



IMPLEMENTING AN AG SAFETY PLEDGE TO RAISE AWARENESS AND BUILD STAKEHOLDER ENGAGEMENT

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INTRODUCTION

Many agricultural worker safety outreach endeavors lack a call to action. The Upper Midwest Agricultural Safety and Health (UMASH) Center developed a pledge campaign to encourage farmers and their families to make safety a priority. The pledge was based on the theme for 2015 National Farm Safety and Health Week campaign, “Ag Safety is not just a slogan, it’s a lifestyle”, initiated by National Education Center for Agricultural Safety (NECAS). Success of the campaign is described as well as recommendations for future pledge type campaigns.

OBJECTIVES

- Describe the call to action component of the UMASH Pledge Campaign for National Farm Safety Week
- Identify safety priorities cited by participants of the 2015 UMASH Pledge Campaign

METHODS

The Pledge was distributed by UMASH staff in-person on electronic tablets at Minnesota Farmfest in August 2015. The Pledge was available on the UMASH website and promoted via social media, email, the UMASH newsletter and printed fliers during the period of August 4 through September 30, 2015. Local and regional media organizations were approached in person at Farmfest and by email with a Pledge press release and flier and asked to promote the Pledge. Pledge signees received a link to download an “I signed the Pledge” poster and were encouraged to print and share the Pledge website link with others. Numbers of pledges signed as well as the geographic distribution of the signees were tallied.



RESULTS

A total of 129 responders completed a Pledge form:

- 91 in-person at Farmfest
- 38 online via UMASH website

Table 1. Farmfest Ranked Responses

Pledge Items ranked by % of people who checked item		
Rank	To make agricultural safety and health part of my lifestyle, I pledge to:	Item# on survey
1	Wash my hands after handling animals or leaving animal facilities.	86%
2	Keep floors and walkways clear of obstacles and hazards.	85%
3	Speak up if I see someone doing something unsafe.	84%
4	Wear proper ear protection when working around loud equipment or machinery.	81%
5	Encourage friends, family, and employees to follow safe and healthy farm practices.	81%
6	Apply sunscreen when going outside, even on cloudy days.	73%
7	Be PALS (calm and patient) when moving animals.	73%
8	Adopt a “no riders” policy.	70%
9	Print and hang pledge poster.	64%
10	Share pledge with others: Tweet @umash_umn using #FSHWHPledge	60%
11	Use proper technique to avoid accidental needlesticks.	53%

Table 2: Online Ranked Responses

Online Pledge Results		
Rank	Reminder	Percentage of respondents
1	Wash my hands after handling animals or leaving animal facilities	87
2	Keep floors and walkways clear of obstacles and hazards	82
3	Speak up if I see someone doing something unsafe	82
4	Encourage friends, family, and employees to follow safe and healthy farm practices	79
5	Wear proper ear protection when working around loud equipment or machinery.	74
6	Apply sunscreen when going outside, even on cloudy days.	68
7	Be PALS (calm and patient) when moving animals.	68
8	Use proper technique to avoid accidental needlesticks.	68
9	Print and hang pledge poster	58
10	Adopt a “no riders” policy.	55
11	Share pledge with others: Tweet @umash_umn using #FSHWHPledge	45

Social Media Highlights Aug 4-Sept 30

- 27 Facebook and Twitter posts were sent out
- 16 new Facebook followers; 13% increase compared to same time period 2014
- Daily Total Reach (number who saw any content associated with our page) peaked on September 23 with 1141 unique users and again on September 25 with 1328 unique users.
- Daily Total Impressions (the number of impressions seen of any content associated with our Page) peaked on September 23 with 1733 and again on September 25 with 2357 (Total Counts). Peaks associated with high profile student network engagement.

Media Engagement Highlights Aug 4-Sept 30

- 38 different media organizations promoted the Pledge through on-line, print or radio communication channels.

Figure 1: Minnesota Farmfest Respondents

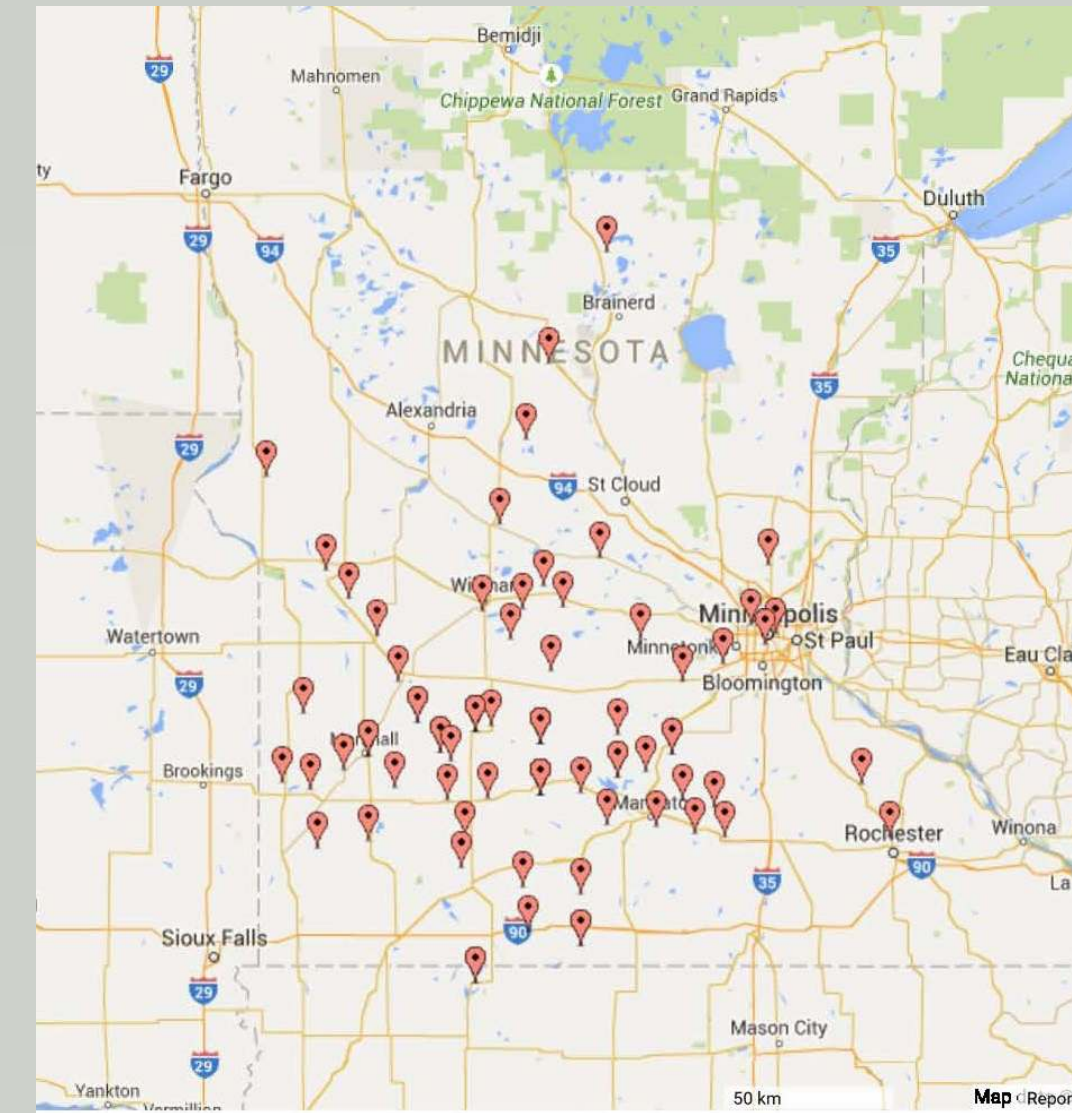


Figure 2: Online Respondents

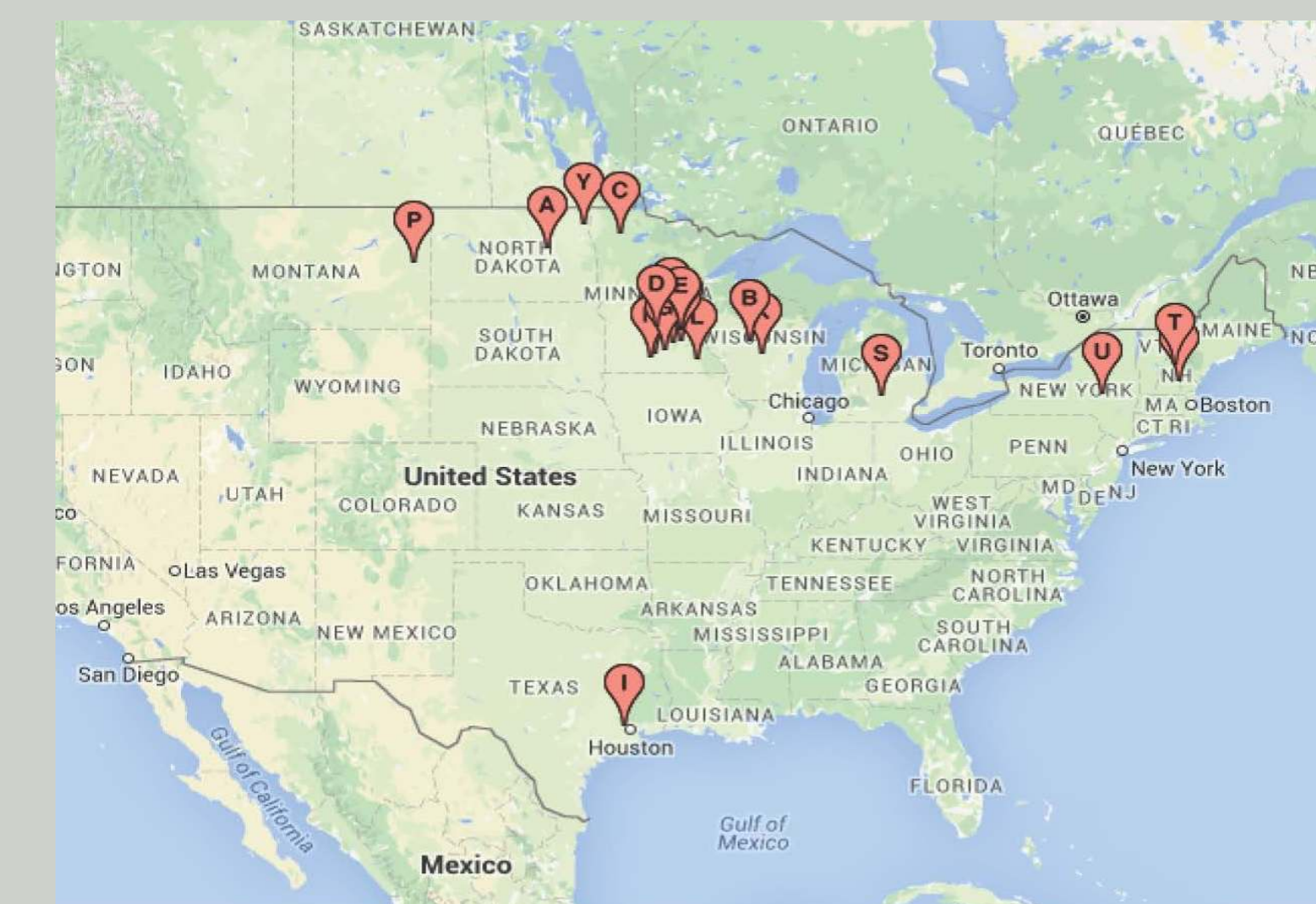
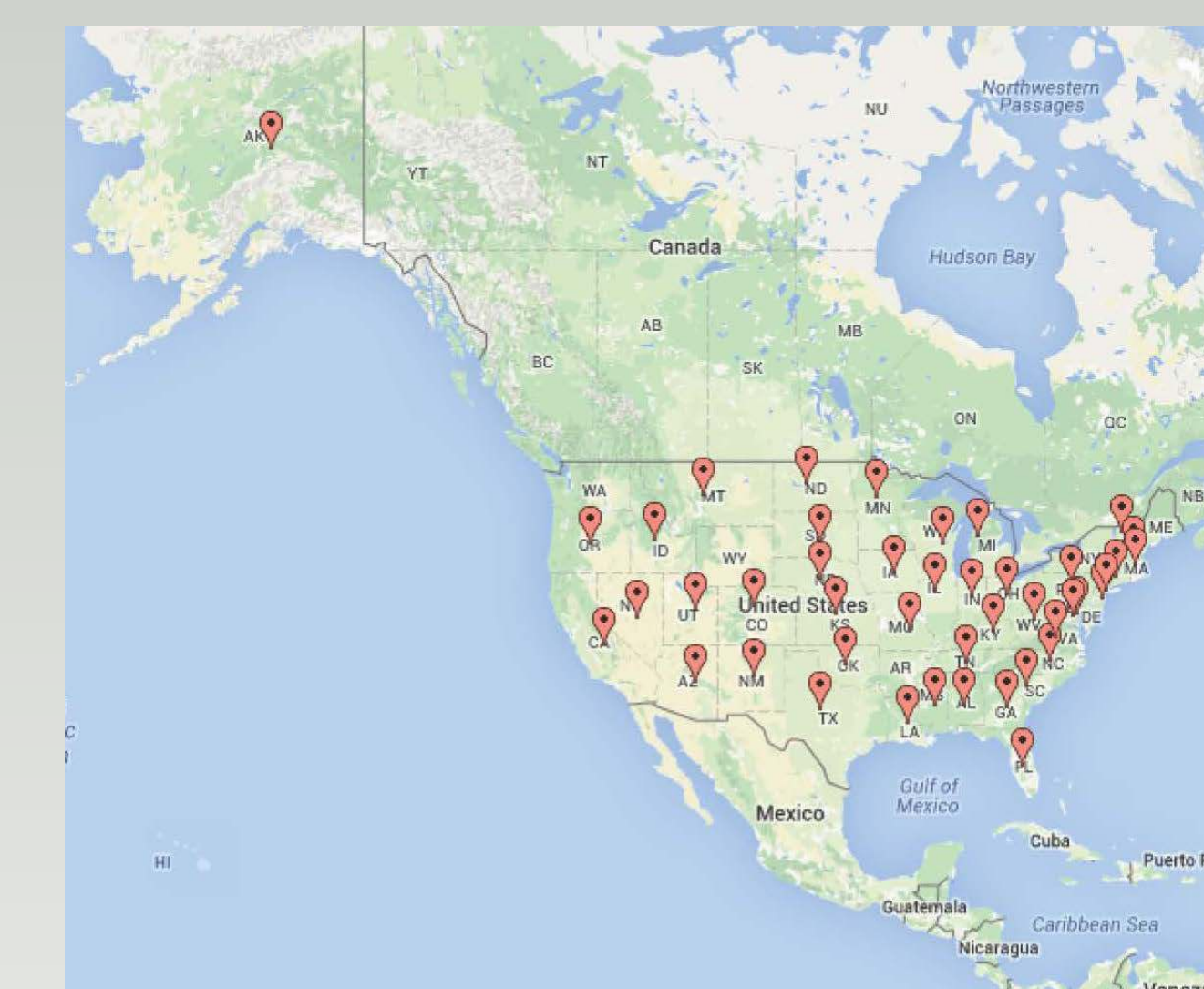


Figure 3: Website sessions by state



Website Highlights Aug 4-Sept 30

- 742 visitors to website during campaign; 62% were new
- 2,726 page views during the campaign; 38.7% increase compared to same period 2014
- Home, Pledge and Resources were top three pages visited
- 389 page views of the Pledge
- Average time spent on Pledge page was 2.33 minutes
- More females than males (63% vs. 37%) visited the website during the campaign
- Early campaign efforts were more successful in reaching older people (55-64 and 65+)



St. Paul Campus students signing Pledge after one-on-one promotion

CONCLUSIONS

The Pledge itself was user-friendly and in plain language. Nine of the safety reminder items could be used year round as an intentional commitment to make safety a lifestyle.

The geographic spread of the Pledge signers indicated that the campaign successfully reached and engaged local and regional stakeholders. The website sessions were primarily in the Midwest (73% of sessions), however 37% of the sessions were also distributed across the U.S.

The three highest ranking items checked by Pledge signers were:

1. Washing my hands after handling animals or leaving animal facilities
2. Keeping floors and walkways clear of obstacles and hazards and
3. Speak up if I see someone doing something unsafe.

The three lowest ranking items checked by Pledge signers were:

1. Use proper technique to avoid accidental needlesticks
2. Adopt a “no rider” policy and
3. Be PALS (calm and patient) when moving animals.

The low ranking items tell us that we need to continue to share safety resources on these topics, including our UMASH Needlestick Prevention and Stockmanship videos available at <http://umash.umn.edu>

Although 389 individuals spent 2.33 minutes on the Pledge page, only 38 actually clicked “submit” to finish the Pledge even though identifying themselves was optional. Unfortunately, this resulted in them not reaching the ‘Thank-you’ page with ag safety resources.

In the future we will recruit more high profile champions to promote an initiative like this, continue to engage regional and national media organization searly in the campaign, and promote in person one-on-one as much as possible. We will also look for ways to improve the website experience for visitors to the campaign webpage.

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