

Nurture

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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."

'Cultivate Safety' campaign launched nationally

Knowledge, information and resources for keeping youth safe on the farm are becoming more plentiful. However, the information is not always accessed by those who need it. Knowledge mobilization is the key – getting the right information to the right people at the right time.

The Cultivate Safety project teamed up with an agricultural marketing firm to more effectively reach farm parents who can use the information to guide actions that minimize injuries and fatalities to children in the agricultural environment.

The National Children's Center partnered with Broadhead Inc., to develop a multi-pronged campaign providing information to the general public in a user-friendly web format (cultivatesafety.org). The advertising campaign is titled "Parent first, Farmer second." The campaign is now rolling out nationally after being introduced in Wisconsin in March 2013. The project focused on Wisconsin for six months in order to more easily measure results.



"The campaign's message, 'Parent first, Farmer second,' puts things in perspective," said farmer Josh Meissner, of Chili, Wis., who is featured in one of the campaign's ads. "No matter how important the farm is to our way of life, it's never worth the life of a child."

The website provides one-stop shopping for tips on how to keep children safe while they work and play on farms. The website includes videos and easy-to-use information about child development and best-practice work guidelines. Two award-winning, ready-to-air public service radio ads are available upon request. For more information, contact Education Outreach Specialist Tammy Ellis, ellis.tammy@mcrf.mfldclin.edu, 715-389-5387.

Summit features children's issues, funding announcement



2013
NORTH
AMERICAN
AGRICULTURAL
SAFETY
SUMMIT

Childhood safety and health figured prominently in the 2013 North American Agricultural Safety Summit, an unprecedented gathering of safety and agribusiness leaders collaborating for safer work environments for the men, women and children who produce our food.

Each day of the Summit, September 25 – 27 in Minneapolis, included sessions and learning stations on topics such as hired teen workers, event and online safety demos, and best youth work practices. A general session addressed childcare for farm workers, featuring the success story of RCMA (rcma.org) with its 87 childcare centers across Florida and its collaborative relationship with farmers and growers.

Video and PowerPoint presentations from the RCMA-led panel session will be posted online at ashca.org, as will presentations from other sessions. Check back frequently for updates.

In addition, 13 of the Summit's 76 accepted posters and abstracts related to children and adolescents. Some of those will be turned into manuscripts and published in the April 2014 issue of *Journal of Agromedicine*, dedicated to the Summit.

The Summit, hosted by Agricultural Safety and Health Council of America (ASHCA), also provided the backdrop for a major funding announcement involving youth safety: the U.S. Department of Agriculture earmarked \$600,000 to Penn State University to develop a national training curriculum that lessens agricultural hazards to young workers.

Known as Safety in Agriculture for Youth (SAY), the project will establish a national steering committee to engage the Department of Education, Department of Labor, FFA, Farm Bureau, Farmers Union, ASHCA, National Council for Ag

Education and other relevant partners. Barbara Lee, Ph.D., and Barbara Marlenga, Ph.D., National Children's Center, are part of the steering committee, headed by Penn State's Dennis Murphy, Ph.D.

The committee will work to identify curriculum and testing gaps, certification needs and industry-recognized credentials. For more information go to www.extension.org/pages/70004/safety-in-agriculture-for-youth#.UmltCFPFqsc.



Four members of the Marshfield, Wis., FFA chapter assisted in hosting the Summit. From left: Advisor Tim Heeg, Emily Gilbertson, Cody Weber, Breanna Lindner and Zach Gilbertson.

NIOSH Ag Centers launch YouTube™ channel

The best agricultural safety videos are one click away on the new YouTube channel, "U.S. Agricultural Safety and Health Centers," youtube.com/USagCenters. The channel is a joint project of the 10 Agricultural Centers funded by the National Institute for Occupational Safety and Health (NIOSH).

Extension agents/educators, agricultural science teachers, producers/owner/operators, first responders and agricultural families would all find value in the videos, says project leader Amanda Wickman, Southwest Center for Agricultural Health, Injury Prevention and Education (Texas). Videos can be used during job orientation, safety/health education, 4-H meetings, high school or college classes. One benefit of YouTube is that videos can be accessed from a mobile device to conduct tailgate trainings in the field.

"NIOSH established the Centers to protect the safety and health of more than 5.5 million full- and part-time contract and seasonal workers in agriculture, forestry, and fishing, as well as farm family members," said Wickman. "Many Centers have created videos for this purpose, and we're trying to enhance dissemination to people who can benefit most from them."

For more information visit the website at youtube.com/USagCenters, or contact Project Administrator Allison DeVries, High Plains Intermountain Center for Agricultural Health and Safety (Colorado), USagCenters@gmail.com.

News in brief

Three mini-grants awarded FY 2014

The National Children's Center federal award includes annual funding for mini-grants that allow community organizations to conduct small-scale projects and pilot studies. A requirement this year was that each application clearly indicate how it would address a priority in childhood agricultural injury prevention as outlined in the "Blueprint for Protecting Children in Agriculture: The 2012 National Action Plan."

Since 2002, 46 projects have been funded in amounts up to \$20,000. More than half of the projects have addressed vulnerable populations.

The awardees for FY 2014:

- Melissa Bailey, NC Field, Inc., "Working in the Fields: Access to Childcare for Farmworkers in Eastern North Carolina."
- Serap Gorucu, Ph.D., Pennsylvania State University, "Analyses of Pennsylvania Anabaptist Youth Farm Fatality Data for 2000 through 2012."
- Chaya Spears Johnson, Ph.D., Wake Forest School of Medicine, "Assessing Children's Agricultural Safety and Health among Local Agricultural Market Producers (LAMPs) in Illinois and North Carolina."

Safeagritourism.com gets major endorsement

The web tool, "Integrating Safety into Agritourism," has gained the endorsement of the North American Farmers' Direct Marketing Association (NAFDMA), which is putting safety on the agenda of its national convention, January 31 – February 5, 2014, in Kansas City.

NAFDMA invited Marsha Salzwedel, M.S., agritourism project manager with the National Children's Center, to conduct on-farm workshops during the NAFDMA convention based on safeagritourism.com. Salzwedel will pattern the agenda off successful workshops she facilitated in July 2013 in Tennessee, with participants using checklists to do a "safety inspection."

New agritourism magazine: Salzwedel contributed a winter-themed safety article for the inaugural edition of NAFDMA's magazine for members, titled "Farmers Inspired." Salzwedel's family owns a farm in north-central Wisconsin that specializes in Christmas trees, wreaths and other holiday items.

Children's Center – Year 6

The National Institute for Occupational Safety and Health provided a Year 6 extension to the National Children's Center. Most center activities will extend current work focused on "knowledge mobilization," meaning that the research results and resources developed from previous years will be widely disseminated to specific audiences, depending on the topic and venue.

"We sincerely appreciate this opportunity to follow through, especially in light of recent data that elucidate changing patterns in childhood agricultural non-fatal injuries and the continued concern regarding children as extra riders on tractors," said Barbara Lee, Ph.D., National Children's Center director.

Vermont Extension unveils online safety game for youth



The Youth Farm Safety Project of UVM Extension 4-H is pleased to introduce *Play It Farm Safe*, a new online farm safety game for youth 12 and up. With the help of an avatar and mascot, players identify farm hazards through illustrated and interactive scenarios, complete fill-in-the-blank and multiple choice activities, and watch safety videos featuring Vermont farming youth.

Players who complete all activities – including the Blue Ribbon quizzes – unlock a completion form to download and send to the Vermont state 4-H office for a congratulatory completion certificate – an excellent addition to a student portfolio.

The game portal can be found on the Youth Farm Safety webpage at uvm.edu/extension/youthfarmsafety/. Visitors soon will be able to download pencil and paper activities that align with the game as well as outlines for hands-on farm safety activities appropriate for the classroom or 4-H club.

Children's Center adds anthropologist



Casper "Cap"
Bendixsen, Ph.D.-C

Casper "Cap" Bendixsen, Ph.D.-Candidate, has joined the National Farm Medicine Center/National Children's Center as a project scientist. Bendixsen's specialty is cultural anthropology. He will defend his dissertation in late January at Rice University, where he taught for three years. He holds a master's degree in anthropology from Rice, and earned bachelor's degrees in anthropology and philosophy from the University of Idaho.

Bendixsen's dissertation is titled, "Pastoralist Ethic and a 'Spirit' of Traditionalism: US Cowboys' Livestock, Land and Kin." He is a former professional rodeo cowboy and firefighter/emergency medical technician. His topics and areas of study include: ethics, pastoralism, traditionalism, masculinities, rhetoric and poetics, creative/interdisciplinary ethnography, landscapes as cultural resources, sustainable energies and cultures, and working class imaginations/intellectualism. He can be reached at bendixsen.casper@mcrf.mfldclin.edu, 715-387-9410.

CASN calendars used as display pieces

The monthly safety messages in the Childhood Agricultural Safety Network (CASN) calendar also make great posters! An Ohio chapter of Farm Safety for Just Kids enlarged and laminated some calendar pictures at a local copy store and made them into posters for the Darke County Fair. Alternatively, if you'd like the original electronic files, please contact the National Children's Center, nccrahs@mcrf.mfldclin.edu.

News clippings sought

The National Children's Center seeks news clips/Web links describing agricultural injury events. Clips are an excellent way to "tell the story" about safety, and the center will gladly share the content of its informal collection. To submit or request clippings, contact Marsha Salzwedel, M.S., Salzwedel.marsha@mcrf.mfldclin.edu, or 1-800-662-6900, option 8.

Schedule of upcoming events

February 26 – 28, 2014
Western Forum for Migrant and
Community Health
Seattle, WA, www.nwrpca.org

May 14 – 16, 2014
National Farmworkers Health Conference
Delray Beach, FL
<http://meetings.nachc.com>

June 22 – 26, 2014
International Society for Agricultural
Safety and Health
Omaha, NE, www.asash.org

July 26 – 30, 2014
Agricultural Media Summit
Indianapolis, IN,
www.agmediasummit.com/

October 19 – 22, 2014
7th International Symposium, Safety
and Health in Agricultural and Rural
Populations: Global Perspectives
Saskatoon, SK, Canada
cchsa-ccsma.usask.ca/sharp2014/

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.

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