

Cultivate

Newsletter of the National Farm Medicine Center

Winter 2013–14

Our Mission

"To conduct high quality research addressing human health and safety associated with rural and agricultural work, life and environments."

Auction surpasses \$3 million

The annual Auction of Champions smashed its record for money raised to benefit the National Farm Medicine Center (NFMC) with a night of glitz, glamor and extreme generosity, Sept. 19, 2013, at RiverEdge Golf Course in Marshfield. "Monopoly: Auction of Champions Edition," raised \$279,692 to support farm safety programs and research, pushing beyond \$3 million the total raised since the first Auction in 1982. Thank you everyone who volunteered and attended!



"Mr. Monopoly" Ken Heiman, Nasonville Dairy



Marshfield Clinic
Research Foundation

Making safety work for agriculture

How do we make the culture of safety work for the culture of agriculture?

That is our challenge.

"Research has identified and characterized many safety issues and recommended solutions," said National Farm Medicine Center Director Matthew Keifer, M.D., M.P.H. "Yet agriculture remains our nation's most hazardous industry. Adoption of evidence-based best safety practices has been slow compared to other industries."

In order to make it easier for farmers to adopt safer behaviors, the Farm Center has implemented these projects:

- The Wisconsin Rollover Protective Structure (ROPS) Rebate program. It is a practical solution to the serious and preventable problem of death from tractor rollovers. http://www3.marshfieldclinic.org/nfmc/?page=nfmc_resources_rops_rebate
- Hiring an anthropologist (see next page) to better understand the social and cultural fabric of rural populations, allowing the Farm Center to tailor safety programs accordingly.
- Farm MAPPER (Farm Mapping to Assist, Protect and Prepare Emergency Responders). http://www3.marshfieldclinic.org/nfmc/?page=nfmc_farm_mapper



Jim Beaver, Loyal, participated in the Wisconsin ROPS Rebate Program

- Integrating Safety into Agritourism, <http://www.safeagritourism.com/>. This website was recently endorsed by the N for Farm Direct Marketing and Agritourism, <http://www.nafdma.com/>.
- The study of the microbiome, the ecosystems of tiny organisms that live in and on us. It is believed that these microbes contribute in a variety of ways to our overall health. For example, children who grow up on farms have a lower prevalence in asthma later in life – the microbiome may play a key role in this process.

Other projects are in the works involving Geographic Information Systems (GIS), as well as a rubric for assessing the usefulness of mobile apps dedicated to agricultural health and safety.

"We continue to build on the success of our long-time programs, such as the National Children's Center for Rural and Agricultural Health and Safety, while at the same time investigating new safety solutions that fit today's agriculture," Dr. Keifer said.

Marshfield Chamber, FFA visit the Farm Center



The Farm Center was pleased to host the December meeting of the Marshfield Area Chamber of Commerce and Industry (MACCI) Agribusiness Committee. Front row (from left): Ron Zillmer, Mike Sabel and Scott Krum. Back row: Brad Guse, Rob Schulz, Dennis Bangart, Karen Olson, Barbara Marlenga, Matt Keifer and Tammy Ellis. The committee promotes the growth and vitality of central Wisconsin agriculture for the benefit of the entire community.

Earlier in the fall, a dozen FFA state officers updated Farm Center staff on what the school-based organization is up to. Wisconsin FFA President Logan Wells, a University of Wisconsin-Madison forestry and wildlife ecology student, said the state FFA is at a 29-year high for enrollment with 19,135 members. The students were accompanied by Sara Schoenborn, Wisconsin FFA Foundation executive director, and Cheryl Zimmerman, of Spencer, state FFA executive director.

Anthropologist joins Farm Center



Casper 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 is defending 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: agrarian ethics, traditionalism, masculinity, rhetoric and poetics, ethnography, and working class imaginations.

National Children's Center

The best agricultural safety videos are one click away on the new YouTube channel, "U.S. Agricultural Safety and Health Centers," found at www.youtube.com/USAgCenters. The channel is a joint project of the National Children's Center and the nine other agricultural centers funded by NIOSH. Extension agents/educators, agricultural science teachers, producers/owners/operators, first responders and agricultural families would all find value in the videos, said Tammy Ellis, who leads National Children's Center involvement. 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.

ASHCA

The North American Agricultural Safety Summit was a venue for major safety funding announcements and it stimulated collaboration for safer work environments for the men, women and children who produce our food. The event, held September 25-27 in Minneapolis, was hosted by the industry-led Agricultural Safety and Health Council of America (ASHCA), an association that has its roots in the National Farm Medicine Center. The Summit drew more than 250 attendees from 10 nations, including farmers, ranchers, migrant worker advocates, safety experts, engineers, media, physicians and government representatives. The Summit featured 14 sponsor and 33 partner organizations. In addition, ASHCA presented a "distinguished service" award to Dean Emanuel, M.D., medical director emeritus of the Farm Center. Summit sponsor CHS, a Fortune 100 farmer-owned agribusiness, committed \$3 million to a national agricultural safety initiative. And the US Department of Agriculture announced \$600,000 to make safety training available for youth working in production agriculture.



Furthermore...

The President's Malaria Initiative (PMI), credited with dramatic reductions in child mortality in sub-Saharan Africa, has awarded a contract to **Dr. Matthew Keifer** to design a program that monitors its mosquito eradication workers for over-exposure to the mosquito control chemicals. Prior to joining the Farm Center in 2010, Dr. Keifer worked on, or designed, similar monitoring programs in Washington state and Nicaragua. ... Farm injury rates among children younger than age 10 are on the rise, despite a continued overall decline in the rate of childhood agricultural injuries in the U.S. These trends are highlighted in the **2014 Childhood Agricultural Injuries Fact Sheet** compiled by the National Children's Center, http://www3.marshfieldclinic.org/proxy/MCRF-Centers-NFMC-NCCRAHS-2014_Child_Ag_Injury_FactSheet.1.pdf ... There is still rebate funding available to retrofit your old tractor with a rollover protective structure (ROPS). It's as easy as calling the **ROPS Hotline** (1-877-ROPS-R4U) or visiting the website at www.ropsr4u.com.

