

# **2018 National Farm Safety and Health Week**

## **US Ag Centers Social Media Kit**



**September 16-22, 2018**  
**“Cultivating the Seeds of Safety”**  
**#USAGCenters**  
**#NFSHW**  
**#NECASAG**

The U.S. Agricultural Centers are promoting the 2018 National Farm Safety and Health Week through social media. This social media kit has been developed to promote U.S. Ag Center YouTube videos and other safety resources that fit with the daily themes of National Farm Safety and Health Week.

## Daily Themes

**Monday-** Rural Roadway Safety

**Tuesday** – Health/Suicide/Opioids

**Wednesday** – Child/Youth Ag Health and Safety

**Thursday** – Confined Spaces in Agriculture

**Friday-** Tractor Safety

## Event Promotion

- Update your website and Facebook cover photo with the National Farm Safety and Health Week graphic.



- During National Farm Safety and Health Week, post the social media messages found on the following pages, or create your own posts using the hashtags #NFSHW and #USAgCenters. Other hashtags may also be appropriate.
- Get involved in the conversation. Follow, RT and share with Twitter and Facebook accounts that message about National Farm Safety and Health Week.

## Hashtags

*Always use red hashtags*

#USAgCenters

#NFSHW

#necasag

#confinedspace

#tractorsafety

#roadwaysafety

#sharetheroad

#SMV

#noextrariders

## Social Media Links

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The Twitter logo, consisting of the word "twitter" in blue lowercase letters followed by a blue bird icon.

U.S. Ag Centers

cophunmc  
CultivateSafety  
GPCAH  
CSUVetMedBioSci  
nccrahs  
FarmMedicine  
nycamh  
PNASHcenter  
SCAHIP  
swagcenter  
umashcenter  
AgHealthNewsUcDavis  
neiwacc  
agrisafe.network

@CultivateSafety  
@HICAHS  
@GPCAH  
@FarmMedicine  
@PNASHCenter  
@SCAHIP  
@SouthwestAg95  
@umash\_umn

Other

@neiwacc

## Social Media Tips

1. Post consistently. Determine what your posting schedule will be and stick to it. Schedule posts ahead of time, if needed. Three tools available for scheduling your social media posts are listed below.
  - a. HootSuite: [hootsuite.com/](https://hootsuite.com/)
  - b. Klout: [klout.com/home](https://klout.com/home)
  - c. FutureTweets: [futuretweets.com/](https://futuretweets.com/)
2. Post images and/or videos with your messages.
3. It's OK to share content from other organizations. Some recommended ratios are below.
  - a. **4-1-1** – 4 pieces of content from others, 1 reshare, 1 self-serving post
  - b. **5-3-2** – 5 pieces of content from others, 3 from you, 2 personal updates
  - c. Golden Ratio – 60% others' content, 30% your content, 10% promotional
  - d. Rule of Thirds – 1/3 posts about you, 1/3 curated content, 1/3 conversations
4. Practice the "Three A's".
  - a. Appreciation
  - b. Advocacy
  - c. Appeals
5. Tell stories to humanize the daily topics. Use news articles or personal anecdotes to appeal to the audience's emotional side.
6. Ask questions in your posts. Start a conversation.
7. Leave your audience with cliff hangers at the end of the day. (i.e., "Stay tuned tomorrow to learn how to keep your kids safe on the farm.")
8. Create a Facebook Event for National Farm Safety and Health Week.
9. Refer to the infographic on page 5 for peak times for posting.

## References

[blog.bufferapp.com/social-media-non-profits](http://blog.bufferapp.com/social-media-non-profits)

[www.fastcompany.com/3036184/how-to-be-a-success-at-everything/the-best-and-worst-times-to-post-on-social-media-infograph](http://www.fastcompany.com/3036184/how-to-be-a-success-at-everything/the-best-and-worst-times-to-post-on-social-media-infograph)

[www.pcworld.com/article/2461824/3-tools-to-schedule-your-social-media-posts.html](http://www.pcworld.com/article/2461824/3-tools-to-schedule-your-social-media-posts.html)

BEST TIME

**FACEBOOK**  
1 pm - 4 pm  
result in the highest average click through

**TWITTER**  
Mondays - Thursdays  
1 pm - 3 pm

**LINKEDIN**  
Tuesdays - Thursdays

PEAK TIME

**FACEBOOK**  
Wednesdays  
3 pm

**TWITTER**  
Mondays - Thursdays  
9 am - 3 pm

**LINKEDIN**  
Noon  
5 pm - 6 pm

WORST TIME

**FACEBOOK**  
Weekends  
Before 8 am  
After 8 pm

**TWITTER**  
Everyday after 8 pm  
Fridays after 3 pm

**LINKEDIN**  
Mondays and Fridays  
10 pm - 6 am

FACT

**FACEBOOK**  
Photos generate higher engagement

53% more likes      104% more comments

**TWITTER**  
Tweets with images result in:

- 36% increase in clicks
- 31% increase in visits
- 41% increase in retweets
- 48% increase in favorites
- 33% increase in visitor-to-lead conversion rate
- 55% increase in leads

**LINKEDIN**  
41% of visits are from a mobile device up from 38% last October

October 2013      Now

According to Jeff Rudfern, LinkedIn's VP of mobile product

## Teasers

9/9/18-9/15/18



1. Each year, approximately 26 out of every 100,000 American farmers and farm workers die on the job. #USAgCenters #NFSHW #necasag #farmsafety
2. 'Cultivate the Seeds of Safety' during National Farm Safety & Health Week. #USAgCenters #NFSHW #necasag #farmsafety
3. How will you promote National Farm Safety & Health Week September 16-22? #USAgCenters #NFSHW #necasag #farmsafety
4. Are you taking care of your employees? Rethink safety during National Farm Safety & Health Week. #USAgCenters #NFSHW #necasag #farmsafety
5. Dear Stress-Let's break up! Check out National Farm Safety & Health Week to learn how to manage stress. #USAgCenters #NFSHW #necasag #stress
6. Is your child really ready for that farm task? Learn more during National Farm Safety and Health Week. #USAgCenters #NFSHW #necasag #childagsafety
7. Safe driving is not just a skill; it's an attitude. Motorists and tractor operators have to keep their cool on the road. #USAgCenters #NFSHW #necasag #ruralroadsafety
8. Don't get stuck in a stinky situation. Be safe around manure pits. #USAgCenters #NFSHW #necasag #farmagsafety
9. Did you know that most fatalities on the farm are caused by tractor rollovers? #USAgCenters #NFSHW #necasag #tractorsafety



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# Rural Roadway Safety

Monday, 9/17/18



1. What will you meet at the top of the hill? Slow down. Be Patient. <http://bit.ly/HarvestPoster> #USAgCenters #NFSHW #ruralroadsafety
2. Top speed for a vehicle with an SMV sign is 25 mph. Slow down. <http://bit.ly/AgVehicleMarking> #USAgCenters #NFSHW #necasag #ruralroadsafety
3. Make sure all farm vehicles are equipped with SMV signs in good condition. It's the law! Read more about slow moving vehicle responsibilities at <http://bit.ly/RoadwayAgVehicle> #USAgCenters #NFSHW #necasag #SMV
4. Nearly half of all incidents between motorists and farm implements involve either a left hand turn or a rear-end collision. #USAgCenters #NFSHW #necasag #ruralroadsafety
5. Don't text and drive-even on the tractor. Safe travel means busting some myths. #USAgCenters #NFSHW #necasag #donttextanddrive
6. #ShareTheRoad with tractors and farm equipment. The operator is going to work, too. <http://bit.ly/ShareRoadFarm> #USAgCenters #NFSHW #necasag #ruralroadsafety
7. Did you know that good lighting and marking on your implement could reduce farm vehicle traffic accidents by more than half? <http://bit.ly/LightingPolicies> #USAgCenters #NFSHW #necasag #ruralroadsafety
8. Don't drink and drive-even on the tractor. #USAgCenters #NFSHW #necasag #dontdrinkanddrive
9. This summer, an [SUV rear-ended a tractor in Ohio](#). The tractor driver was ejected from the tractor and pronounced dead at the scene. Slow down on rural roads. It can save a life! #USAgCenters #NFSHW #necasag #ruralroadsafety

Quiz Link:



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8. Don't drink and drive-even on the tractor. #USAgCenters #NFSHW #necasag #dontdrinkanddrive
9. [A tractor driver was hit and killed](#) on a rural road in Ohio this summer. . Slow down on rural roads. It can save a life! #USAgCenters #NFSHW #necasag #ruralroadsafety

# Health/Suicide/Opioids

Tuesday, 9/18/18



1. What do farmers and veterans have in common? They protect and provide for their fellow Americans and they have alarmingly high suicide rates. Talk about it. You are not alone. #USAgCenters #NFSHW #necasag #farmersuicide <http://bit.ly/FarmerCrisis>
2. If your family loses you, they may also lose the farm. Use this checklist to make sure you are safe and healthy: <http://bit.ly/HealthSafeChecklist>. #USAgCenters #NFSHW #necasag
3. In December 2017, a survey by the National Farmers Union and the American Farm Bureau Federation found that 74 % of farmers have been directly impacted by the opioid crisis. Read more at <http://bit.ly/FarmOpioidMemorial>. #USAgCenters #NFSHW #necasag #farmtownstrong #opioids
4. Don't ignore suicidal warning signs. Get help immediately. Click the link to learn warning signs: <http://www.sprc.org> . #USAgCenters #NFSHW #necasag #farmersuicide
5. In June, a [24-year-old Georgia man went into cardiac arrest](#) while picking tomatoes in extremely hot temperatures. Watch these Heat Novellas to prepare workers for safe outdoor work: <http://bit.ly/HeatNovellas>. #USAgCenters #NFSHW #necasag #heatsafety
6. Look out for the 6 signs of farmer stress. Find them here: <http://bit.ly/FarmerStress>. #USAgCenters #NFSHW #necasag #stress
7. CDC reported that the rates of drug overdose deaths are rising in rural areas, surpassing rates in urban areas. #USAgCenters #NFSHW #necasag #drugoverdose <http://bit.ly/RuralDrugOverdose>

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# Child/Youth Ag Health and Safety

Wednesday, 9/19/18



1. Every 3 days, a child dies in an agriculture-related incident. Hear from a mother who paid the ultimate price:  
<http://bit.ly/GrowingSafelyFarm>.  
#USAgCenters #NFSHW #necasag #childagsafety
2. Machinery, vehicles-including ATVS, and drownings are the leading sources of youth fatalities in agriculture.  
<http://bit.ly/ChildAgInjuries17> . #USAgCenters #NFSHW #necasag #childagsafety
3. Animals are the leading source of injury for kids who live on farms. Learn how to interpret livestock 'sign language':  
<http://bit.ly/LivestockSafetyKid>  
#USAgCenters #NFSHW #necasag #childagsafety #livestockinjuries
4. About 40,000 kids under the age of 16 are treated in U.S. emergency departments for ATV related injuries each year. Know more:  
<http://bit.ly/ATVSafetyEastTex> #USAgCenters #NFSHW #necasag #ATVsafety
5. It's easier to bury a tradition than a child.  
<http://bit.ly/KidsAwayFromTractors>  
#USAgCenters #NFSHW #necasag #childagsafety
6. Is your child ready to help on the farm? Check out the Youth Work Guidelines to learn about age appropriate tasks:  
<http://bit.ly/AgYouthWork>  
#USAgCenters #NFSHW #necasag #childagsafety
7. It is best to assume that your animals have germs that can make you sick. Read Leo's story: <http://bit.ly/LeoEcoli>. #USAgCenters #NFSHW #necasag #ecoli
8. Farms, fairs and fun: Be sure to wash your hands! This fun video will help keep you healthy. <http://bit.ly/FarmFairsWashHands>  
#USAgCenters #NFSHW #necasag #farmsafety



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9. Cooler temperatures mean pumpkin patches and corn mazes. Stay safe on agritourism operations- visit <http://bit.ly/AnimalAgritourism>.  
#USAgCenters #NFSHW #necasag #agritourism
  10. The tractor is no place for a baby-even if it has a cab. #USAgCenters #NFSHW #necasag #childagsafety
  11. [6-year-old boy died](#) after getting caught in a grain auger in early June. Safe play areas can save lives: <http://bit.ly/SafeFarmPlay>.  
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Quiz Link:

# Confined Spaces in Agriculture

Thursday, 9/20/18



1. Did you know you can be engulfed in a grain bin in less than 60 seconds? Watch this video. Stay safe in grain:  
<http://bit.ly/GrainBinEntryProced>  
#USAgCenters #NFSHW #necasag #grainsafety
2. 5 seconds--That's how quickly a person can become entrapped in flowing grain and unable to free themselves. Hear from the survivors of a grain bin tragedy:  
<http://bit.ly/GrainEntrap>. #USAgCenters #NFSHW #necasag #grainsafety
3. Manure gas can be fatal even when you can't smell it--Don't go in without a monitor.  
<http://bit.ly/ManureGasesQ> #USAgCenters #NFSHW #necasag #confinedspace
4. Never trust manure. Unsafe pit entry has grave outcomes. Check out this link for fact sheets on manure gases:  
<http://bit.ly/ManureGasesResources>.  
#USAgCenters #NFSHW #necasag #manuregas
5. Pumped your pits? Check for hydrogen sulfide and methane to protect you and your animals. #USAgCenters #NFSHW #necasag #manuregas <http://bit.ly/ManureStorage>
6. An [18 year old died](#) after becoming trapped in a grain bin in June 2018. More than ¼ of grain entrapment incidents involve people under 21. Watch <http://bit.ly/GrainBinEntryProced> to learn safe entry procedures. #USAgCenters #NFSHW #necasag #confinedspace

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Quiz Link:

# Tractor Safety

Friday, 9/21/18



1. Tractors are the leading cause of death on the farm. These videos highlight the dangers of tractors:  
<http://bit.ly/FatalTractorRollover>;  
<http://bit.ly/WisconsinROPS> #USAgCenters #NFSHW #necasag #farmsafetyfirst
2. 80% of deaths caused by rollovers happen to experienced farmers.  
<http://bit.ly/FatalTractorRollover> #USAgCenters #NFSHW #necasag #farmsafetyfirst
3. 1 in 7 farmers involved in a tractor rollover is permanently disabled. Learn more about AgrAbility: <http://bit.ly/KYAgrAbility> #USAgCenters #NFSHW #necasag #farmsafetyfirst
4. In June 2018, a [38-year-old was killed](#) in a tractor rollover. He died from crushing blunt force trauma to his chest and abdomen. Rollover Protective Structures (ROPS) are 99% effective in preventing injury or death in the event of an overturn when used with a seatbelt.  
<http://bit.ly/MultiStateROPS> #USAgCenters #NFSHW #necasag #farmsafetyfirst
5. Roughly ½ of US tractors do not have rollover protection. Learn how to retrofit your tractor: <http://bit.ly/MultiStateROPS> #USAgCenters #NFSHW #necasag #farmsafetyfirst
6. 7 out of 10 farms will go out of business within five years of a tractor overturn fatality. <http://bit.ly/FatalTractorRollover> #USAgCenters #NFSHW #necasag #farmsafetyfirst
7. Through the National ROPS Rebate Program the average out-of-pocket expense for a



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3. 1 in 7 farmers involved in a tractor rollover is permanently disabled. Learn more about AgrAbility: <http://bit.ly/KYAgrAbility> #USAgCenters #NFSHW #necasag #farmsafetyfirst
4. [A man died from blunt force trauma](#) during a tractor rollover. Rollover Protective Structures (ROPS) are 99% effective in preventing injury or death when used with a seatbelt. <http://bit.ly/MultiStateROPS> #USAgCenters #NFSHW #necasag #farmsafetyfirst
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7. Through the National ROPS Rebate Program the average out-of-pocket expense for a ROPS kit is \$391. Check it out at <http://bit.ly/MultiStateROPS>. #USAgCenters #NFSHW #necasag #farmsafetyfirst

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8. The most common tractor-related injuries are rollovers, falls, collisions, run-overs, and getting cut or caught. Learn more about how to prevent these incidents at <http://bit.ly/TractorSafetyIA>. #USAgCenters #NFSHW #necasag #farmsafetyfirst
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Quiz Link:

## Resource Link Summary

Title of Linked Material	Actual Link	Bit.ly Link
<b>Monday: Rural Roadway Safety</b>		
What will you meet at the top of the hill? [Poster]	<a href="https://www.public-health.uiowa.edu/icash/wp-content/uploads/2015/10/Roadway-Safety-Poster-FINAL-9-3-15.pdf">https://www.public-health.uiowa.edu/icash/wp-content/uploads/2015/10/Roadway-Safety-Poster-FINAL-9-3-15.pdf</a>	<a href="http://bit.ly/HarvestPoster">http://bit.ly/HarvestPoster</a>
Agricultural Vehicle Lighting and Marking Requirements [Video]	<a href="https://www.youtube.com/watch?v=l27icWsFimA&amp;list=PLY7XQBihZRNtsygG7KlrD2yJVscP5fuML">https://www.youtube.com/watch?v=l27icWsFimA&amp;list=PLY7XQBihZRNtsygG7KlrD2yJVscP5fuML</a>	<a href="http://bit.ly/AgVehicleMarking">http://bit.ly/AgVehicleMarking</a>
Roadway Safety and Agricultural Vehicle Lighting and Marking [Video]	<a href="https://www.youtube.com/watch?v=XtrmNCqHOOw&amp;list=PLY7XQBihZRNtsygG7KlrD2yJVscP5fuML&amp;index=2">https://www.youtube.com/watch?v=XtrmNCqHOOw&amp;list=PLY7XQBihZRNtsygG7KlrD2yJVscP5fuML&amp;index=2</a>	<a href="http://bit.ly/RoadwayAgVehicle">http://bit.ly/RoadwayAgVehicle</a>
Share the Road with Farm Vehicles [Article]*	<a href="https://www.statefarm.com/simple-insights/safety/share-the-road-with-farm-vehicles">https://www.statefarm.com/simple-insights/safety/share-the-road-with-farm-vehicles</a>	<a href="http://bit.ly/ShareRoadFarm">http://bit.ly/ShareRoadFarm</a>
More stringent state policies on lighting could reduce farm vehicle traffic accidents by more than half [Article]*	<a href="https://now.uiowa.edu/2016/10/more-stringent-state-policies-lighting-could-reduce-farm-vehicle-traffic-accidents-more-half">https://now.uiowa.edu/2016/10/more-stringent-state-policies-lighting-could-reduce-farm-vehicle-traffic-accidents-more-half</a>	<a href="http://bit.ly/LightingPolicies">http://bit.ly/LightingPolicies</a>
One person killed in fatal farm tractor accident in Shelby County	<a href="https://fox45now.com/news/local/one-person-killed-in-fatal-farm-tractor-accident-in-shelby-county">https://fox45now.com/news/local/one-person-killed-in-fatal-farm-tractor-accident-in-shelby-county</a>	<a href="http://bit.ly/OHroadwaydeath">http://bit.ly/OHroadwaydeath</a>
<b>Tuesday: Health/Suicide/Opioids</b>		
Farmers in American are facing an economic and mental health crisis [Article]*	<a href="https://www.cbsnews.com/news/american-farmers-rising-suicide-rates-plummeting-incomes/">https://www.cbsnews.com/news/american-farmers-rising-suicide-rates-plummeting-incomes/</a>	<a href="http://bit.ly/FarmerCrisis">http://bit.ly/FarmerCrisis</a>
Health & Safety Checklist	<a href="http://marshfieldresearch.org/Media/Default/NFMC/PDFs/HealthandSafetyChecklist.1.pdf">http://marshfieldresearch.org/Media/Default/NFMC/PDFs/HealthandSafetyChecklist.1.pdf</a>	<a href="http://bit.ly/HealthSafeChecklist">http://bit.ly/HealthSafeChecklist</a>
Farm Leaders Visit Opioid Memorial in Show of Unity [Article]*	<a href="https://nfu.org/2018/04/17/farm-leaders-visit-opioid-memorial-in-show-of-unity/">https://nfu.org/2018/04/17/farm-leaders-visit-opioid-memorial-in-show-of-unity/</a>	<a href="http://bit.ly/FarmOpioidMemorial">http://bit.ly/FarmOpioidMemorial</a>
Suicide Prevention Resource Center [Website]*	<a href="http://www.sprc.org/">http://www.sprc.org/</a>	<a href="http://bit.ly/SuicidePreventionResource">http://bit.ly/SuicidePreventionResource</a>
OSHA Investigates first heat-related death in South Georgia	<a href="http://www.wlbt.com/story/38503828/farmer-makes-first-heat-related-death-in-south-ga">http://www.wlbt.com/story/38503828/farmer-makes-first-heat-related-death-in-south-ga</a>	<a href="http://bit.ly/GAHeatDeath">http://bit.ly/GAHeatDeath</a>
Heat Novellas [Video Series]	<a href="https://www.youtube.com/watch?v=Va6czBc4eGc&amp;list=PLY7XQBihZRNvezeSe7dCHgSlkoN9Nyvnr">https://www.youtube.com/watch?v=Va6czBc4eGc&amp;list=PLY7XQBihZRNvezeSe7dCHgSlkoN9Nyvnr</a>	<a href="http://bit.ly/HeatNovellas">http://bit.ly/HeatNovellas</a>
6 Signs of Farmer Stress [Article]*	<a href="http://www.livingthecountrylife.com/country-life/6-signs-farmer-stress/">http://www.livingthecountrylife.com/country-life/6-signs-farmer-stress/</a>	<a href="http://bit.ly/FarmerStress">http://bit.ly/FarmerStress</a>
Drug Overdose in Rural America [Article]*	<a href="https://www.cdc.gov/ruralhealth/drug-overdose/index.html">https://www.cdc.gov/ruralhealth/drug-overdose/index.html</a>	<a href="http://bit.ly/RuralDrugOverdose">http://bit.ly/RuralDrugOverdose</a>
<b>Wednesday: Child/Youth Ag Health and Safety</b>		
Growing Safely: Child Safety on the Farm [Video]*	<a href="https://www.youtube.com/watch?v=13AFk3mX90k">https://www.youtube.com/watch?v=13AFk3mX90k</a>	<a href="http://bit.ly/GrowingSafelyFarm">http://bit.ly/GrowingSafelyFarm</a>
2017 Fact Sheet: Childhood Agricultural Injuries in the U.S. [Fact Sheet]	<a href="https://www.marshfieldresearch.org/Media/Default/NFMC/PDFs/2017%20Child%20Ag%20Injury%20Fact%20Sheet.pdf">https://www.marshfieldresearch.org/Media/Default/NFMC/PDFs/2017%20Child%20Ag%20Injury%20Fact%20Sheet.pdf</a>	<a href="http://bit.ly/ChildAgInjuries17">http://bit.ly/ChildAgInjuries17</a>

Livestock Safety for Kids [Video]	<a href="https://www.youtube.com/watch?v=XGudMrUnZgk&amp;index=5&amp;list=PLY7XQBihZRNUfX2GdXSDa3hhGm7g2HUX">https://www.youtube.com/watch?v=XGudMrUnZgk&amp;index=5&amp;list=PLY7XQBihZRNUfX2GdXSDa3hhGm7g2HUX</a>	<a href="http://bit.ly/LivestockSafetyKid">http://bit.ly/LivestockSafetyKid</a>
ATV Safety-East Texas [Video]*	<a href="https://www.youtube.com/watch?v=SvoTq05svpM">https://www.youtube.com/watch?v=SvoTq05svpM</a>	<a href="http://bit.ly/ATVSafetyEastTex">http://bit.ly/ATVSafetyEastTex</a>
Keep Kids Away from Tractors [Video]	<a href="https://www.youtube.com/watch?v=f6FdAaf2Kr8&amp;index=9&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc">https://www.youtube.com/watch?v=f6FdAaf2Kr8&amp;index=9&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc</a>	<a href="http://bit.ly/KidsAwayFromTractors">http://bit.ly/KidsAwayFromTractors</a>
Ag Youth Work Guidelines [Website]	<a href="https://www.cultivatesafety.org/safety-guidelines-search/?category=familyyouth">https://www.cultivatesafety.org/safety-guidelines-search/?category=familyyouth</a>	<a href="http://bit.ly/AgYouthWork">http://bit.ly/AgYouthWork</a>
Safe Play [Website]*	<a href="https://www.cultivatesafety.org/play/">https://www.cultivatesafety.org/play/</a>	<a href="http://bit.ly/SafeFarmPlay">http://bit.ly/SafeFarmPlay</a>
Spotlight: Leo's Story [Article]	<a href="http://umash.umn.edu/spotlight-leos-story/">http://umash.umn.edu/spotlight-leos-story/</a>	<a href="http://bit.ly/LeoEcoli">http://bit.ly/LeoEcoli</a>
Farms, Fairs and Fun: Be Sure to Wash Your Hands [Video]	<a href="https://www.youtube.com/watch?v=Oh5sS5_5mIs">https://www.youtube.com/watch?v=Oh5sS5_5mIs</a>	<a href="http://bit.ly/FarmFairsWashHands">http://bit.ly/FarmFairsWashHands</a>
Animal Agritourism: Lay out a Plan for Success	<a href="https://www.youtube.com/watch?v=sAYZE95M2yM">https://www.youtube.com/watch?v=sAYZE95M2yM</a>	<a href="http://bit.ly/AnimalAgritourism">http://bit.ly/AnimalAgritourism</a>
Victor boy, 6, dies after getting caught in grain auger	<a href="https://www.ktvb.com/article/news/local/idaho/victor-boy-6-dies-after-getting-caught-in-grain-auger/277-561318450">https://www.ktvb.com/article/news/local/idaho/victor-boy-6-dies-after-getting-caught-in-grain-auger/277-561318450</a>	<a href="http://bit.ly/GrainAugerDeath">http://bit.ly/GrainAugerDeath</a>
<b>Thursday: Confined Spaces in Agriculture</b>		
Following Proper Grain Bin Entry Procedures Saves Lives	<a href="https://www.youtube.com/watch?v=FhIq87HPkT0&amp;index=1&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc">https://www.youtube.com/watch?v=FhIq87HPkT0&amp;index=1&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc</a>	<a href="http://bit.ly/GrainBinEntryProced">http://bit.ly/GrainBinEntryProced</a>
Grain Bin Entrapment   Seconds to Tragedy [Video]*	<a href="https://www.youtube.com/watch?v=XIURZPxRas&amp;feature=youtu.be">https://www.youtube.com/watch?v=XIURZPxRas&amp;feature=youtu.be</a>	<a href="http://bit.ly/GrainEntrap">http://bit.ly/GrainEntrap</a>
Manure Gases [Pamphlet]	<a href="http://www.marshfieldresearch.org/Media/Default/NFMC/PDFs/ManureGas.1.pdf">http://www.marshfieldresearch.org/Media/Default/NFMC/PDFs/ManureGas.1.pdf</a>	<a href="http://bit.ly/ManureGasesQ">http://bit.ly/ManureGasesQ</a>
Manure Gases [Website]	<a href="https://www.public-health.uiowa.edu/gpcah/manure-gases/">https://www.public-health.uiowa.edu/gpcah/manure-gases/</a>	<a href="http://bit.ly/ManureGasesResources">http://bit.ly/ManureGasesResources</a>
Manure Storage Pit Dangers: Identifying Hazardous Gases [Fact Sheet]	<a href="http://www.public-health.uiowa.edu/gpcah/wp-content/uploads/2015/08/Manure-Pit-Gas-Selection-Use-7_31_15.pdf">http://www.public-health.uiowa.edu/gpcah/wp-content/uploads/2015/08/Manure-Pit-Gas-Selection-Use-7_31_15.pdf</a>	<a href="http://bit.ly/ManureStorage">http://bit.ly/ManureStorage</a>
Illinois farm accident victim identified	<a href="http://www.tribstar.com/news/local_news/illinois-farm-accident-victim-identified/article_d6109183-f64b-5034-a2ff-f90994a94002.html">http://www.tribstar.com/news/local_news/illinois-farm-accident-victim-identified/article_d6109183-f64b-5034-a2ff-f90994a94002.html</a>	<a href="http://bit.ly/ILGrainDeath">http://bit.ly/ILGrainDeath</a>
<b>Friday: Tractor Safety</b>		
Fatal Tractor Rollover [Video]	<a href="https://www.youtube.com/watch?v=6elr5_kFRco&amp;index=12&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc">https://www.youtube.com/watch?v=6elr5_kFRco&amp;index=12&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc</a>	<a href="http://bit.ly/FatalTractorRollover">http://bit.ly/FatalTractorRollover</a>
Rollover Protective Structure ROPS Program for Wisconsin Farmers [Video]	<a href="https://www.youtube.com/watch?v=ThS2LPYyTp0&amp;index=11&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc">https://www.youtube.com/watch?v=ThS2LPYyTp0&amp;index=11&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc</a>	<a href="http://bit.ly/WisconsinROPS">http://bit.ly/WisconsinROPS</a>
KY AgrAbility-Enabling a Disabled Farmer to Continue Farming	<a href="https://www.youtube.com/watch?v=6u9VPOpy9Bo&amp;index=7&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc">https://www.youtube.com/watch?v=6u9VPOpy9Bo&amp;index=7&amp;list=PLY7XQBihZRNU8O41QbksW9KoOS00RmvXc</a>	<a href="http://bit.ly/KYAgrAbility">http://bit.ly/KYAgrAbility</a>

Bartholomew County Man Dies After Tractor Rolls on Top of Him	<a href="http://www.wbiw.com/local/archive/2018/06/bartholomew-county-man-dies-after-tractor-rolls-on-top-of-him.php">http://www.wbiw.com/local/archive/2018/06/bartholomew-county-man-dies-after-tractor-rolls-on-top-of-him.php</a>	<a href="http://bit.ly/BartCoTractorDeath">http://bit.ly/BartCoTractorDeath</a>
Multi-State ROPS Rebate Program	<a href="https://www.youtube.com/watch?v=3Ubt6OdKtWk&amp;index=6&amp;list=PLY7XQBihZRNu8O41QbksW9KoOS00RmvXc">https://www.youtube.com/watch?v=3Ubt6OdKtWk&amp;index=6&amp;list=PLY7XQBihZRNu8O41QbksW9KoOS00RmvXc</a>	<a href="http://bit.ly/MultiStateROPS">http://bit.ly/MultiStateROPS</a>
Tractor Safety-How to Prevent Injuries	<a href="https://www.public-health.uiowa.edu/gpcah/wp-content/uploads/2017/02/Tractor-Safety.pdf">https://www.public-health.uiowa.edu/gpcah/wp-content/uploads/2017/02/Tractor-Safety.pdf</a>	<a href="http://bit.ly/TractorSafetyIA">http://bit.ly/TractorSafetyIA</a>
Farmer Grading Field Pinned Under Overturned Tractor-FACE Report [Article]*	<a href="https://www.cdc.gov/niosh/face/pdfs/10mi021.pdf">https://www.cdc.gov/niosh/face/pdfs/10mi021.pdf</a>	<a href="http://bit.ly/FACEMI">http://bit.ly/FACEMI</a>

For additional news articles on these topics, visit [www.AgInjuryNews.org](http://www.AgInjuryNews.org).

## **Images**

Images for the social media posts can be found on the U.S. Agricultural Centers' Google Drive:  
Awareness > 2018 NFSHW > Social Media Images.

The images are organized into folders by day/topic.

# Mastering Media

Reach out to local, state and national media outlets to share information about NFSHW. Remember the **news moves fast** and you will be in **competition for limited space or airtime**. The more **sensational** the story, the more likely it is to be covered by media outlets. Pitch stories that will garner broad interest. Not all pitches will be successful, but do not let that discourage you.

## Media Musts

- Make sure your target media outlet has an interest in rural/agricultural issues.
- Know who you are going to connect with at the media outlet. Get a name!
- Prepare to suggest several story ideas.

## Basic Tips



### Print

- Target print media publications that serve rural communities.
- Visit <http://www.50states.com/news/> to find print media outlets in your state.
- Consider trade publications for agricultural associations.
- Write a Letter to the Editor for a local newspaper or trade publication.
- Distribute the press release and highlight a local event focused on farm safety and health.



### Radio

- Most radio stations are syndicated or part of a larger network.
- Visit <http://publicradiofan.com/statsearch.html> to find radio stations in your state.
- Find a content expert to talk about one of the daily topics. Mental health is popular in the media right now.
- Describe NFSHW in general and describe the resources available for agricultural safety and health, e.g. Ag Centers' YouTube Channel.



### TV

- In every major and secondary market, there are network affiliates that reach rural communities.
- Visit <http://mondontimes.com/tv/usa> to find a list of network affiliate stations by state.
- Producers are looking for human interest stories with broad appeal.
- Find a content expert to participate in an interview about an agricultural safety and health topic.
- Feature a local person/family who had a personal experience with one of the daily topics from NFSHW.

## Interview Guides

If you are asked to do a radio or television interview, you can use the talking points below.

These are only suggestions. Feel free to compose your own notes.

Remember these interview tips:

- Keep your answers short and to the point.
- Prepare your answers ahead of time.
- Provide instructions on how to access resources, like the joint Ag Centers' YouTube channel.
- Mention the name of the campaign, the organizers and the Ag Centers.

### Monday: Rural Roadway Safety

Each year incidents involving tractors and other agricultural machinery occur on rural roads. Did you know that only 19% of Americans live in rural areas; however, 55% of highway deaths occur on roads that are considered rural? Nearly half of all incidents between motorists and farm implements involve either a left hand turn or a rear-end collision. As you would expect, these collisions follow seasonal trends coinciding with planting and harvesting and are most likely to occur between 3:00-6:00 pm. Tractor operators need to ensure they have a clean SMV (slow moving vehicle) emblem on the back of their tractor and implement. They also need to use appropriate hand signals and install lighting according to their state laws. Motorists, on the other hand, need to exercise patience and understanding. The bottom line is we all have places to be and we have to share the road. You don't want to be the reason someone doesn't make it home to their family tonight.

More safety information is available from the U.S. Agricultural Safety and Health Centers. There are 11 Centers located across the country to promote the health and safety of agricultural, forestry and commercial fishing workers. Find the Center closest to you by entering NIOSH Ag Centers in your search engine.

### Tuesday: Health/Suicide/Opioids

"Why are America's farmers killing themselves in record numbers?" This is the title of an article written by Debbie Weingarten and published in The Guardian last winter.

<https://www.theguardian.com/us-news/2017/dec/06/why-are-americas-farmers-killing-themselves-in-record-numbers> NY Times' March 19th headline read "When the Death of a Family Farm leads to Suicide." NPR released a story about Suicide among American Farmers in May and CBS News reported on this serious issue at the end of June. Farmers are no strangers to stress. Their livelihood depends upon the weather, political climate and market prices—all

of which are out of their control. They work long hours and weeks on end without a day off. You can forget about a vacation to rest and recuperate.

More safety information is available from the U.S. Agricultural Safety and Health Centers. There are 11 Centers located across the country to promote the health and safety of agricultural, forestry and commercial fishing workers. Find the Center closest to you by entering NIOSH Ag Centers in your search engine.

### **Wednesday: Children's Health and Safety**

Rural American is a great place to grow up, but it has its inherent dangers. That is especially true if you are raised in an agricultural community. It is up to the parents to make smart choices about the tasks assigned to children. There are many jobs on the farm that children can perform safely. The updated Youth Work Guidelines available from the National Children's Center for Rural and Agricultural Health and Safety is a practical tool for parents to use in assessing child readiness. For younger children, parents should designate a safe play area separate from the worksite and supervise their activities.

Wonderful resources are also available from the U.S. Agricultural Safety and Health Centers. Visit [YouTube.com/usagcenters](https://www.youtube.com/usagcenters) for health and safety videos on equipment safety and child development.

### **Thursday: Confined Spaces in Agriculture**

Grain bins, silos, grain wagons and manure pits are among the most common agricultural confined spaces. Confined spaces are places large enough for a person to enter; however they are not designed for frequent occupancy. Confined spaces have limited entry and exit points and pose a serious risk. More than 900 cases of grain engulfment have been reported in the last 50 years. In fact, it only takes 5 seconds for a person to be entrapped in flowing grain to the point where they cannot free themselves. Don't become a statistic! Proper training, use of effective lifeline system and adherence to grain bin entry procedures including lockout/tagout will greatly reduce the number of fatalities in grain bins.

Visit [YouTube.com/usagcenters](https://www.youtube.com/usagcenters) for health and safety videos on grain bin entry procedures.

### **Friday: Tractor Safety**

Did you know that most agricultural fatalities are caused by tractor overturns? Overturns occur under numerous conditions. Improperly hitched equipment, soft shoulders or deep impressions in the field, steep embankments, or using the tractor to pull heavy objects like tree stumps.

Make sure your tractor is equipped with a roll bar or cab and wear your seat belt. The roll bar is not going to save your life if you are not buckled into the safety zone. Buckle up! Many states have ROPS Retrofit Programs now that allow you to add a roll bar and seatbelt to your tractor at a discounted cost. Check out [www.ropsr4u.com](http://www.ropsr4u.com) to learn more.

Chances are you are not the only person who operates equipment on your farm or ranch. If you won't invest in your own safety, invest in the safety of your family and employees. It's worth it!

More safety information is available from the U.S. Agricultural Safety and Health Centers. There are 11 Centers located across the country to promote the health and safety of agricultural, forestry and commercial fishing workers. Find the Center closest to you by entering NIOSH Ag Centers in your search engine.

## Ways to Spread the Word

*Looking for ways to recognize National Farm Safety and Health Week? We have a few ideas. Use them yourself or offer them to your partners. There is enough to share.*

Answer the phone with "Happy National Farm Safety and Health Week."

Have a farm safety and health poster or essay contest.

Present awards to recognize community champions for agricultural safety and health.

Write a letter to the editor or contact a local legislator to talk about the importance of agricultural safety and health.

Plan a group walk at your workplace or in your community.

Make a presentation at a school or a local association.

Thank a health care professional.

Display the NFSHW flyer in your office.

Exhibit at a local fair.