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FROM DEPROOTS SPROUT NEW BEGINNINGS

The Farm Center, established in 1981, is one of the longest-running agricultural safety and health centers in the United States. Just as agricultural practices have changed greatly during that time, so too has the Farm Center's research program, translation of research into products, and service to the farming community.

Consider that in 2014 the Farm Center:

- Added seven new research projects through the National Children's Center for Rural and Agricultural Health and Safety.
- Added two new staff members whose unique skills are enabling the Farm Center and National Children's Center to implement its new research projects and reach underserved dairy worker populations.
- Implemented new research projects that focus on U.S. military veterans and Native Americans.
- Published new child safety guidelines to complement the emerging popularity of Community Based Agriculture (gardening).

We'd like to say "thank you" to all our friends, supporters, collaborators and funding agencies. With your help, we will continue to grow!



Matthew Keifer, M.D., M.P.H., director, National Farm Medicine Center



Barbara Lee, Ph.D., director,
National Children's Center for
Rural and Agricultural
Health and Safety



The National Children's Center's scientific advisors and principal investigators met in December in Madison, Wis., to discuss the center's newly-funded five-year cycle.

RESEARCH

NATIONAL CHILDREN'S CENTER RECEIVES \$6 MILLION COMPETITIVE GRANT

Farm parents, insurers, youth organizations and others increasingly turn to the unique capabilities of the National Children's Center for Rural and Agricultural Health and Safety to help ensure the safety of the next generation of farmers.

Recognizing the role played by the National Children's Center in the steady decline of childhood agricultural nonfatal injury rates over the past decade, the National Institute for Occupational Safety and Health (NIOSH) announced in September that it awarded the Center a \$6 million competitive grant renewal for a five-year cycle.

NIOSH has funded the National Children's Center since 1997. The Center also is supported through generous donations and other grants.

"This major award significantly expands our efforts to integrate proven safety strategies into programs of organizations and businesses that are best-positioned to influence the safety of children living and working on farms," said Barbara Lee, Ph.D., National Children's Center director.

"Innovative approaches will address safety for beginning farmers and ranchers; child care services for migrant and seasonal farm worker parents; and supervisor training of youth hired for agricultural employment."

Migrant Clinicians Network assists (MCN) the National Children's Center in addressing the needs of migrant children and hired adolescent farmworkers. As part of the National Children's Center grant, Amy K.



Liebman, M.P.A., M.A., will be working on "Protecting Children while Parents Work in Agriculture." The goal of the project is to improve childcare services for children of immigrant and migrant workers. Preliminary work was conducted in 2014, including a thorough study of Florida's high quality child care system for migrant/immigrant farm workers, i.e., Redlands Christian Migrant Association. Work has also begun on gaining feedback and buy-in from agricultural employers.

MCN continued to distribute Aun Que Cerca...Sano. This colorful, educational, Spanish language comic book helps farmworker parents understand ways to protect their children from pesticide exposure. In collaboration with the National Association of State Departments of Agriculture Research Foundation, MCN distributed 60,000 copies of the comic book in 2014.

MINI-GRANTS

The National Children's Center federal award includes annual funding for mini-grants that support small-scale projects and pilot studies addressing prevention of childhood agricultural disease and injury. Since 2002, 50 projects have been funded in amounts up to \$20,000. More than half of the projects have addressed vulnerable populations.

A formal assessment of the program was conducted in 2014 using an online survey and collecting both quantitative and qualitative data. Survey findings revealed sustained outcomes that are rarely documented in peer-reviewed literature, yet suggest investments of \$20,000 in minigrants yield tangible outcomes such as presentations, increased "reach" of activities, new partnerships, extension of the project beyond the grant and ensuing related grants.

MINI-GRANT AWARDEES FOR FY 2015

Ron Baier - Lancaster General Hospital, "The South Central Pennsylvania Anabaptist Youth Trauma Prevention Consortium (AYTPC): A Regional Syndicate for the Prevention of Rural Trauma in Anabaptist Youth."

Heather Naigus - Great Lakes Indian Fish and Wildlife Commission, "Great Lakes Indian Fish and Wildlife Commission's Manoomin Canoe Safety Project 2014-2015."

Shyeasta Cullars - Georgia Women in Agriculture Association, "Safe Children on Georgia Farms: Implementing A Statewide NAGCAT Training Program through GWIAA."

The new NIOSH grant includes seven distinct projects. Their titles and principal investigators (PIs):

- Advanced Knowledge
 Mobilization and
 E-communication (AKME).
 PI Matthew Keifer,
 M.D., M.P.H.
- Developing a Sustainable Infrastructure for the Safety in Agricultural Youth (SAY) National Clearinghouse.
 PI - Dennis Murphy, Ph.D., Penn State University.
- Enhancing Supervisors'
 Skills and Employer Policies
 to Promote and Protect
 the Health of Young
 Agricultural Workers. Pls
 - Diane Rohlman, Ph.D.,
 and Shelly Campo, Ph.D.,
 University of Iowa.
- Filling the Gaps in Child Agricultural Injury Data. PI
 Barbara Marlenga, Ph.D.
- Intervention through Inquiry: Understanding Beginning Farmers and Ranchers. PI - Casper Bendixsen, Ph.D.
- Protecting Children
 While Parents Work in
 Agriculture. PI Amy K.
 Liebman, M.P.A., M.A.,
 Migrant Clinicians Network.
- Strengthening
 Organizational Capacity
 to Prevent Childhood
 Agricultural Injuries. Pl
 – Barbara Lee, Ph.D.

UMASH focuses on health and safety issues related to animal agriculture production, including pork and dairy. A central theme is the interrelationship between the production practices, which are primarily driven by social, economic and animal health

considerations, and the human

health and safety conditions in

the workplace.

UPPER MIDWEST AGRICULTURAL SAFETY AND HEALTH CENTER

The National Farm Medicine Center is a collaborator in the Upper Midwest Agricultural Safety and Health (UMASH) Center http://www.umash.umn.edu/. UMASH, based at the University of Minnesota, is one of 10 Centers of Excellence in Agricultural Disease and Injury Research, Education, and Prevention funded by the National Institute for Occupational Safety and Health (NIOSH). The center is a collaboration of the Farm Center, the University of Minnesota School of Public Health and College of Veterinary Medicine, and the Minnesota Department of Health.

The National Farm Medicine Center's projects focus on dairy. Dr. Matthew Keifer is co-Principal Investigator of UMASH. Epidemiologist Iris Reyes, M.P.H., Scott Sandberg, M.P.H. and Bryan Weichelt, M.S., M.B.A., coordinate the Farm Center's projects. Yurany Ninco Sanchez, R.N., is the Community Outreach Trainer.



With Hispanic workers representing some 40-60% of the Wisconsin dairy workforce (and about one-third of the agricultural workforce in the United States), the Farm Center is continuing its long partnership with Migrant Clinicians Network (MCN) by producing culturally appropriate educational interventions to the dairy industry. Amy K. Liebman, M.P.A., M.A., who directs MCN's environmental and occupational health programs, remains the key liaison overseeing MCN's work with the Farm Center.

This project involves a diverse core team: Liebman, Patricia Juárez-Carrillo, Ph.D., M.P.H., and Kerry Brennan from MCN; and Dr. Keifer, Reyes, and Ninco Sanchez, an OSHA-trained safety specialist, from the Farm Center.



Yurany Ninco Sanchez, R.N.

SEGURIDAD EN LAS LECHERIAS: IMMIGRANT DAIRY WORKER HEALTH AND SAFETY

The Seguridad en las Lecherias (Safety in Dairies) project bridges an important health and safety gap by providing a bilingual program for immigrant dairy workers in Wisconsin. This program includes a five-module training curriculum, which has gained approval from the Occupational Safety and Health Administration (OSHA) and endorsement by dairy producers and the Mexican Consulate in St. Paul, MN. Partner organizations, including the University of Wisconsin River Falls' Center for Dairy Farm Safety, are using the curriculum to train dairy workers. Ninco Sanchez was hired as the lead trainer. Reyes coordinated the recruiting of Hispanic workers and farms. The project finished its third year with 456 workers trained on 36 farms for a total of 1,616 training hours provided. Workers participating in the trainings show a clear increase in safety knowledge. Free trainings conducted in Spanish will continue to be offered to eligible dairy farms until 2017.

SURVEILLANCE OF DISEASE AND INJURY IN WISCONSIN DAIRY FARMERS AND WORKERS

Injuries and illnesses from dairy farm work is an important occupational health issue for central Wisconsin. Having a better understanding of how farm workers are injured will help the Farm Center translate its research into better educational and management practices that include safety as a priority. Scott Sandberg, M.P.H., received data and responses from an initial survey mailed to persons on the publicly available Dairy Producer's License list published by the Wisconsin Department of Agriculture, Trade and Consumer Protection. He is preparing to send out a second version of the survey in mid-summer 2015. Meanwhile, Marshfield Clinic Research Foundation's Biomedical Informatics Research Center (BIRC) continues to "mine out" medical data from the Clinic's medical records to help identify patients who might (based on injury terms and other inputs) be farm workers. Unlike other hazardous industries, no practical, national surveillance mechanism exists that collects information on injuries and illnesses associated with agricultural activities.

FACILITATING RETURN TO WORK FOR INJURED AND ILL ANIMAL AGRICULTURE WORKERS

Primary care clinicians are often poorly equipped to manage and treat occupational injuries and illnesses and have few resources to facilitate workers' return to work. This project is developing an interactive computer application to help clinicians tailor a transitional plan that will safely and promptly return the worker to the workplace.

Utilizing Marshfield Clinic's Interactive Clinical Design Institute's usability team, the project focused iterative design and prototype development on the needs of the users – clinicians, farm workers, and farm owner/managers. Focus groups of English and Spanish-speaking farm workers were conducted to guide output sheet layout and content. One-on-one interviews with clinicians have led to significant design changes within the interface. The software application has several key components:



Amy K. Liebman, M.P.A., M.A.



"I believe there is a correlation between growing up on a farm and good health. I think these researchers are on to something. I grew up on a dairy farm and I don't get sick much. My daughter had a slight cold last year, otherwise no ear infections or anything. ...There is some truth to letting kids play in dirt and letting kids be kids."

- Melissa Hanke, dairy farmer and mother, Marshfield, WI

1) database of functional job profiles, 2) a clinician interface, and 3) customized return-to-work output sheets for farm owners and their injured workers. To populate the database, Physical and Occupational Therapists have collected functional job and task measurements on more than 25 farms and implement dealers to date. This computer application, while originally designed for farm related return to work efforts, is fully adaptable to non-farm related workplaces as well as for the safe management of non-work related conditions.

SPHERES OF INFLUENCE - A PILOT PROJECT

Casper Bendixsen, Ph.D., is exploring the different degrees of influence various individuals and groups possess in dairy farmers' decision making. This pilot project is developing an instrument that will both qualitatively assess and quantitatively measure the influence that agricultural services such as bankers, insurance agents, and veterinarians believe they exert on farmers and ranchers and vice-versa. Through this innovative, ethnographic methodology, central Wisconsin agricultural service providers and farmers are engaging in a series of pile-sorts and follow-up interviews. Pile sorting is a qualitative method that helps identify themes within a cultural domain. It utilizes physical media (e.g., cards, objects or pictures) to generate data from individuals or groups by studying how they organizes or "sort" this information.

MEDIA GATEKEEPERS - A PILOT PROJECT

Communications Specialist Scott Heiberger, serving as co-Principal Investigator, finished a pilot project laying the foundation for improving the amount and quality of safety coverage in agricultural trade publications. The project generated four manuscript submissions to peer-reviewed publications. Heiberger collaborated with researchers at the University of Illinois' Agricultural Communications Documentation Center (ACDC).



WISCONSIN INFANT STUDY COHORT (WISC)

This study, which started with a pilot phase in 2013, looks at how farm environments stimulate stronger immune systems, making children far less likely to develop respiratory illnesses such as asthma. The

second phase included the enrollment of 200 babies from the Marshfield area — half from farms, and the other half from rural non-farm homes. Prospective study participants were identified through the Marshfield Clinic electronic medical record. For two years, starting in the womb, researchers are tracking the children's exposure to farm animals and farm-related microbes. They are measuring the development of cells involved in immunity and resistance to viral respiratory illnesses, and also tracking respiratory infections and development of allergies. WISC is being funded by the National Institutes of Health and National Institute of Allergy and Infectious Diseases, the University of Wisconsin Institute for Clinical and Translational Research, and the Upper Midwest Agricultural Safety and Health Center (UMASH) at the University of Minnesota.

MICROBIOME

The human microbiome consists of 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. Scott Sandberg, M.P.H., and the Farm Center have concluded data and specimen collection on the Microbiome Project and have started the ondairy worker microbiome DNA analysis. Two groups were selected, one consisting of dairy workers, and one of non-dairy workers that have no animal contact. Results will reveal which organisms are present, and provide insight on differences in microbiomes from a dairy barn to an office, and how this difference may positively or negatively influence a person's health.



SUMMER STUDENTS AND INTERNS

NFMC is a host site of the Occupational Health Internship Program (OHIP), a national summer internship dedicated to helping students learn about the field of occupational safety and health from those with most at stake: working people. In 2014, two OHIP students spent eight weeks in Marshfield working primarily on Seguridad en las Lecherias, a project that is testing culturally appropriate occupational safety and health training for immigrant dairy workers. Iris Reyes, M.P.H., coordinated the work of Taylor Arnold, University of Memphis, and Ivanna Pereyra, Salisbury University. A third student, Jessica Perkins, interned at the Farm Center through the Marshfield Clinic Research Foundation Summer Student Research Program. The graduate of University at Buffalo, State University of New York, assisted Dr. Bendixsen in his Spheres of Influence project.

UNDERREPRESENTED FARMERS AND RANCHERS

The Farm Center increased its research with underrepresented farmers and ranchers, primarily through Dr. Casper Bendixsen's cultural anthropology research program.

Dr. Bendixsen forged a fruitful relationship with the Great Lakes Indian Fish and Wildlife Commission (GLIFWC), a federally recognized and tribal law enforcement body in northern Wisconsin and the upper peninsula of Michigan. Two projects matured during 2014. First, GLIFWC became involved with Dr. Bendixsen's Beginning Farmers and Ranchers project with the National Children's Center. GLIFWC wardens will be trained in canoe safety and lifeguarding. This safety knowledge will be blended with traditional tribal knowledge of wild rice harvesting. The outcome will be a culturally integrated children's safety program specific to traditional wild rice harvesting. Second, in the winter of 2013-2014, due to severe weather and high propane prices, GLIFWC wardens perceived more tribal members out cutting firewood and related injuries. Many were inexperienced and ill-equipped. GLIFWC, in partnership with the NFMC and with financial support from the Upper Midwest Agriculture Safety and Health Center (UMASH), organized a chainsaw safety course in January 2015.





Veterans are another underrepresented segment of agriculture. More than ever, returning U.S. veterans are being recruited to pursue agriculture. They are

often call veterans-to-farmers (V2Fs). V2Fs are supported by several grassroots organizations like the Veteran Farmer Coalition and Combat Boots to Cowboy Boots as well as through federal support from the U.S. Department of Agriculture (USDA). Such efforts may help address persistent veteran challenges such as unemployment. However, encouraging the transition of veterans into farming may come with significant health and safety risks, essentially swapping one hazardous occupation for another. Dr. Bendixsen's ethnographic project is aimed at gaining a grounded understanding of V2Fs; the perceived therapeutic benefits of transitioning to agriculture; V2F knowledge, attitudes, and beliefs about safety; and specific health and safety risks.

TRANSLATION

These initiatives "translate" results of research into products and resources usable by farmers, farm workers and safety professionals.

AGRITOURISM

A national survey of agritourism operators conducted by the National Children's Center guided major updates to "Integrating Safety into Agritourism" (www.safeagritourism.com), and provided new information on activities offered and safety resources desired.

"As agritourism continues to grow in popularity, implementing safety strategies to help maximize fun and minimize liability is increasingly important," said Marsha Salzwedel, M.S., agritourism project manager.

The survey drew 230 responses. An advisory team of farmers, agritourism association professionals, computer programmers and safety professionals used results of the survey to develop new content and redesign the homepage into walkthroughs, checklists and resources. Virtual walkthroughs now cover 15 key areas of agritourism including new walkthroughs on farmers' markets, inflatables and large animal safety.

Information about insurance was added at the request of operators, along with new, print-ready resources such as signs, policies, logs and information handouts – all available at no cost. Major enhancements were made to existing resources covering safe play areas, petting zoos, child supervision, emergency planning and more.

In April, Wisconsin became the 23rd state to enact an agritourism limited liability law, which places limits on liability for persons offering agricultural tourism activities, provided they follow voluntary guidelines. As part of the education push following enactment of the law, Salzwedel spoke at a statewide series of meetings hosted by the Wisconsin Agricultural Tourism Association (WATA).

A number of high-profile agritourism fatalities during the busy fall season reminded operators nationwide of the need to incorporate safety into their business plans.

AGRITOURISM PRESENTATIONS

Salzwedel presented on agritourism safety strategies across the U.S., including conferences in Georgia,
Nebraska, Missouri, Indiana,
Illinois, Iowa and Wisconsin.
She adapted presentations to a variety of lecture, webinar and farm tour settings, speaking to vegetable growers, agritourism farmers, economic development specialists, safety professionals, university Extension agents, community garden organizers, and insurance executives.



WORK GUIDELINES

The National Children's Center introduced three new initiatives based on the North American Guidelines for Children's Agricultural Tasks (NAGCAT) and the Safety Guidelines for Hired Adolescent Farm Workers (SaGHAF).

MODEL POLICY: YOUTH EMPLOYMENT IN AGRICULTURE

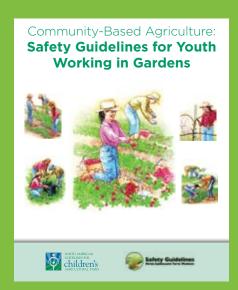
Given the changes in agriculture in recent years and the lack of updated guidance for youth employment, this new, voluntary "best practice" model policy was developed to help fill the gap. It addresses age- and developmentally appropriate assignments, training needs for adolescent workers, and ideal supervision and mentoring by adult workers. It can be adopted in both employment and non-employment settings to help safeguard young farm workers. The approach is consistent with new trends in agriculture to use certification systems, safety audits, and voluntary safety standards in addition to the regulatory process. Mary E. Miller, R.N., M.N., young worker specialist at the Washington State Department of Labor and Industries, working with Barbara Lee, Ph.D., director, National Children's Center, led development of the policy, beginning with discussions at the National Council of Agricultural Employers (NCAE) annual conference in Washington D.C. The policy, recommendations for its use and resources are posted at http://marshfieldclinic.org/nccrahs/modelpolicy.

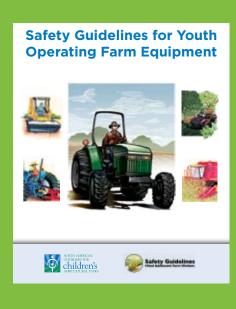
COMMUNITY BASED AGRICULTURE

Gardens of all types are growing in popularity, and by year's end National Children's Center Project Manager Bryan Weichelt, M.S., M.B.A., was set to introduce a resource booklet to help ensure a safe, positive gardening experience. "Community-Based Agriculture: Safety Guidelines for Youth Working in Gardens," provides guidance for adults who are making decisions about what work is appropriate for children. The booklet (http:// <u>cultivatesafety.org/cba/</u>) draws upon previous research and resources from the National Children's Center. Many of the guidelines are available in Spanish. Adults can use the booklet to help decide which tasks children should perform, what equipment they can use, what training they should receive, and how much supervision is needed. The need for safety in community gardens was highlighted in April at the 2014 National Women In Agriculture Association Symposium in Atlanta, GA, attended by Marsha Salzwedel, M.S. The organization uses work in community gardens to generate interest in agriculture. That project stimulated discussion on the need for safety resources.

SAFETY GUIDELINES FOR YOUTH OPERATING FARM EQUIPMENT

This 40-page booklet packaged relevant, updated posters from the North American Guidelines for Children's Agricultural Tasks (NAGCAT) and the Safety Guidelines for Hired Adolescent Farm Workers (SaGHAF). The booklet also contains basic principles for training teens and employer/supervisor responsibilities, and includes a child development chart. Available at http://www.marshfieldclinic.org/youthequip. The idea for the booklet emerged during a presentation by Salzwedel to the Association of









Equipment Manufacturers. Discussion turned to National Children's Center resources and farm equipment, leading to the idea of grouping work guidelines associated with farm equipment into a booklet. The booklet, with supplemental information, was introduced in August at a world conference of John Deere product safety and compliance professionals.

CULTIVATE SAFETY

Cultivate Safety (<u>www.cultivatesafety.org</u>) picked up the endorsement of the Agricultural Safety and Health Council of America. Built by the National Children's Center, the Cultivate Safety website features easy-to-use information about child development and best-practice guidelines for keeping kids safe while working and playing on farms. Two radio ads promoting Cultivate Safety, produced by Broadhead agency, won awards in the National Agri-Marketing Association Region IV competition. Cultivate Safety site additions and a national awareness campaign were scheduled for early 2015. Hard copies of the three campaign posters are available by contacting the National Children's Center.

CHILDHOOD AGRICULTURAL SAFETY NETWORK (CASN)

The success of the Childhood Agricultural Safety Network, facilitated by Marsha Salzwedel, M.S., and Barbara Lee, Ph.D., is the subject of a research paper to be published in the Journal of Agromedicine, Issue 20-2. "Children's Agricultural Safety Network: Evaluating Organizational Effectiveness and Impacts," by Mary E. Cramer and Mary J. Wendl. This evaluation concluded that CASN fulfills an essential and national leadership role in childhood ag safety. Members identified benefits of membership including improved knowledge, shared resources and enhanced opportunities to network and disseminate. CASN, established in 2000, has grown to more than 50 health, safety and youth organizations who advocate for child safety on the farm.

Also evaluated in 2014 was CASN's annual wall calendar. Each year, CASN develops and distributes a wall calendar with child safety messages. Each month is hosted by a CASN member organization. The National Children's Center conducted an online survey examining calendars printed 2010-2014, revealing that the vast majority of 76 respondents "agreed" or "strongly agreed" that the calendars are attractive and contain clear content and important safety topics. In addition, the calendars were widely distributed and more than 30 percent of respondents said the calendars helped strengthen or create new partnerships.

The Network drew national attention to its "Keep Kids Away from Tractors" campaign with two media releases in the spring. The second release referred to the campaign as, "controversial and blunt," stating that it is never okay for a child younger than 12 years to be on a tractor. That release prompted stories by the Associated Press, Gannett, Milwaukee Journal Sentinel and Farm Progress publications. A Farm Progress blogger said she was "blown away" by the volume of reader response to her blog post, both pro and con.

GRAIN HANDLING SAFETY COALITION - VIA CASN

Marsha Salzwedel, M.S., youth safety specialist with the National Children's Center, led development of the Grain Handling Safety Coalition position statement, Position Statement for Youth Working with Grain, which contains guidelines on how to prevent tragic incidents, http://grainsafety.org/young-workers. A popular video, "Following Proper Grain Bin Entry Procedures Saves Lives," is available on YouTube, http://bit.ly/grainsafety. The video was produced by Salzwedel and the National Children's Center.

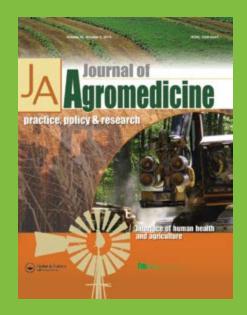
AG INJURY NEWS - NEWS CLIPPINGS DATABASE

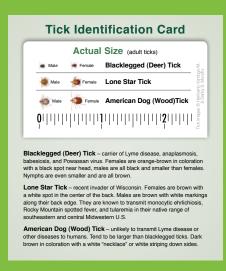
There exists no systematic collection of farm related injuries or deaths in the U.S. As a result, newspaper clippings have long been used as a source of information on injuries. The National Children's Center began collecting news clippings in the 1990s. In order to more efficiently store and share clippings, the center is building a searchable, web-based database called Ag Injury News, scheduled to become operational in 2015. Although it began as a National Children's Center project, Ag Injury News will begin including adult injury events. Uses of the database may include: 1) providing information for reporters, researchers, speakers; 2) monitoring injury trends, emerging issues; 3) informing advocacy efforts and/or organizational policy; 4) guiding efforts to improve surveillance; and 5) guiding strategies that encourage reporters to incorporate specific details in their reports about the event and include prevention tips. The initiative is being led by Bryan Weichelt, M.S., M.B.A.

JOURNAL OF AGROMEDICINE

The National Farm Medicine Center entered its second decade editing the Journal of Agromedicine (http://www.tandfonline.com/toc/wagr20/current). No other peer-reviewed journal focuses as comprehensively on the intersection of human well-being and our most hazardous industry. It continues to climb in rankings of the world's leading academic journals, receiving an Impact Factor of 0.924 in the most recent Thomson Reuters' Journal Citation Reports - a 60 percent increase from its inaugural ranking in 2012. The Journal continued its tradition of publishing special issues dedicated to particular themes and events with the "North American Agricultural Safety Summit," Volume 19, Issue 2. The issue included all abstracts, plus the best manuscripts and commentary from this unprecedented gathering of industry leaders and safety experts, held September 25-27, 2013, in Minneapolis, MN.

Editor-in-Chief Matthew Keifer was assisted by Managing Editor Scott Heiberger and Editorial Specialist Marie Fleisner, who joined the Journal team in 2014, bringing extensive experience from her work with Marshfield Clinic Research Foundation.





LYME DISEASE PREVENTION

The facts about Lyme disease and other tick-borne illnesses are included in a handy new set of printed resources from the National Farm Medicine Center. Tammy Ellis worked with Anna Schotthoefer, Ph.D., of Marshfield Clinic Research Foundation to produce a Tick ID Business Card, a Tick ID card that includes a map of confirmed Wisconsin Lyme cases by county, and a foldout Tick ID Field Guide providing more in-depth information and graphics. All the products describe diseases the ticks transmit, precautions, symptoms and instructions on how to remove an attached tick. Get the new resources online at http://marshfieldclinic.org/nfmc/lymedisease. To obtain hard copies, phone 1-800-662-6900 or email nfmcsh@mcrf.mfldclin.edu.

COMMUNICATIONS/OUTREACH

Education Outreach Specialist Tammy Ellis and Communications Specialist Scott Heiberger increased the center's visibility and impact by translating safety and health research through a variety of platforms. Ellis chairs Farm Center committees for social media, websites and stewardship. She manages projects and organizes, promotes and manages outreach activities, including skin cancer screenings and the Wisconsin ROPS Rebate Program. Ellis also evaluates the center's digital messages and content via analytics. Heiberger focuses on media relations and producing media releases, newsletters, social media posts and other content. Key audiences include the farm community, safety and health professionals, educators, policy makers, media, agribusiness, health care organizations and other stakeholders that might influence farmers' decision-making (e.g., lenders and insurers).

In addition to the Farm Center and National Children's Center, Heiberger drafts releases on behalf of the Agricultural Safety and Health Council of America, International Society for Agricultural Safety and Health and U.S. Agricultural Safety and Health Centers.



Tammy Ellis and Scott Heiberger

SERVICE

These research-proven concepts are delivered to the farm community as a service. Their success depends on the generous donations of individuals, businesses and other Friends of the Farm Center.

WISCONSIN ROLLOVER PROTECTIVE STRUCTURE (ROPS) REBATE PROGRAM

The Wisconsin Rollover Protective Structure (ROPS) Rebate program was closing in on 100 retrofitted tractors as it neared the end of its second year. Led by Barbara Marlenga, Ph.D., and Tammy Ellis, the program attained high visibility by enrolling farmers at the Eau Claire Farm Show in March and Wisconsin Farm Technology Days in August, publicizing and giving away one free ROPS retrofit at each of those events. The program also announced its first partnership when McMillan-Warner Mutual Insurance agreed to market the program to its policy holders and offer them additional rebate dollars. The Wisconsin ROPS Rebate Program is sustained with Auction of Champions donated funds. The program reimburses owners up to 70 percent (maximum of \$865) toward the total cost of purchasing, shipping and installing individual ROPS. A ROPS is an operator compartment structure (usually cab or rollbar) intended to protect farmers from injuries caused by overturns or rollovers. More than half the tractors in Wisconsin do not have this protection. ROPS did not become standard on U.S.-manufactured tractors until 1985. A ROPS, when used with a seatbelt, is 99 percent effective in preventing injury or death in the event of an overturn.

SKIN CANCER SCREENING

More than 600 people visited the National Farm Medicine Center skin cancer screening trailer at Wisconsin Farm Technology Days in Stevens Point, and 41 of them were referred for follow-up care with presumptive diagnoses of cancer. Two individuals were suspected of having melanoma, the most serious type of skin cancer. Twenty-four physicians, allied providers and staff from the Marshfield Clinic Dermatology Department, along with 10 Farm Center scientists and staff, worked the three-day Farm Technology Days. "We tried to make it as easy as possible to take advantage of these services," said Tammy Ellis, education outreach specialist at the Farm Center. "We had some people tell us that the last time they got screened for skin cancer was when we screened at Farm Tech Days in Clark County (2005) and Marathon County (2011)."

The free screenings will continue at events in 2015 thanks to proceeds from the Fund-a-Need portion of the Auction of Champions (\$38,000).

AGRICULTURAL SAFETY CONSULTING

Developed for dairy farmers, Agricultural Safety Consulting (ASC) offers assistance in safety program development, implementation and management. ASC has unique capabilities in addressing the Spanish-language training needs of Hispanic employees. Packages range from







identifying hazards and making abatement recommendations to guidance on development of self-administered farm safety programs with options for on-site English and Spanish farm safety training. In addition, ASC offers free, on-the-farm, safety and health training to qualified farms. This five-hour, interactive training is facilitated by bilingual trainers and will help farms comply with OSHA regulations. Contact Iris Reyes at 715-387-5923 or reyes.iris@marshfieldclinic.org to schedule a training.

FARM MAPPER

Farm Mapping to Assist, Protect and Prepare Emergency Responders (Farm MAPPER) is entering a new phase, transitioning from local pilot project to national in scope. Unveiled in 2013 as an interactive web tool exploring the use of Quick Response tags (QR codes) to provide emergency responders with onsite information about hazards and physical layouts of agricultural operations, Farm MAPPER is now being developed as a multi-platform concept. The multi-platform approach will allow it to be used in other Farm Center initiatives such as Agricultural Safety Consulting and Safeagritourism. It will also utilize the Web to pull in citations and information relevant to each on-farm hazard. The Farm Center is actively looking for business partners to help develop and disseminate the product nationwide.

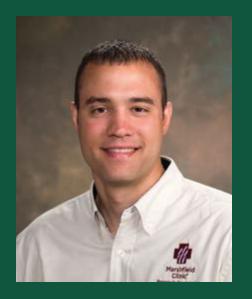


JOINING NFMC

YURANY NINCO SANCHEZ, R.N.

Community Outreach Trainer Yurany Ninco Sanchez is a key member of the Upper Midwest Agricultural Safety and Health Center-funded Seguridad project. She has been busy conducting culturally and linguistically appropriate health and safety training for Hispanic dairy workers on Wisconsin farms. Ninco Sanchez came to the Farm Center from Family Health/La Clinica in Wautoma, Wis., where she worked as an outreach coordinator and nurse with migrant farm workers and their families. Ninco Sanchez holds a bachelor's degree in health care administration from the University of Wisconsin Stevens Point. She also has a bachelor's in nursing from the University of Antioquia, Medellin, in her native Colombia.





BRYAN WEICHELT, M.S., M.B.A.

Project Manager Bryan Weichelt brings information and communication technology expertise to the Advanced Knowledge Mobilization and E-communication (AKME) project, a centerpiece in the new National Children's Center grant. Weichelt came to the Farm Center from the Biomedical Informatics Research Center of Marshfield Clinic Research Foundation. He works closely with project Principal Investigator Matthew Keifer, M.D., M.P.H., and the AKME project team to optimize communication among projects and cores, and with agents and adults responsible for the safety and health of children on farms. Weichelt is from Stratford, Wis., just outside Marshfield. He is a fourth generation farmer, growing up on a family dairy that is still operational. In the fall he and his wife Stacey welcomed identical triplet boys to the world! Weichelt served eight years in the Army National Guard, three years active duty, and one 12-month tour in Iraq as a platoon leader attaining the rank of captain. He plans to finish his Ph.D. in Biomedical and Health Informatics in 2016.

NEWS & NOTES



NFMC UPDATES LOGO AND LOOK

The National Farm Medicine Center is proud to unveil its new logo. "We wanted to refresh our logo with a more modern look, yet at the same time retain the core elements reflecting our history." said Tammy Ellis, NFMC education/outreach specialist. The new logo incorporates a more contemporary green, but retains the barn in order to maintain a visual cue and build upon brand recognition established over the past three decades.

FURTHERMORE ...

NFMC Director Matthew Keifer, M.D., M.P.H. served on the International Joint Commission as a member of the Health Professionals Advisory Board. The commission was established in 1909 to help the United States and Canada prevent and resolve disputes over the use of the waters the two countries share. The advisory board recently recommended several ways to assess potential risk to human health from use of Great Lakes waters. ... Barbara Lee, Ph.D., participated in national advisory roles with the National Tractor Safety Partnership, Safety in Agriculture for Youth and NIOSH grant reviews, and helped the Agricultural Safety and Health Council of America launch a safety grants program. Dr. Lee also became a Fellow in the Royal Swedish Academy of Agriculture and Forestry. ... Iris Reyes, M.P.H., was selected to co-chair the Occupational Health and Safety Scholarship committee section of the American Public Health Association (APHA). The Scholarship committee provides funding to public health professionals, mostly students, to attend APHA's annual conference. APHA is the largest public health organization in the world. Reyes was also selected as a Fellow at the MidAmerica Regional Public Health Leadership Institute (MARPHLI). MARPHLI is based at the University of Illinois at Chicago School of Public Health. The program has graduated over 1,000 fellows since its inception 22 years ago. It provides public health practitioners with critical leadership skills, and supports improvements in public health infrastructure through the process of applied action learning and team technical assistance projects. ... Scott Heiberger was voted to the International Society for Agricultural Safety and Health (ISASH) Board of Directors. Heiberger is thought to be the first media or communications specialist on the board. Heiberger handles NFMC media relations and is also managing editor of the peer-reviewed Journal of Agromedicine.

PRESENTATIONS

Wisconsin Fruit and Vegetable Growers Conference

January 20, 2014

Wisconsin Dells, WI

Presentation: "Integrating Safety into Agritourism"

Marsha Salzwedel

North American Farm Direct Marketing Association

February 1-7, 2014

Kansas City, MO

Presentations: "Hands On! Safety
Awareness with Integrated Tour
Education"

"Did You Spot That?" and
"Emergency! How Do I Plan For
That?"

Marsha Salzwedel

2014 National Migrant and Seasonal Head Start Association Annual Conference

February 25, 2014

Vienna, VA

Presentation "Partnerships: Migrant Head Start and Agribusiness. Let's make it work!" Amy K. Liebman

AgriSafe Webinar

March 12, 2014

Webinar

Presentation: "Keep Kids Away from Tractors" Barb Lee and Marsha Salzwedel

National eXtension Conference

March 24-27, 2014

Sacramento, CA

Presentation: "Farm mapping to assist, protect and prepare emergency responders: Farm MAPPER" Iris Reyes

APSCC Ag Product Safety and Compliance Council Spring Meeting

March 25-26, 2014

Chicago, IL

Presentation: "Keep Kids Away from Tractors & Childhood Ag Safety Network" Marsha Salzwedel

2014 National Occupational Research Agenda (NORA) Symposium

April 16, 2014

Minneapolis, MN

Presentation: "Farm mapping to assist, protect and prepare emergency responders: Farm MAPPER" Iris Reves

Presentation: "The use of audience response systems technology with limited English proficient, low literate and vulnerable populations" Iris Reyes

Presentation: "A model health and safety intervention for Hispanic immigrants working in the dairy industry" Iris Reyes

Presentation: "Facilitating return to work for injured and ill animal agriculture workers" Iris Reyes

EOH Onsite Clinical Trainings for Partner Health Centers

April 22, 2014

Moorhead, MN

Presentation "Workers and Health:
How Frontline Providers Make a
Difference in the Protection of
Migrant Workers and Their Families"
Matthew Keifer and Amy K.
Liebman

National Women in Agriculture Assn. Conference

April 24 - 26, 2014

Atlanta, GA

Presentation: "Child Safety in Agriculture" Marsha Salzwedel

2014 Clinician's Network Educational Conference

May 1, 2014

Orlando, FL

Presentation "Workers and Health: Frontline Providers Make a Difference in the Care of Workers and their Families" Amy K. Liebman

Harvard Training

May 7, 2014

Harvard, IL

Presentation "Workers and Health: How Frontline Providers Make a Difference in the Protection of Migrant Workers and Their Families" Amy K. Liebman

Wisconsin Public Health Association 2014 Annual Conference

May 13-15, 2014

Wisconsin Dells, WI

Presentation: "The Use of Audience Response System Technology with Limited English Proficiency, Low Literacy, and Vulnerable Populations" Iris Reyes

Hillsboro Training

June 11, 2014

Hillsboro, OR

Presentation "Workers and Health: How Frontline Providers Make a Difference in the Protection of Migrant Workers and Their Families" Matthew Keifer and Amy K. Liebman

McMinnville Training

June 11, 2014

McMinnville, OR

Presentation "Workers and Health:
How Frontline Providers Make a
Difference in the Protection of
Migrant Workers and Their Families"
Matthew Keifer and Amy K.
Liebman

Wisconsin Agricultural Tourism Association (WATA) Educational Seminars

June 19, 2014: Stevens Point, Wisconsin

July 21, 2014: Green Bay, WI

August 20, 2014: Plain, WI

November 12, 2014: Saukville, WI

Presentation: "Agritourism and the Liability Law" Marsha Salzwedel

International Society for Agricultural Safety and Health (ISASH) Conference

June 22-25, 2014

Omaha, NE

Presentation: "Laying a New Foundation for Engaging Agricultural Media Gatekeepers in Covering Safety and Health" Scott Heiberger

Presentation: "Agritourism: Safety Resources Gap Analysis" Marsha Salzwedel

Presentation: "Finding Data in Data: Mining Terms from Electronic Medical Records for the Characterization of Dairy Worker Populations" Scott Sandberg

Presentation "Dairy Industry Panel: Health and Safety Challenges and Solutions for a Changing Industry and New Workforce" Matthew Keifer and Amy K. Liebman

Extension Webinar Presentation

July 11, 2014

Webinar

Presentation: "Agricultural Tourism Liability Law, Safety Best Practices and What It Means for Extension Agents"

Marsha Salzwedel, Steve Peterson and Phil Harris

2014 National Assn. of Mutual Insurance Companies Ag Risk Inspection School

July 15-17, 2014

Marshfield, Wisconsin

Presentation: "Agritourism: Inspecting for Hazards and Safety Issues" Marsha Salzwedel

2014 John Deere Product Safety & Compliance Conference

August 26-29, 2014

Johnston, IA

Presentation & Panel: "Keeping Kids Safe on Farms" Marsha Salzwedel

Sharing Stories Through Images: a Humanistic Look at Immigrants on Maryland's Eastern Shore

September 18, 2014

Salisbury, MD

Presentation: "Ethics of the Laboring Body" Casper Bendixsen

7th International Symposium: Safety & Health in Agricultural & Rural Populations: Global Perspectives

October 19-22, 2014

Saskatoon, SK, Canada

Presentation: "Surveillance of Disease and Injury in Wisconsin Dairy Farmers and Workers" Iris Reyes

Presentation: "Migrant workers in agriculture and rural areas - global perspectives and local responses" Iris Reyes

Presentation: "A computer application for clinicians to facilitate the return-to-work of injured agricultural workers"

Iris Reyes

Presentation: "Finding Data, In Data: Mining Terms from Electronic Medical Records for the Characterization of Dairy Worker Populations" Iris Reyes

Presentation "Promotor de Salud (Community Health Worker) Model in Agriculture: A local response to a global challenge" Amy K. Liebman

2014 Midwest Injury Prevention Alliance Summit

October 27-28, 2014

Chicago, IL

Presentation: "Farm Related Injuries: Keeping Our Farms Safe in the 21st Century" Matthew Keifer and Marsha Salzwedel

National Youth Farm and Ranch Safety Symposium

October 27-28, 2014

Louisville, KY

Presentation: "Migrant and Immigrant Children in Agriculture" Amy K. Liebman

Presentation: "Timeline of Safety in Agriculture for Youth" Barbara Lee

American Public Health Association 142nd Annual Meeting and Exposition

November 15-19, 2014

New Orleans, LA

Presentation: "Facilitating the return-to-work of injured and ill farm workers: An online decoder for clinicians" Iris Reyes

Presentation: "A methodology to evaluate agricultural health and safety mobile applications" Iris Reves

Presentation: "Clash Between Agrarian Ethics and Industrialization" Casper Bendixsen

Presentation: "Surveillance of Disease and Injury in Wisconsin Dairy Farmers and Workers" Scott Sandberg

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Nelson WJ, Heiberger S, Lee BC (2014). Raising the Profile of Worker Safety: Highlights of the 2013
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MAKE A GIFT

THE LEGACY OF D. DALE AND MARY JANE SEIF

Every day, the team at the National Farm Medicine Center is working hard on behalf of farmers and rural residents through initiatives such as the Wisconsin Rollover Protective Structure Rebate Program, Agricultural Safety Consulting and skin cancer screening.

However, these important programs would not be possible without the philanthropic support of generous individuals, foundations and businesses who share NFMC's vision for a safer and more efficient agricultural workplace.

Dale and Mary Jane Seif, who were the International Harvester dealers in the Neillsville, WI, area for many years, believed in this type of work. This is why in 2013 the D. Dale and Mary Jane Seif Endowment benefitting the National Farm Medicine Center and cardiology research at Marshfield Clinic was established. This Endowment, funded by a gift from Mary Jane's estate following her passing, is a legacy to agriculture Dale and Mary Jane planned years earlier.

Driving through the countryside, vintage International Harvester tractors and other equipment sold by the Seifs are still visible and operational.



Dale grew up in Neillsville, working as a young man alongside his father, grandfather and brothers in the Seif Implement business. After his graduation from Neillsville High School in 1933, Dale attended Milwaukee School of Engineering. He returned to Neillsville and entered into a partnership with his father, Charles, and brother, Chester, to form the C.E. Seif and Sons Implement dealership which operated in both Neillsville and Augusta, WI. The partnership lasted until 1946 when Charles retired. Thereafter, Chester and his wife operated the Augusta dealership, with Dale and Mary Jane operating the Neillsville location.

Mary Jane's parents both immigrated to the United States in 1912, her father, James, coming from Scotland and her mother, Catharine, from Ireland. The family lived in the Chicago area before moving to a farm in the town of York (near Neillsville) where they had dairy cattle and crops. Mary Jane and her two brothers participated in necessary chores on the farm. After Mary Jane graduated from Neillsville High School in 1935, she worked as a stenographer for Clark County.

Dale and Mary Jane were married in 1938, celebrating 43 years together before Dale's passing in 1981. They had no children, but had many nieces and nephews whom they cherished.

Demonstrating how much they valued their agricultural roots, Dale and Mary Jane became very active in the Neillsville community and surrounding areas in support of agribusiness. They enjoyed supporting local youth through 4-H, FFA and the Clark County Fair. Dale was also a past president of the Wisconsin Implement Dealers Association.

Dale and Mary Jane became friends with Dr. Dean Emanuel, retired Marshfield Clinic cardiologist and Augusta native, through their mutual interests in agriculture. They were very interested in his research efforts with Farmer's Lung and later efforts to establish the National Farm Medicine Center. Both also received medical care at the Marshfield Clinic.

The D. Dale and Mary Jane Seif Endowment will continue Dale and Mary Jane's long-time support for agriculture. The establishment of this Endowment is their legacy gift to an industry they cherished personally and professionally. Their gift will endow support for research that will help improve the health and safety of the people who work in agriculture for many years to come.

You can join Dale and Mary Jane in supporting agricultural health and safety by including a gift to support the National Farm Medicine Center in your estate. Please contact Karen Piel, Gift Planning Officer, or Matt Faber, Development Officer, by calling 715-387-9249 or visit www.marshfieldclinic.org/giving for more information.

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The National Farm Medicine Center expresses its appreciation to the organizations and individuals that enable NFMC to keep pace with evolving health and safety concerns in agriculture.

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