

# Cultivate

SPRING 2017

NEWSLETTER OF THE NATIONAL FARM MEDICINE CENTER



## DR. LEE RECEIVES HERITAGE AWARD

Barbara Lee, Ph.D., joined a prestigious group when she received the Marshfield Clinic Heritage Award on Dec. 13, 2016. The Heritage Foundation was established in 1997 to honor individuals who have made significant contributions to the community in government, civic leadership, education, medicine, law or business.

"Barb's compassion, dedication and commitment to challenge unsafe conditions and make farms safer have made a true difference for adults and children around the world," said Dr. Narayana Murali, executive director of Marshfield Clinic.

Previous recipients include: former Congressman and Secretary of Defense Melvin Laird; former Secretary of the Army Robert Froehle; former Wisconsin governors Tommy Thompson and Lee Sherman Dreyfus; former Congressman Dave Obey; and Clinic physicians and researchers George Magnin, M.D., Russell Lewis, M.D., Dean Emanuel, M.D., and James Weber, Ph.D.

 **Marshfield Clinic**  
Research Institute

 **National Farm Medicine Center**



In many cases, the need to meet farmers and ranchers on their own terms first occurs at their kitchen table.

## IN THEIR BOOTS ANTHROPOLOGISTS COULD BE KEY TO IMPROVED FARM SAFETY

Before recommending safety behavior changes to farmers, their families, and their employees, health and safety professionals should first walk in the boots of those who produce our food, say leading anthropologists writing in the *Journal of Agromedicine*. Casper Bendixsen, Ph.D., a cultural anthropologist at the National Farm Medicine Center, served as guest editor for this special issue.

The National Farm Medicine Center has edited the *Journal of Agromedicine* since 2004, with philanthropic support from the Auction of Champions.

"The *Journal of Agromedicine* is providing the first consolidated conversation about the hazards of agricultural work as social-cultural constructions," Dr. Bendixsen said. "The insulation of farms from many federal and state policies allows them to be governed more by cultural attitudes than law. We need to have a meaningful understanding of these attitudes and agricultural hazards in order to

encourage both voluntary acceptance and realistic policy that fosters safer and healthier farm life."

"Agri-CULTURAL Health and Safety: Anthropologists in the Field," features five research articles addressing the critical need to understand the communities at risk in agricultural work. Three commentaries provide context.

"Too often those of us who work in health and safety puzzle over the fact that farmers do not promptly adopt the safer practices we recommend," said Matthew Keifer, M.D., M.P.H., *Journal of Agromedicine* editor-in-chief. "Farmers are smart, creative, caring people, deeply invested in their work and families. But they work within constraints that may be invisible to us and which we must understand in order to be effective conveyers of safety practices. Anthropology can help us do just that."

The *Journal* publishes peer-reviewed papers addressing the health and safety of agricultural populations in order to advance scientific dialog through practice, policy and research.



## SAVE THE DATE: AUCTION SET FOR SEPT. 21

Join us Sept. 21, 2017, for the annual Auction of Champions at RiverEdge Golf Course, Marshfield. The 2016 Auction raised \$207,000 for the work of NFMC, including \$31,300 dedicated to the Dean Emanuel Endowed Research Chair. Thank you for your support!

## PROGRESSIVE AG SAFETY DAY

Bryan Weichelt, Ph.D., helped to bring Progressive Agriculture Safety Days back to Wisconsin on May 3 in Stratford. Dr. Weichelt served as co-coordinator with Becky Wirkus, Stratford High School agriculture instructor and FFA advisor. These one-day events teach children lessons that help keep them and those around them safe and healthy. The program is designed for 8- to 13-year-old children, although it can be adjusted to accommodate younger children or entire families.



## AG INDUSTRY GROUP FUNDS TWO NFMC PROJECTS

The Agricultural Safety and Health Council of America (ASHCA) has announced funding for two NFMC projects.



- **AGINJURYNEWS.ORG:** This initiative leverages its growing national dataset by locating, categorizing, and capturing injury and fatality incidents into a centralized, publicly accessible database. Bryan Weichelt, Ph.D., is working with colleagues to continually improve daily screening of the news feed, data quality, workflow efficiencies, and data reporting. Additional enhancements to the system will be guided by the [AgInjuryNews.org](http://AgInjuryNews.org) National Steering Committee which met for the first time April 27 in Minneapolis, MN. The committee consists of professionals in safety, surveillance, insurance, informatics, communications, government data, education and outreach. AgInjuryNews.org contains nearly 3,000 ag, fishing, and forestry injury articles to query.
- **MOBILE-FRIENDLY AUDIT TOOL:** Enhancing SaferFarm.org for Agricultural Insurance" is a one-year NFMC project (2017-2018) that upgrades the existing agricultural safety auditing features of the SaferFarm.org website in order to make them more applicable for professional loss control experts in the insurance industry. Collaborators include Rural Mutual, the largest insurer of farm in Wisconsin.

## PARTNERING WITH RURAL FIREFIGHTERS:

This five-year project (2016-2021) is training first responders to be health and safety consultants to farmers. Prior research showed farmers trust firefighters/EMS and would listen to safety recommendations from them. The project, "Rural Firefighters Disseminating Agricultural Health and Safety (RF-DASH)" is led by Casper Bendixsen, Ph.D., and includes Kate Barnes, M.P.H. They report that several central Wisconsin fire departments and two-year colleges have expressed interest in the trainings. The RF-DASH curriculum has the possibility of being deployed nationally. The project is funded by the National Institute for Occupational Safety and Health as part of the Upper Midwest Agricultural Safety and Health Center (UMASH).



## RURAL FARM MAPPER - AUGMENTED REALITY

Farm Mapping to Assist, Protect and Prepare Emergency Responders (Farm MAPPER) is being reinvigorated with augmented reality. Led by Bryan Weichelt, Ph.D., the project recently received pilot funding through the Central States Center for Agricultural Safety and Health in Omaha, Neb. The new effort will develop an augmented reality version of Farm MAPPER, available on iOS and Android platforms. The new app will also be used in Dr. Bendixsen's RF-DASH project.

## NEWS MEDIA AND FARM SAFETY

Research by Dr. Barbara Marlenga suggests that law enforcement professionals might be effective partners in getting prevention messages into news reports of agricultural trauma. Dr. Marlenga and colleagues examined 113 news clippings involving children and farm trauma. Law enforcement professionals were the primary source of information for nearly 80 percent of the articles. Few news reports mentioned use or lack of protective equipment (12 percent) or a prevention message (6 percent).

## SKIN CANCER SCREENING

The NFMC conducted skin cancer screening for 88 individuals at the Wisconsin Potato and Vegetable Growers Association annual meeting, Feb. 7, 2017, in Stevens Point. Marshfield Clinic resident physicians Deirdre Stolmeier, Ashley Millard and Carol Philippe



found 11 cancers and made 24 referrals. Patients and association leaders expressed their appreciation to the Farm Center for bringing this valuable service to producers who spend a lot of time in the sun. The screenings receive philanthropic support from the Auction of Champions.

## FURTHERMORE...

**Marsha Salzwedel, M.S.**, was honored by the Samoset Council, Boy Scouts of America, with the Silver Beaver Award, given to, "scouters of exceptional character who have provided distinguished service within a council." Her leadership is demonstrated not only with scouts but in the teaching and mentoring



of adult leaders. "Marsha's circle of influence continues to grow with each passing year," said Rick Radloff, council commissioner. ...**Dr. Bryan Weichelt** has been named to the Board of Directors of the Wisconsin Agricultural Tourism Association (WATA). Dr. Weichelt and his wife, Stacey, co-founded the Stratford Farmers Market in 2012 and have been WATA members since 2015. ...**Dr. Barbara Lee** spoke April 22 at the March for Science event in Marshfield, Wis. She addressed the value of research in safeguarding children and workers in agriculture. ... The National Rural Health Association (NRHA) presented **Dr. Lee** with its 2017 Outstanding Researcher Award during ceremonies May 11 at the NRHA's 40th annual Rural Health Conference and Rural Hospital Innovation Summit in San Diego. Congratulations Dr. Lee!

## OUR MISSION

"The National Farm Medicine Center will be a national resource, conducting high quality research, developing and delivering health and safety information, exploring innovative service models and effecting broad change to improve human health and safety associated with rural and agricultural work, life and environments."

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