

Child Agricultural Injury Prevention Workshop

Preliminary Agenda



Purpose: Increase knowledge and awareness of agricultural child injuries and extend the reach and dissemination of childhood agricultural injury prevention (CAIP) strategies and resources.

Desired Outcome: Participants will increase their knowledge of childhood agricultural safety strategies and resources. They will use this information and resources to develop and enhance their organization's child agricultural injury prevention efforts.



Learning Objectives

In relation to child agricultural injury prevention, participants will be able to

- Describe the burden of injuries and fatalities
- Identify the benefits of participating in safety efforts for their organization
- Identify resources and organizations that can work together to promote farm safety
- Develop a network of peers committed to injury prevention to serve as potential partners and/or resources.
- Recognize effective policies and strategies their organizations can implement
- Develop a plan for their organization to assist in the promotion and dissemination of child safety resources

Monday, August 13th – Hotel Marshfield

12:45 **Meet in hotel lobby** – board bus for pre-workshop tour

1:00 – 4:30 **Pre-workshop Tour**

5:00 – 7:00 **Pre-workshop Reception**

- Appetizers
- Cash bar
- Workshop registration

Tuesday, August 14th – Hotel Marshfield

(Note: breakfast is included with hotel)

7:30 **Registration**

8:00 **Welcome and Introductions**

8:15 Opportunities for Protecting Young People in Agriculture

Barbara Lee, PhD, Director – National Children’s Center for Rural and Agricultural Health and Safety

This opening session will provide a brief description of landmark accomplishments since the 1996 launching of the federally-funded National Childhood Agricultural Injury Prevention Initiative. Key players -- organizations, federal agencies, non-profits, and others will be described, along with areas of success and persistent problems. This session will introduce the Socio-Ecological Model, which will set the stage for developing strategies that will safeguard children living, working and playing on our nation’s farms and ranches.

9:15 Agricultural Injuries – Where we’ve been, what’s next?

Kitty Hendricks – National Institute for Occupational Safety and Health

Bryan Weichelt, PhD - National Children’s Center for Rural and Agricultural Health and Safety

It is important to understand the full scope of the child injury problem on farms before developing interventions or programs to protect children. This session will present an overview of U.S. child agricultural injury data and trends, specifically highlighting gaps in past and present data capturing systems. The presenters will also discuss accessibility and applicability of data sources. Participants will gain practical knowledge and hands-on experience with the AgInjuryNews system, including filters and search, customizable email alerts, and other features. Participants will break into small groups to evaluate different types of data sources, and then discuss their findings with the entire group.

10:00 Break**10:15 Program Implementation and Evaluation**

Josie Rudolphi, PhD- National Children’s Center for Rural and Agricultural Health and Safety

Developing implementation strategies and evaluation metrics early in the planning process is important for an effective program or project. As a group, we will explore common frameworks used for program planning and monitoring progress. In small groups, participants will debate common implementation and evaluation strategies and questions in order to prepare for program success.

11:00 Community-Based Approaches

Casper Bendixsen, PhD - National Children’s Center for Rural and Agricultural Health and Safety

We can’t do it alone! This session will summarize principles and methods to help engage community members in safety programs, specifically within the context of agricultural families and youth groups. These programs and interventions are best utilized when originating from the community themselves or in equal partnership with outside experts. This helps embed the intervention in the community’s values and knowledge, as well as addressing their interests. Examples of previously implemented programs and interventions will be provided, followed by hands on activities and group discussion.

11:30 Lunch and Roundtables

(Note: lunch is included with workshop)

12:45 Non-Working Children Panel

Marsha Salzwedel, MS – National Children’s Center for Rural and Agricultural Health and Safety

Amy Liebman, MPA, MA – Migrant Clinician’s Network

Dee Jepsen, PhD – Ohio State University

We know that children living and visiting farms and ranches are at risk for injury. This session will look at the hazards causing these injuries and the associated cultural issues for non-working children, including children of migrant and seasonal workers, Anabaptist children and children visiting farms. After exploring strategies that can be used to help prevent injuries and fatalities to these children,

participants will break into small groups to evaluate injury scenarios and brainstorm strategies that can be applied in different settings.

2:45 Afternoon Break

3:00 Working Youth Panel

Diane Rohlman, PhD – Iowa Center for Agricultural Safety and Health

Marsha Salzwedel, MS – National Children’s Center for Rural and Agricultural Health and Safety

Dee Jepsen, PhD – Ohio State University

Work is inherently good for youth and agriculture offers many opportunities for them to develop work skills. However, developmental changes, impulsive decision making, and risk taking behavior can lead to injuries. Youth performing work that doesn’t match their developmental level also increases injury risk. In this session, we will look at both family farm and hired working youth. Case studies and interactive activities will be used to explore when and how child labor laws apply, how to assign age appropriate work, and skills for supervisors of young workers.

5:00 Free Time &/or Social Time

6:30 Dinner

(Note: dinner included with workshop)

Wednesday, August 15th – Marshfield Clinic Research Institute (MCRI)

(Note: breakfast included with hotel, transportation provided from hotel to MCRI, if needed)

8:00 Promotion and Dissemination (2-40 minute sessions/switch half way through)

Scott Heiberger – National Children’s Center for Rural and Agricultural Health and Safety

Melissa Ploeckelman – National Children’s Center for Rural and Agricultural Health and Safety

Session A - Media relations. No matter what your organization is trying to promote, engaging traditional media should be a key part of your communication plan. The media can provide visibility, legitimacy and credibility to an issue. In this session we’ll use case studies, theory and practical tips to help you develop your own media relations strategy. Learn how to “tell your story” while at the same time helping media professionals do their jobs. Participants will draft a publication-ready press release - an activity that encompasses many key elements of media relations.

Session B – Social media allows you to engage with customers/clients on a daily basis and has dramatically altered the way we communicate with each other. Relationships developed with social media can broaden your reach and help you become more transparent and a trusted source of information. In this session you’ll learn how to develop a social media strategy, define your audience, and draft content calendars. We will also share some useful tools and tricks and provide ideas on how to build your network. Using the information from this session, participants will develop a social media message for their organization.

9:20 Break

9:30 Public Policy and Advocacy

10:15 **Revisiting Program Implementation and Evaluation**

Josie Rudolphi, PhD – National Children’s Center for Rural and Agricultural Health and Safety

How will you know if your program is a success? What if someone else wants to replicate it? How can it be adapted to other settings or environments? In this session, we will explore these questions, focusing on how to determine if your program produced the intended results, and what the next steps could be.

10:45 **Learning Labs**

11:45 **Scientific Seminar w/Lunch**

(Note: lunch included with workshop)

1:00 **Meeting Evaluation**

1:20 **Adjourn.** Pick up completion certificates

Optional Activities: Marshfield Clinic tours and additional time for Learning Labs

2:30 **Workshop Closes**

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