# Prince William and Princess Kate release new film trailer for Mental Health Awareness Week highlighting farming community

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Prince William and Princess Kate have released a new film trailer to mark Mental Health Awareness Week, focusing on mental health within the farming community. The 14-second teaser was shared on their social media on May 17, 2024, at 10:39 AM BST. The video features Sam Stables from the charity "We Are Farming Minds" and Farmer Will discussing mental health challenges faced by farmers, the availability of support, and the Duchy of Cornwall's Mental Health Strategy. This film stems from a visit last September when the royal couple helped launch the Mental Health Strategy at Sam's farm in Hereford. The full film will be available on YouTube from 12:30 PM BST today. The Prince and Princess of Wales have been vocal advocates for mental health, also known for their Heads Together campaign launched in 2017.