

# Nurture

Quarterly Newsletter of the National Children's Center for Rural and Agricultural Health and Safety

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## 'I Didn't Know' campaign educates parents about ATV risks for children

In many cases where children have been injured or killed in an ATV incident, parents were unaware that:

- ATVs can weigh up to 800 pounds.
- ATVs roll easily and when they do, they tend to land on the rider.
- Most ATVs are not meant for passengers; a passenger can dangerously affect stability and control.

The Childhood Agricultural Safety Network has launched "I Didn't

Know," a public awareness campaign to keep young children off of ATVs.

The campaign coincides with the theme of National Farm Safety and Health Week, September 19-25, "ATVs: Work Smart. Ride Safe."

Each year in the United States, 40,000 children under age 16 visit emergency departments because of an ATV injury. Children account for more than one-third of ATV-related injuries and 28 percent of ATV related deaths. The American Academy of Pediatrics recommends that children under 16 year of age not operate ATVs.

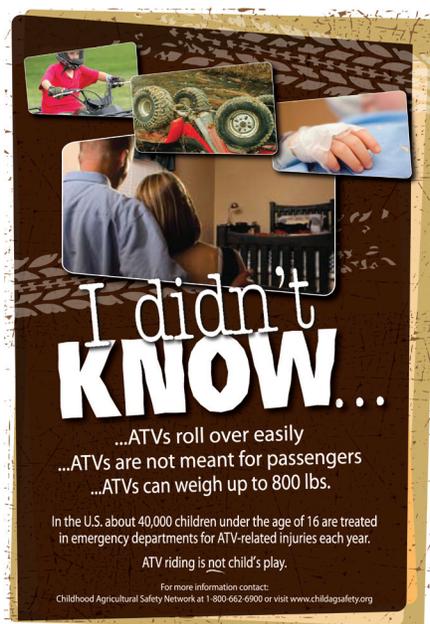
In agriculture, rates of childhood ATV injuries and fatalities continue to increase, running counter to a trend that shows injury rates declining for most agriculture-related activities.

"We know ATVs are a way of life for farmers and other land owners. But they pose a significant danger to children," said Regina Fisher, M.S., Agricultural Youth Safety Specialist at the National Children's Center for Rural and Agricultural Health and Safety. "This awareness campaign, originally developed in Canada, is designed to help parents make informed decisions."



National Children's Center  
for Rural and Agricultural Health and Safety

*"The National Children's Center for Rural and Agricultural Health and Safety strives to enhance the health and safety of all children exposed to hazards associated with agricultural work and rural environments."*



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## Spanish-language resources for child ag safety

Health and safety professionals, farm families, and media can benefit from visiting the following Spanish-language resources. These resources include: strategies to prevent injury to children and adolescents, guidelines for designing and building an outdoor safe play area on a farm, and pesticide safety information. They can be found at [http://www.marshfieldclinic.org/nccrahs/?page=nccrahs\\_resources](http://www.marshfieldclinic.org/nccrahs/?page=nccrahs_resources).

- North American Guidelines for Children’s Agricultural Tasks, [www.nagcat.org](http://www.nagcat.org). Six of the posters are in Spanish, including bending, lifting, harvesting strawberries, hand harvesting vegetables, driving a tractor and using an ATV.
- Safety Guidelines for Hired Adolescent Farm Workers, <http://www.marshfieldclinic.org/saghaf/>. Seven guidelines have been developed. Each colorful, illustrated poster addresses supervisor responsibilities for ensuring work conditions are appropriate and adequate. Each poster includes pertinent federal regulations and referrals to obtain state-specific child labor regulations.
- Creating Safe Play Areas on Farms (Spanish-language mini-edition).
- Aunque Cerca ... Sano (Pesticides Nearby...But Staying Healthy).
- Lo Que Bien Empieza ... Bien Acaba (Pesticide Prevention During Pregnancy).

## Fields of vision less for youth tractor operators

Youth operators of tractors typically had diminished fields of vision compared to the average adult operator, according to a recently-published study. (Chang JH, Fathallah FA, Pickett W, Miller BJ, Marlenga B. Limitations in fields of vision for simulated young farm tractor operators. *Ergonomics*. 2010 Jun;53(6):758-66.) The degree of visual limitation is greatest for objects at close distances and when objects are straight in front of the operator/tractor. This has implications in terms of risks for runovers, rollovers and collisions. Study findings may help illuminate the development of policies and guidelines in tractor-related jobs for children. The study was based on an assessment of 42 farm tractors in popular use in the United States.

## CASN holds annual in-person meeting



The Childhood Agricultural Safety Network held its annual in-person meeting June 28 during the National Institute for Farm Safety conference in Wilmington, North Carolina. The

### Childhood Agricultural Safety Network

30 attendees agreed to maintain open membership and discussed activities and issues such as the “I Didn’t Know” ATV safety campaign and the draft CASN supervision statement. Approved items included a memorandum of understanding with the National Institute for Farm Safety regarding CASN’s annual meeting at NIFS. The three-hour meeting concluded with members providing organization updates.

# ‘I Didn’t Know’ campaign educates parents about ATV risks for children

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Children and young adolescents lack the knowledge, physical size and strength, cognitive and motor skills to operate an ATV safely, Fisher said.

“I Didn’t Know” campaign

materials, including a poster and information card, are available at [http://www.marshfieldclinic.org/nccrahs/?page=nccrahs\\_casn](http://www.marshfieldclinic.org/nccrahs/?page=nccrahs_casn). For more information, contact [nccrahs@mcrf.mfldclin.edu](mailto:nccrahs@mcrf.mfldclin.edu); 1-800-662-6900.

The Childhood Agricultural Safety Network ([www.childagsafety.org](http://www.childagsafety.org)) was formed to strengthen partnerships and collaborations of national organizations representing the agricultural community, child injury prevention, and minority-serving associations. The main goal of CASN is to raise awareness about issues in childhood agricultural safety in order to change behaviors that put children at risk on the farm. Funding is received from the National Institute for Occupational Safety and Health.

# 'Safe Play Areas on Farms' goes interactive



Most childhood injuries and deaths on farms and ranches occur when children are with parents in a work area, either helping with chores or playing. Keeping children out of the agricultural worksite, and away from machinery, motor vehicles and open water, can save lives.

A new, interactive Web tool makes it easier for parents to obtain information on key factors to consider when designing and building a designated play area. Based on the document *Creating Safe Play Areas on Farms*, published in 2003 by the National Children's Center for Rural and Agricultural Health and Safety at Marshfield Clinic, the new project features an interactive Safe Play Area guide and "virtual" Safe Play Area. The guide highlights key elements such as fencing, ground cover, play activities, supervision, proper distancing between play structures and injury prevention.

A child is killed every 3 1/2 days on U.S. farms. Annually more than 3,000 children under age 10 are injured, suggesting the need for a safe place to play.

The interactive Safe Play Area was built through collaboration of the National Children's Center; Marshfield Clinic's Information Systems, Biomedical Informatics Research Center and Corporate Communications Department; and Ministry St. Joseph's Hospital Trauma Services.

Farm parents previously have indicated via surveys and focus groups that they want to protect their children, but they felt they had neither time nor resources to build a safe play area.

"We want to provide busy farm parents with the basic tools they need to create a safer environment that encourages developmentally appropriate play," said Tammy Ellis, Research Program Associate, who led the project for the National Children's Center. "We appreciated the feedback from farm parents who tested our site and reminded us to keep it simple. We hope that other farm parents will find the map easy to use and take the key concepts to create their own play areas."

To visit the interactive guide and begin creating your play area visit: <http://www.marshfieldclinic.org/safeplay/keystocreate/>.

The project was supported by funds from the National Institute for Occupational Safety and Health.

For more information, contact the National Children's Center, [nccrahs@mcrf.mfldclin.edu](mailto:nccrahs@mcrf.mfldclin.edu), or 1-800-662-6900.

## Media Guidelines fact sheet for agricultural safety released



The stories we tell in the media can make life safer for farm and ranch families and workers. At the same time, while not intentional, what we write, say, and the images we show, can perpetuate and even increase unsafe farm practices.

To help minimize unsafe depictions, the Childhood Agricultural Safety Network (CASN) has compiled a fact sheet of do's and don'ts as reminders for media professionals and all agricultural communicators and marketers. Following these guidelines, which pertain to adults and children, can help each of us be confident that we are doing our part for farm safety.

Examples: Do show tractors with rollover protection structures; Do use the word "incident" rather than

"accident"; Do not show children in proximity to large animals unless appropriate barriers are evident. To view the fact sheet, go to <http://www.marshfieldclinic.org/proxy/MCRF-Centers-NFMC-NCCRAHS-CASN-Media-Guidelines-7-19-10.1.pdf>.

The guidelines were compiled with input from media professionals as well as communicators from CASN member organizations. This fact sheet could be used either proactively by sending to your media contacts, or in follow-up to an editor if you notice a story that depicts unsafe practices. For more information, contact Scott Heiberger at [nccrahs@mcrf.mfldclin.edu](mailto:nccrahs@mcrf.mfldclin.edu), 1-800-662-6900, ext. 7.

The guidelines fact sheet was partially supported through a grant from the National Institute for Occupational Safety and Health (NIOSH) grant #5U540H009568-02.

## Book takes public health view of child labor

Child labor constitutes a major public health concern, with estimates that worldwide 110 million children aged 5-14 years are engaged in labor that can be described as "hazardous or intolerable." The book "Child Labour - A Public Health Perspective" (272 pages, Oxford University Press) examines both the rights-oriented and public health perspectives on child labor. This book will be of use to

academics and students involved in health, health policy, social sciences and development disciplines. Those actively involved in public health initiatives, such as policy makers, and non-governmental organizations, will also find this an invaluable resource, say editors Anaclaudia Gastal Fassa, David L. Parker and Thomas J. Scanlon. Chapter authors include Barbara Lee, director, National Children's Center, and Mary Miller, Washington Department of Labor and Industries.

## Schedule of upcoming events

### September 19-25, 2010

National Farm Safety and Health Week, [www.necasag.org](http://www.necasag.org)

### October 3-8, 2010

National Safety Council Congress & Expo  
San Diego, California, [www.nsc.org](http://www.nsc.org)

### October 11-14, 2010

AgrAbility National Training Workshop  
Charleston, West Virginia, [www.conf.purdue.edu/agrability/](http://www.conf.purdue.edu/agrability/)

### October 21-23, 2010

East Coast Migrant Stream Forum  
Charleston, South Carolina, [www.ncchca.org](http://www.ncchca.org)

### November 6-10, 2010

American Public Health Association Denver, Colorado,  
[www.apha.org](http://www.apha.org)

### November 17-20, 2010

Midwest Stream Farmworker Health Forum  
Austin, Texas, [www.ncfh.org](http://www.ncfh.org)

### January 7, 2011

Agricultural Safety and Health Council of America 2011  
Workshop Atlanta, Georgia, [www.ashca.com](http://www.ashca.com)

**Nurture** is a publication of the National Children's Center for Rural and Agricultural Health and Safety (a program of Marshfield Clinic, Marshfield, Wisconsin).

It is published three times each year to disseminate children's rural health and safety information to professionals in the fields of health and safety, agri-business, the media, and others.

Contact the National Children's Center for Rural and Agricultural Health and Safety, Marshfield Clinic, 1000 North Oak Ave., Marshfield, WI 54449-5790; phone 1-800-662-6900 or 715-389-4999; fax 715-389-4996. Visit our Web site at [www.marshfieldclinic.org/nccrahs](http://www.marshfieldclinic.org/nccrahs).

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