

# Cultivate

Newsletter of the National Farm Medicine Center

Fall 2012

## Our Mission

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

## Model of safety

Josh Meissner, Norm-E-Lane Farms, Chili, Wisconsin, is part of a national campaign called "Cultivate Safety." Here he poses with a poster featuring his likeness at the Auction of Champions. Cultivate Safety, to be launched in 2013, is intended to re-package the vast resources of the Farm Center into a format more usable by farmers.



## Auction of Champions supports tractor rollover protection project

The Auction of Champions, held September 20 at RiverEdge Golf Course, Marshfield, raised a record \$247,000-plus to benefit the work of the National Farm Medicine Center, including funds to pilot the Farm Center's new tractor rollover protection program.

More than \$43,000 in straight donations was raised during the Fund-A-Need portion of the Auction. The money will be used to encourage the installation of Rollover Protective Structures (ROPS) on approximately 50 tractors in Wisconsin, reimbursing up to 70 percent of the purchase and installation. A rollover protective structure refers to operator compartment structures – usually cabs or roll bars – intended to protect farmers from rollover injuries. Tractor rollovers are the leading cause of death on farms. More than half the tractors in Wisconsin do not have rollover protection.

The program is scheduled to be operational in summer 2013. To sustain it, the Farm Center will seek funding from other sources, such as foundations, co-ops, insurance companies and government, said Farm Center Director Matt Keifer, M.D., M.P.H. ROPS are one of the most effective known safety interventions, and are 99 percent effective in preventing injury or death in the event of an overturn when used with a seatbelt.

A three-minute video explaining the need for a tractor rollover protection program can be viewed on the Farm Center's home page, <http://www.marshfieldclinic.org/nfmc/>



*Bill Herr, dairy producer, Greenwood, Wisconsin, appears in a video explaining the need for the Farm Center's new tractor rollover protection program.*

Since the first Auction in 1982, the annual gala has raised nearly \$2.8 million for the Farm Center. The success of the event was thanks in large part to the hard work of the event committee, chaired by Clinic dermatologist Erik Stratman, M.D., and consisting of 45 community members, and the generosity of so many businesses and individuals. In addition to the unique packages of the live auction, guests enjoyed nearly 75 silent auction items, a gun raffle, and an incredible cheese tasting display, complements of the Wisconsin Milk Marketing Board.



**Marshfield Clinic**  
Research Foundation

## Study uses tractor simulator



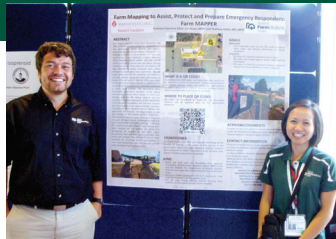
*Barbara Marlena, Ph.D.*

Dr. Barbara Marlena is lead investigator on a study looking at how children of different ages process information and make decisions while driving tractors. They're using the National Advanced Driving Simulator at the University of Iowa, considered to be the world's most advanced ground vehicle simulator. The simulator enables researchers to study children's cognitive development skills in a safe

setting. This two-year pilot study is funded by the National Institute for Occupational Safety and Health. Results will assist in generating a model of developmental factors relevant for safe tractor operations by youth that can be used and tested in future research, intervention development, and policy applications. The Associated Press published an article on the study that was picked up nationally by hundreds of media outlets, including the Washington Post, Boston Globe and CBS News. Study co-investigators are Will Pickett, Ph.D., Queen's University; Richard Berg, M.S., Marshfield Clinic Research Foundation; Tim Brown, Ph.D., University of Iowa; and David Schwebel, Ph.D., University of Alabama, Birmingham.

## Farm MAPPER

Farm Mapping to Assist, Protect and Prepare Emergency Responders (Farm MAPPER) is a feasibility project that explores using Quick Response tags (QR codes) to provide emergency responders onsite information about hazards and physical layouts of agricultural operations. Project partners include Marshfield Biomedical Informatics Research Center (BIRC) and the Pittsville Fire Department. To view how Farm MAPPER works, go to [http://www.marshfieldclinic.org/nfmc/?page=nfmc\\_farm\\_mapper](http://www.marshfieldclinic.org/nfmc/?page=nfmc_farm_mapper) and click on the video. (The video earned runner-up honors in the 2012 digital contest conducted by the Occupational Health and Safety Section of the American Public Health Association.) The project is funded by the Midwest Center for Occupational Safety and Health (MCOHS), University of Minnesota.



*Francisco Guerrero Silva and Iris Reyes presented in July at the Wisconsin Science and Technology Symposium in Marshfield.*

## Furthermore...

The Farm Center co-sponsored a world dairy safety conference in New Zealand, September 28-30. Forty attendees from eight different countries shared model safety interventions with hands-on demonstrations, and learned about emerging safety and health issues in the global dairy industry. ... The Farm Center welcomes Agricultural Safety Specialist/Business Development Manager Dennis Ray and Administrative Secretary Amanda Draxler.

## UMASH Center



Starting with Appalachian coal miners, and continuing over a broad array of occupations in all regions of the country, Earl Dotter has observed and documented the working lives of Americans for

more than 40 years (<http://earldotter.com/>). The Farm Center hired Dotter this past summer to take photos depicting dairy work and life in Wisconsin. Many of his photos will help illustrate an Upper Midwest Agricultural Safety and Health Center research project, "Facilitating Return to Work for Injured and Ill Animal Agriculture Workers." The project is creating a mechanism so that doctors can review, understand and develop a transitional plan that will safely and promptly return the worker to the workplace. The Farm Center extends a special thanks to Wisconsin farmers, agricultural research stations and the Agricultural Center for Excellence for opening their farms so graciously to Dotter's lenses.

## ASHCA

The Farm Center is helping Agricultural Safety and Health Council of America (ASHCA) to facilitate a safety meeting unlike any other. The 2013 North American Agricultural Safety Summit will rely on leading-edge content and format to match safety interventions with production practices and emerging safety issues. "If our agriculture industry is going to feed 9 billion people, the projected world population by 2050, then we should care enough to do it safely, humanely and sustainably," said William Nelson, ASHCA Chair, and VP of Corporate Citizenship for CHS, Inc. The Summit is set for Sept. 25 - 27, 2013, at the Marriott Minneapolis City Center Hotel. Summit topics will include corporate social responsibility, industry roles and knowledge mobilization around best practices. For information go to [www.ashca.com](http://www.ashca.com).



## Agricultural Safety Consulting

Francisco Guerrero Silva, the Farm Center's community outreach specialist, has been presenting in Spanish at safety training programs sponsored by Professional Dairy Producers of Wisconsin. An estimated 40 percent to 60 percent of Wisconsin's dairy workforce is Hispanic. Guerrero shows workers how to avoid injury in compliance with Occupational Safety and Health Administration (OSHA) standards. Guerrero is part of the Farm Center's Agricultural Safety Consulting initiative, which specializes in safety program development, implementation and management for Wisconsin dairy farmers. For more information on Agricultural Safety Consulting, contact 715-389-4999, 1-800-662-6900 or [nfmcsh@mcrf.mfldclin.edu](mailto:nfmcsh@mcrf.mfldclin.edu).

