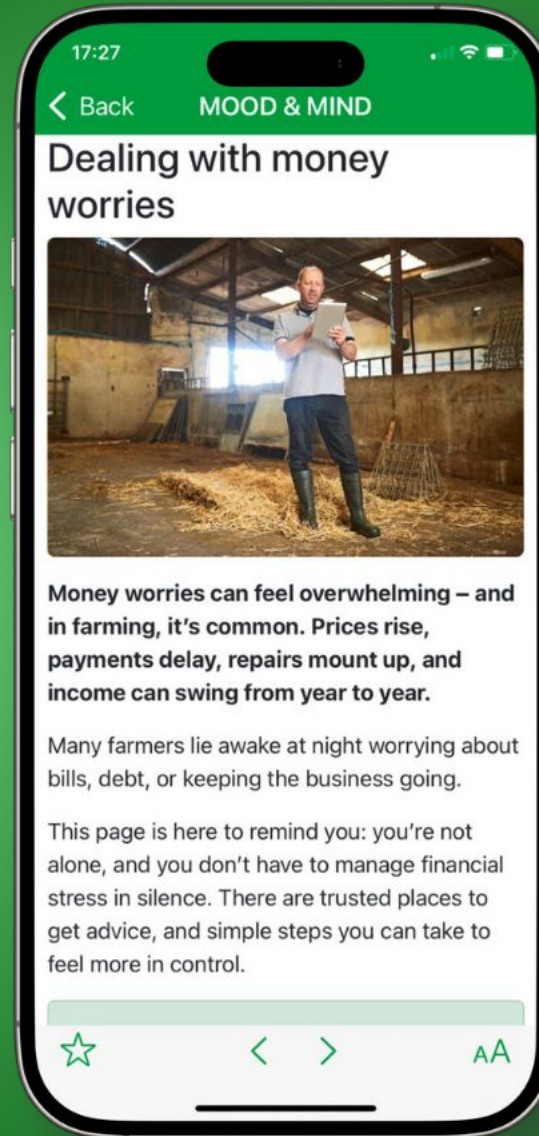


FARM LIFE

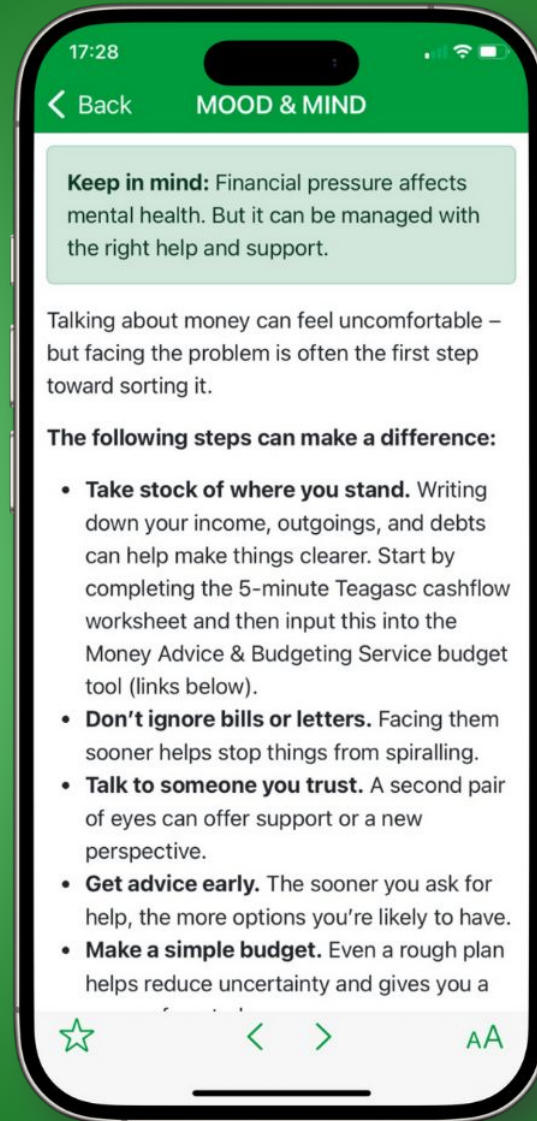




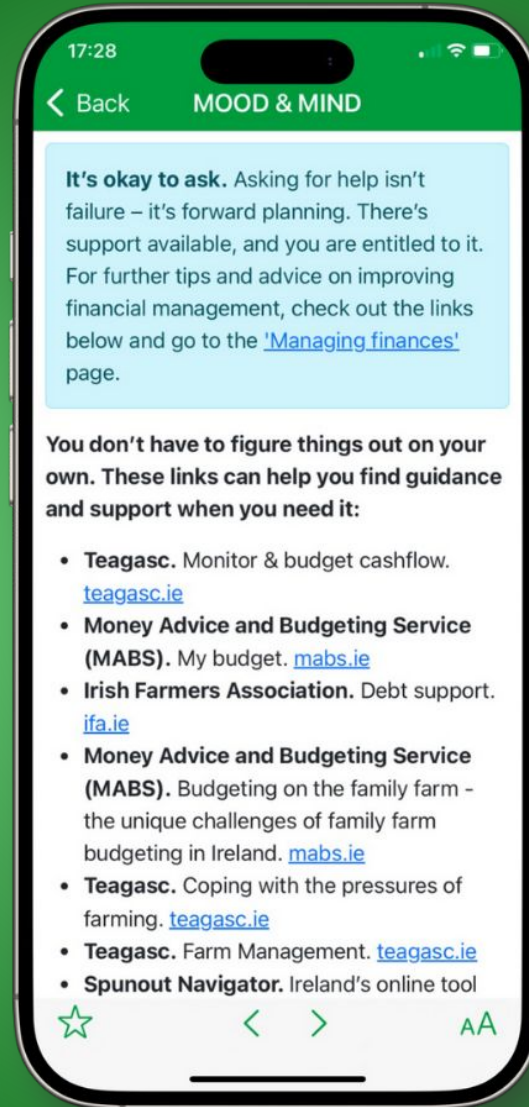
Topic list



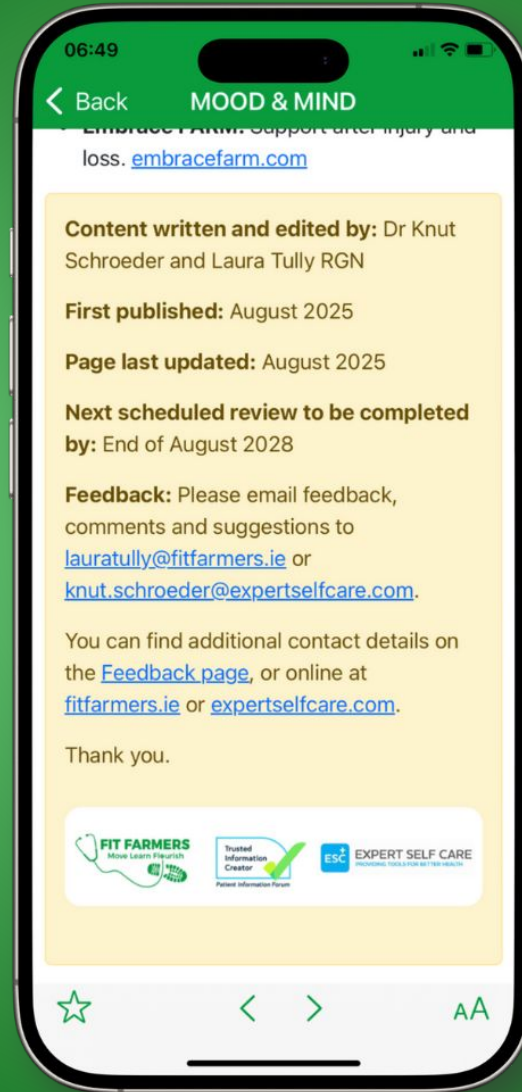
Tailored content



Boxes and lists

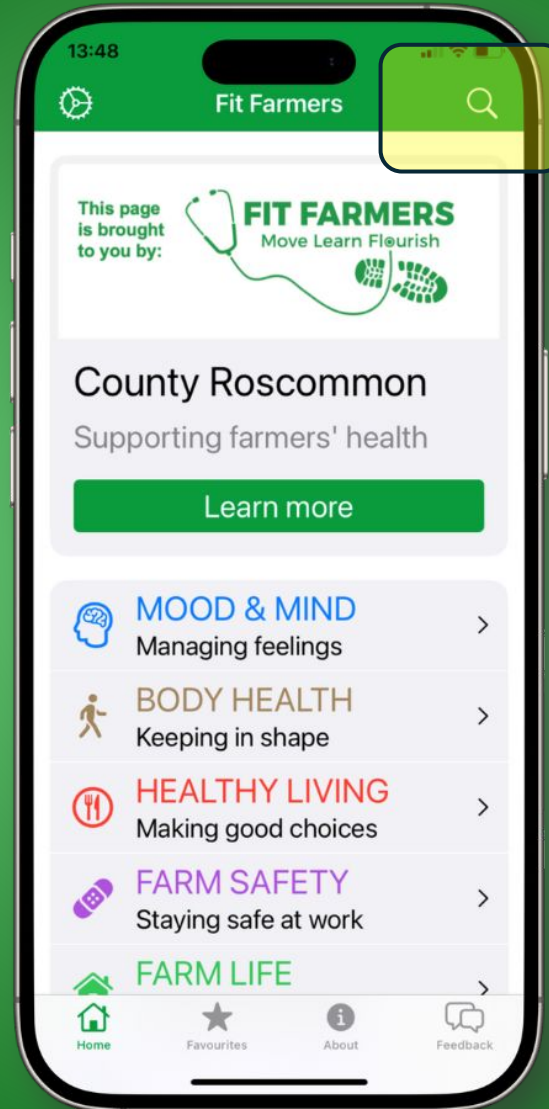


Signposting

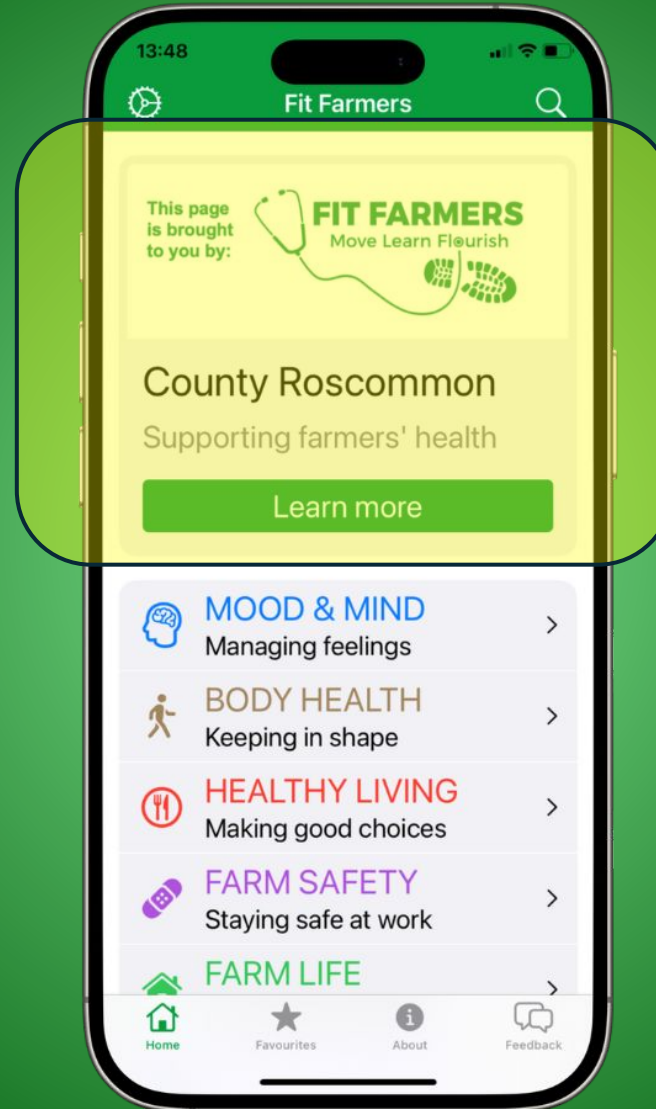


Updates & feedback



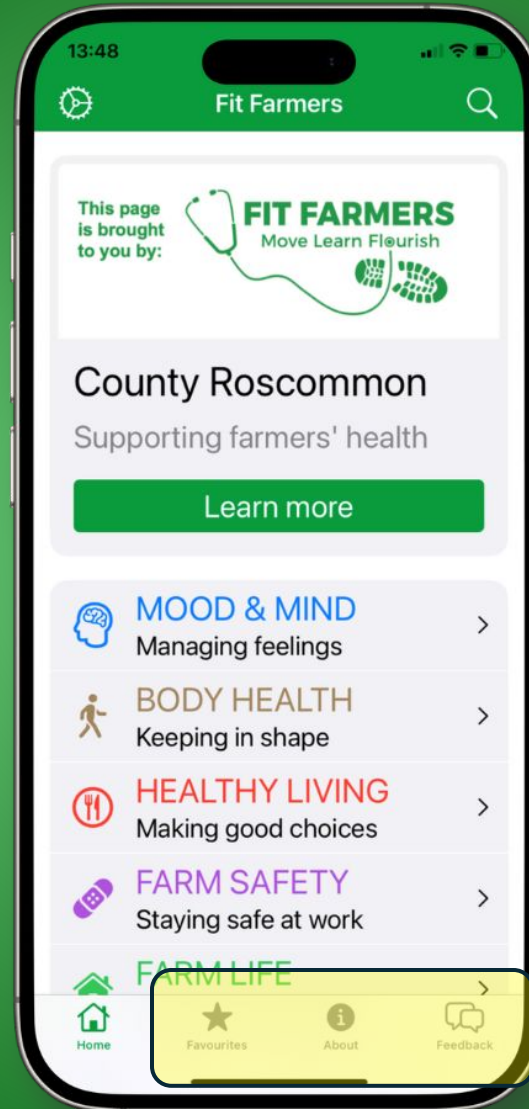


Search



Customised home
page

Local signposting



Bookmark pages

Accessibility

Feedback

Co-creation



+ partners





National **self-care support apps** for underserved groups



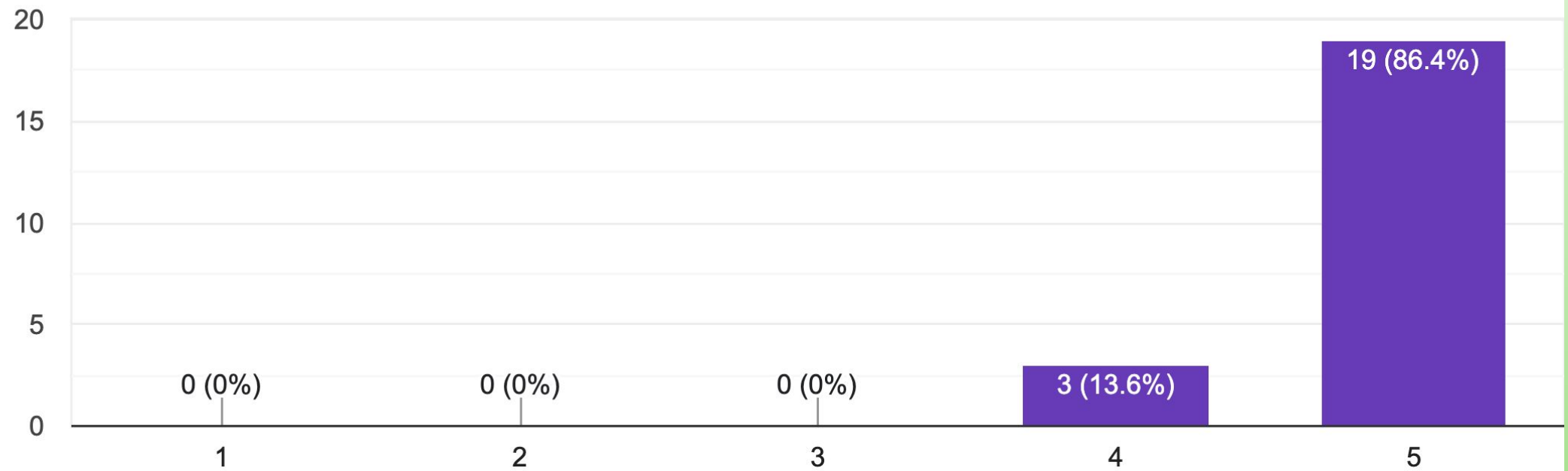
600+ downloads

4,200+ page views

23 user survey responses

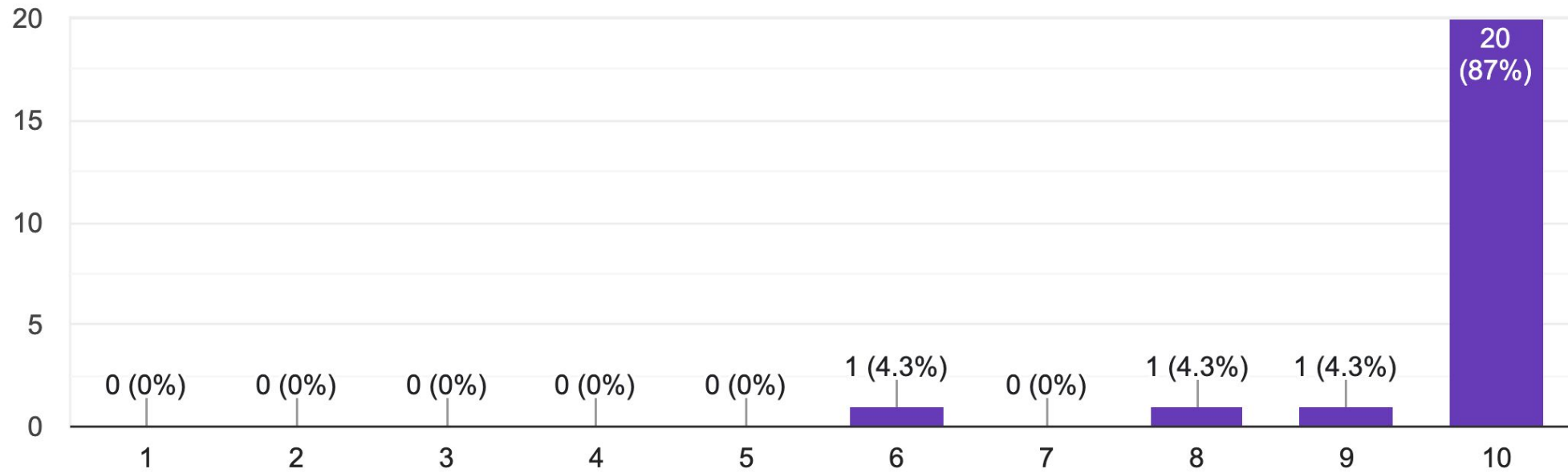
How would you rate the app overall?

22 responses



On a scale of 0-10, how likely would you be to recommend the app to another farmer, a family member, or a friend?

23 responses



“**Easy to read** and understand”

“So **helpful** in all aspects of wellbeing”

“The only place to find all the info **in one spot**”



Agriland

Health app grew from listening to farmers' requests

By Caroline Allen
September 7, 2025 10:00 AM

Share this article

✉️ 🌐 📱 🔗



The nurse behind the Fit Farmers' initiative, and app, Laura Tully

A new app has been developed to provide farmers with a one-



Expand & evaluate

Go national

Create new partnerships





Take a look...

