

Cultivate

FALL 2016

NEWSLETTER OF THE NATIONAL FARM MEDICINE CENTER



USA TODAY: FARM KIDS SAFER, BUT DIE TOO OFTEN

The National Children's Center for Rural and Agricultural Health and Safety was featured prominently in [USA Today](#). The Aug. 11 article cited a National Children's Center fact sheet showing long-term decline in the rate of non-fatal injuries to children on farms, but a steady occurrence of fatal injuries. It quoted Dr. Bryan Weichelt and Marsha Salzwedel, highlighting their agricultural backgrounds and current safety work. In addition to Gannett News Service, the article was distributed nationally by the Associated Press. After four days, versions of the article had appeared on 82 newspaper websites including the Milwaukee Journal Sentinel and a dozen other Wisconsin papers, the Minneapolis Star Tribune, Detroit Free Press, Cincinnati Inquirer, Arizona Republic, Indianapolis Star, Washington Times and others. Combined "circulation" estimate of these news outlets: 60.8 million (unique visitors).

 **Marshfield Clinic**
Research Foundation

 **National Farm Medicine Center**



The ASHCA Board with National Farm Medicine Center scientists and staff.

GOOD TO BE 'HOME' NATIONAL SAFETY GROUP MEETS IN MARSHFIELD, HONORS DR. LEE

The Agricultural Safety and Health Council of America (ASHCA) returned to its roots Aug. 29-30, meeting at Marshfield Clinic Research Foundation and honoring its founding executive director, Barbara Lee, Ph.D.

"It's appropriate that we are here in Marshfield, Wis., home of the National Farm Medicine Center, National Children's Center for Rural and Agricultural Health and Safety, the Research Foundation and Marshfield Clinic," said ASHCA Chair Leon Graves. "They served as an incubator to nurture ASHCA and grow it through its formative stages. I can't thank all these organizations enough."

ASHCA (www.ashca.com) is a not-for-profit, industry-driven coalition of more than 50 organizations and individuals seeking to improve the health and safety of farmers, ranchers and agricultural workers. The 12 Board members represented producer groups, agribusiness, insurance and safety professionals from across the United States.

The National Farm Medicine Center served as ASHCA's home from late 2007 until Jan. 1, 2016, operating under a contract for administrative services. ASHCA's long-term plan of moving to a larger stage was realized earlier this year when increased membership, financial stability

and strong leadership allowed it to relocate to Washington, D.C.

Dr. Lee was an ASHCA founder and held the fledgling organization together in the early years, facilitating day-to-day operations, organizing meetings and conferences (including the 2013 National Agricultural Safety Summit), and enabling board members to effectively represent ASHCA. An appreciation dinner was held at West 14th restaurant, attended by the ASHCA board and Marshfield staff who assisted with its establishment.

"Tonight's celebration is to thank our founding executive director, our visionary, constant cheerleader and dear friend, Dr. Barbara Lee," said Graves, who presented Lee with fine crystal, custom-designed in his home state of Vermont.

Local farm tours preceded ASHCA's meetings. The Farm Center extends special "thank you's" to field trip hosts Nasonville Dairy and Sternweis Farms, as well as lunchtime speakers Josh Meissner (Norm-E-Lane Farm), Brian Forrest (Maple Ridge Dairy) and State Rep. Bob Kulp (69th District).

Kulp described a farm trauma incident he was involved in when he was 7 years old. "It's an indisputable miracle that I survived," he told the ASHCA and Farm Center audience. "And until there are miracles on a consistent basis, there will be a need for great people like you, doing the work that you are doing!"

STEM SCOUTS

National Farm Medicine Center staff members are helping nurture the next generation of scientists! Marsha Salzwedel, Scott Heiberger and Tammy Ellis assisted with a pilot program offered in Marshfield by the Boy Scouts of America. STEM Scouts offers girls and boys age-appropriate hands-on experiences to explore



Science, Technology, Engineering and Mathematics. Farm Center staff worked with third through fifth graders at Grant School, inviting science professionals from other parts of Marshfield Clinic Research Foundation to help out on particular sessions. The Foundation sponsored the lab in honor of Donna David, whose 28-year career at the Foundation (including several years in the Farm Center) was cut short in a bicycle collision.

ROBOTIC MILKING STUDY

This pilot project is comparing farmers who have adopted robotic milking systems and a sample of those who have not, to assess the impact of robot adoption on injuries among farmers, farm families, and others who interact with the cows (e.g., veterinarians and hoof trimmers). This project, led by Bryan Weichelt, Ph.D., M.B.A., is also assessing the perceived quality of life across groups in the upper



Midwest. As the average age of dairy farmers continues to rise and as farms modernize, more owners are looking at options to opt out of traditional milking tasks. With a robot, an owner-operator's personal labor is reduced. This may also appeal to the younger generation interested in taking over the farm.

ROPS REBATE PROGRAM

The Wisconsin Rollover Protective Structure (ROPS) Rebate Program Team is working with media and insurance companies to put the program in the spotlight! It was featured on the front pages of the [Wisconsin State Journal](#) (May 29) and [Wisconsin State Farmer](#) (June 23). Wisconsin Farm Bureau [Rural Route](#) magazine (June/July) ran a full-page article written by our team, and the Rural Mutual Insurance Safety Zone featured the ROPS program at Wisconsin Farm Technology Days (July 19-21). Since 2013, more than 150 tractors have been retrofitted through this NFMC program. Wisconsin tractor owners can apply via the ROPS hotline, 1-877-767-7748 (1-877-ROPSR4U), or the website, [www.ropsr4u.com](#). Philanthropic support from the Auction of Champions has made the rebate program possible!

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."

CHILD AG INJURY FACTS

Among household youth on farms, injury rates increased in the 10-19 age group during the latest reporting period, despite a continued overall decline in the rate of childhood agricultural injuries in the U.S. These trends and others are highlighted in the 2016 Childhood Agricultural Injuries Fact Sheet compiled by the National Children's Center and available at [www.marshfieldresearch.org/nccrahs](#). On average, a child dies in an agriculture-related incident every three days, and 33 children are injured each day. "There is no central database on childhood agricultural injuries," said Barbara Lee, Ph.D., director of the National Children's Center. "In putting together this fact sheet we draw upon the best available data from a variety of sources."

DATA MINING THE NEWS

News clippings have long been used to monitor trends of injuries and fatalities in agriculture. Under the direction of Bryan Weichelt, Ph.D., M.B.A., the project has morphed into a mobile responsive online system available at [www.AgInjuryNews.org](#). With nearly 2,500 articles to query, the system features familiar search and filter options for users interested in U.S. injury and fatality data. International users and other U.S. Ag Centers have shown interest in future collaborations, and the AgInjuryNews system has recently been listed as an official resource for the National Bureau of Labor Statistics, whose state data analysts use the data to validate labor-related injuries and fatalities in their regions. As of September 1, the site has collected articles involving 484 unique incidents, 70 involving children.

CONGRATULATIONS, DR. WEICHEL



Project Manager Bryan Weichelt "walked across the stage" on May 22 at UW-Milwaukee Panther Arena with his doctorate in Biomedical and Health Informatics. The Iraq War veteran served eight years in the Wisconsin Army National Guard, leaving the service as a Captain in 2012. He was one of just three graduates whose inspirational stories were featured on [video](#) at the commencement ceremonies. Dr. Weichelt was already working on a doctorate when his newborn identical triplet boys were diagnosed with a rare virus, Human Parechovirus Type 3. He finished his studies while holding a full-time job at the National Children's Center/National Farm Medicine Center and continuing to help on his family's fourth-generation dairy farm. His wife Stacey is the Dietitian and Director of Food Service for the Marshfield School District. They have four children: Lily; and triplets Logan, Mason, and Dylan.

FURTHERMORE...

Marsha Salzwedel's leadership in agritourism safety prompted a third invitation to speak at the National Association of Mutual Insurance Companies (NAMIC) Agricultural Risk Inspection School. Salzwedel facilitated the presentation, "What You Need to Know About Farm Festivals and Events," at this year's school, held July 21 in Louisville, KY. The discussion focused on the increasing popularity of farm festivals and special events.

Cultivate is published twice annually by the National Farm Medicine Center, Marshfield, WI. Contact: 1-800-662-6900, nfmcsh@mcrf.mfldclin.edu, www.marshfieldclinic.org/nfmc/