

FOR IMMEDIATE RELEASE

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## Heat illness can be deadly. With education and preparedness, you can save lives.

Join the launch of the **Summer 2017 Beat the Heat** campaign to prevent heat illness and deaths in agriculture. The U.S. Agricultural Safety and Health Centers (US Ag Centers) are joining the National Institute for Occupational Safety and Health/CDC to share critical information for farming, fishing, and forestry industries.

Farming, fishing and forestry workers are at particular risk for heat illness because of exertional heat stress. Like athletes, during hard work, heat is built-up in the body. This, combined with other factors can cause heat-related illnesses. Heat illness occurs when the body can no longer cope and the body's physical and mental functions break down.

*Most important to know, is that heat illnesses and deaths are preventable.*

The **Summer 2017 Beat the Heat** campaign will be launched the week of June 12-16, 2017, and the US Ag Centers will be sharing resources related to these daily themes

- Monday, 6/12 – Signs and Symptoms
- Tuesday, 6/13 – Prepare for the Heat – Employer Checklist
- Wednesday, 6/14 – Acclimatization & Risk Factors
- Thursday, 6/15 – Employer & Crew Tool Box
- Friday, 6/16 – Myth Buster Survey & Resources

We will continue to share these and other heat safety resources throughout the summer. See [nasdonline.org](http://nasdonline.org) for fresh ideas and educational materials (English and Spanish) about how to stay safe while working in farming, forestry and fishing. You can also find us on Facebook and Twitter sharing practical tips, video links and safety reminders throughout the summer.

Protect your family, your employees and yourself by joining the movement to #BeatHeat #HeatSafety #USAGCenters #KeepFarmsSafe and share your own safety messages.

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*The Upper Midwest Agricultural Safety and Health Center (UMASH) is one of the eleven U.S. Agricultural Safety and Health Centers ([www.cdc.gov/niosh/oep/agctrhom.html](http://www.cdc.gov/niosh/oep/agctrhom.html)) funded by the National Institute for Occupational Safety and Health (NIOSH). UMASH is a multi-disciplinary collaboration of the University of Minnesota School of Public Health and College of Veterinary Medicine, the National Farm Medicine Center of the Marshfield Clinic with the Migrant Clinicians Network, and the Minnesota Department of Health working to improve the health and well-being of agricultural workers and their families in the Upper Midwest region (MN, IA, ND, SD, and WI).*

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For more information or to request an interview with one of the UMASH directors, contact Diane Kampa, Coordinator and Outreach Director, [dkampa@umn.edu](mailto:dkampa@umn.edu), (612) 626-4826.