



AG SAFETY AWARENESS PROGRAM WEEK

March 3-9, 2019

#ASAP19 | #KeepFarmsSafe | #SafetyKnowYourLimits



Ag Safety Awareness Program Week

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Promotion Ideas

- ▲ Update your website and Facebook cover photo with the Ag Safety Awareness Program Week graphic.
- ▲ During Ag Safety Awareness Program Week, post the social media messages found on the following pages, or create your own posts using the hashtags #ASAP19, #KeepFarmsSafe, #SafetyKnowYourLimits and #USAgCenters.
- ▲ Get involved in the conversation. Follow, retweet and share Ag Safety Awareness Program Week messages through Twitter and Facebook.
- ▲ Contact media outlets to have PSAs run on the local radio.
- ▲ Answer the phone with "Agricultural Safety Awareness Week."
- ▲ Write a letter to the editor or contact a local legislator to talk about the importance of agricultural health and safety.
- ▲ Post a video to your social media about what you are doing to stay safe and healthy on your farm.
- ▲ Use the ASAP Week logo in the signature of your email.

Purpose

American Farm Bureau Federation's 2019 Ag Safety Awareness Program (ASAP) Week was created to bring awareness to safety and health issues facing the agriculture industry.

This promotional toolkit, through a coordinated effort with the U.S. Agricultural Safety and Health Centers, has been developed to promote the specific topics and provide safety resources that fit with the daily themes of ASAP Week.

Themes

- ▲ **Overall Theme** – Safety: Know Your Limits
- ▲ **Monday** – Emergency Preparedness
- ▲ **Tuesday** – Livestock
- ▲ **Wednesday** – Heat Stress and Hydration
- ▲ **Thursday** – Roadway Safety
- ▲ **Friday** – Hearing Safety



We want to know what you are doing to bring awareness during ASAP Week! By taking this quick [survey](#), you will help us to collect data that allows us to improve ASAP Week.

Customizable News Release

‘Safety: Know Your Limits’ is Theme of Agricultural Safety Awareness Program Week, March 3-9

[CITY, STATE, Date] – Across the country, county and state Farm Bureaus are making safety a priority through the Agricultural Safety Awareness Program. As part of ASAP, March 3-9 has been designated as Agricultural Safety Awareness Week. U.S. Agricultural Safety and Health Centers will join Farm Bureau in promoting the week with its theme “Safety: Know Your Limits.”

A different safety focus will be highlighted by [County/State] Farm Bureau and U.S. Ag Centers each day of the week:

Monday, March 4 – Emergency Preparedness

Tuesday, March 5 – Livestock

Wednesday, March 6 – Heat Stress and Hydration

Thursday, March 7 – Roadway Safety

Friday, March 8 – Hearing Safety

During this week and throughout the year, Farm Bureau is encouraging farmers to make safety a priority on the farm.

[Optional quote]

“Investing in agricultural safety is critically important for farmer and ranchers,” said [County/State] Farm Bureau President [Name]. “By focusing on safety and health in agricultural communities, we’re able to help save lives and resources through the prevention of injuries and lost time on the job.”

The Agricultural Safety Awareness Program is a part of the Farm Bureau Health and Safety Network of professionals who share an interest in identifying and decreasing safety and health risks. For more information and resources, visit the [ASAP Facebook page](#).

Visit the Centers’ YouTube channel (www.youtube.com/user/USagCenters) for new content and fresh ideas about how to stay safe while working in agriculture, forestry and fishing. Join the movement to keep farms safe and share your own safety messages on social media using the hashtags #KeepFarmsSafe, #ASAP19 and #USAgCenters.

The 11 U.S. Agricultural Safety and Health Centers (www.cdc.gov/niosh/oep/agctrhom.html) are funded by the National Institute for Occupational Safety and Health.

Op-Ed

[As part of your Ag Safety Awareness Week outreach, consider submitting the op-ed below during the last week of February to a publication such as your daily or weekly newspaper on letterhead, under the byline of your state president.]

During Agricultural Safety Awareness Week (March 3-9), [state] Farm Bureau reminds everyone that noise can affect health in many ways in addition to hearing loss. Noise exposure can quicken pulse rate, increase blood pressure and narrow blood vessels. Over a long period of time, this may place an added burden on the heart. Noise can also cause abnormal secretions of hormones and tensing of muscles. People who deal with noise every day may complain of nervousness, sleeplessness and fatigue. Job performance may also suffer when people are exposed to high levels of noise.

Loud noise is the most common cause of permanent hearing loss. Noise-induced hearing loss does not heal and cannot be corrected by hearing aids.

If you have to shout, yell or speak loudly to talk to someone who is three feet away, you are working around noise levels that dictate hearing protection.

Ear-muffs, earplugs and canal caps can all reduce the amount of noise exposure from sounds like a tractor idling, barn cleaners, conveyers and grain elevators, which are all in the decibel danger zone (80 decibels or higher).

General guidelines for farmers to follow to help safeguard their hearing are below (adapted and used with permission from Maine Cooperation Extension).

- Use hearing protection on all noisy jobs, the minute the activity begins.
- Regard quiet operation as a “plus” value when shopping for tractors, machinery or other equipment (this includes household appliances).
- Keep machinery and equipment well-lubricated and maintained. Regularly tighten all components.
- Replace defective mufflers and exhaust system parts. Do not use a “straight pipe” exhaust for tractors or other engines. This type of exhaust does not increase power very much and often emits sound levels that can damage hearing.
- Consider enclosing noisy components or building acoustic barriers or heavy partitions for stationary equipment.
- Stay away from noisy equipment when you don’t need to control or tend it.

- Limit the duration of noise exposure if you are without hearing protection. Put yourself and your ears as far away from a noise source as possible.

No one is ever too young or old to suffer from the effects of hearing loss from noise. Take steps today to safeguard your hearing on the farm or ranch. For more information, see University of Maine Cooperative Extension bulletin #2293, Hearing Protection for Farmers (<http://bit.ly/UnivMaine>).

Sincerely,

[First Name/Last Name] President, [State Farm Bureau] [contact info]

Public Service Announcements

[Consider recording your own PSA or share the recorded audio files with your local radio station.]

Note – two versions of each 30-second PSA are below. The second version of each PSA may be personalized with a short sentence like the one below where indicated.

I'm _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Example: I'm Isabella Chism, an Indiana row crop farmer.

EMERGENCY PREPAREDNESS

As farm activities begin this spring, the likelihood of accidents also increases. Do you know where to find the first aid kit on your farm? Is it restocked with essentials like band aids, burn cream and gauze? Include these basic supplies in your first aid kit and consider adding cold packs, eye wash and rolled bandages. Remember the theme "Safety: Know Your Limits" during Ag Safety Awareness Week. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

Emergency Preparedness – for personalizing

INSERT PERSONALIZED SENTENCE

I'm _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

As farm activities begin this spring, the likelihood of accidents also increases. Do you know where to find the first aid kit on your farm? Is it restocked with essentials like band aids, burn cream and gauze? Consider adding cold packs, eye wash and rolled bandages. Remember the theme "Safety: Know Your Limits" during Ag Safety Awareness Week. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

LIVESTOCK

March 3-9 is Ag Safety Awareness Program Week. As a reminder, never approach livestock from the rear or you may receive a swift kick to your personal space. Cattle, horses, pigs and other livestock are not pets and can be responsible for many injuries on the farm. Respect animals and make sure they are not surprised by you approaching in their line of vision. Follow the hashtag #KeepFarmsSafe on social media and visit Farm Bureau and the U.S. Ag Centers online to learn more. Safety: Know Your Limits. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

Livestock - for personalizing

INSERT PERSONALIZED SENTENCE

I'm _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

March 3-9 is Ag Safety Awareness Program Week. As a reminder, never approach livestock from the rear or you may receive a swift kick to your personal space. Cattle, horses, pigs and other livestock are not pets and can be responsible for many injuries on the farm. Respect animals and make sure they are not surprised by you approaching in their line of vision. Follow the hashtag #KeepFarmsSafe on social media and visit Farm Bureau and the U.S. Ag Centers online to learn more. Safety: Know Your Limits. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

HEAT STRESS AND HYDRATION

Safety: Know Your Limits – heat stroke is life-threatening. Know the symptoms such as confusion, loss of consciousness, seizures, high body temperature, hot, dry skin and profuse sweating. Reduce your risk during the heat of the day – by working earlier or later. Allow time for water and rest breaks by drinking 2 to 4 cups of water each hour. This message is a public service brought to you by Farm Bureau and the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – March 3 through 9.

Heat Stress and Hydration - for personalizing

INSERT PERSONALIZED SENTENCE

I'm _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Safety: Know Your Limits – heat stroke is life-threatening. Know the symptoms such as confusion, loss of consciousness, seizures, high body temperature, hot, dry skin and profuse sweating. Reduce your risk during the heat of the day – by working earlier or later. Allow time for water and rest breaks by drinking 2 to 4 cups of water each hour. This message is a public service brought to you by Farm Bureau and the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – March 3 through 9.

ROADWAY SAFETY

We all enjoy the bounty of America's farms and ranches on our plates - so remember to let farmers and ranchers get their job done this spring. Slow down on the roads and keep a safe distance as equipment moves and farmers prepare their fields and plant crops. Follow the hashtag #KeepFarmsSafe on social media to learn more. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Program Week – March 3 through 9.

Roadway Safety - for personalizing

INSERT PERSONALIZED SENTENCE

I'm _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Remember to be aware as farmers and ranchers prepare their fields and plant crops this spring. Slow down on the roads and always keep a safe distance, so farmers and ranchers can get their job done. Follow the hashtag #KeepFarmsSafe on social media to learn more. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Program Week – March 3 through 9.

HEARING SAFETY

Safety: Know Your Limits - did you know that a tractor idling, barn cleaners, conveyers and grain elevators are all in the decibel danger zone? Ear-muffs, earplugs and canal caps can all reduce the amount of noise exposure on the farm. Practice proper hearing safety during Ag Safety Awareness Week – March 3 through 9– and throughout the year. Follow the hashtag #KeepFarmsSafe on social media to learn more. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau.

Hearing Safety - for personalizing

INSERT PERSONALIZED SENTENCE

I'm _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Safety: Know Your Limits – sounds like a tractor idling, barn cleaners, conveyers and grain elevators are all in the decibel danger zone. Ear-muffs, earplugs and canal caps can reduce the amount of noise exposure on the farm. Practice proper hearing safety during Ag Safety Awareness Week – March 3 through 9 – and throughout the year. Follow the hashtag #KeepFarmsSafe on social media to learn more. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau.

To download audio files of recorded PSAs by farmers from across the country, click [here](#).

Two file types are available: MP3 and WAV

Social Media Links

facebook

twitter

Farm Bureau	@American Farm Bureau @AgSafety	@FarmBureau
U.S. Ag Centers	@cophunmc @CultivateSafety @GPCAH @CSUVetMedBioSci @nccrahs @farmmedicine @NYCAMH @PNASHcenter @SCAHIP @swagcenter @umashcenter @AgHealthUCD @unmccscash @SafeAgFishFor	@CultivateSafety @HICAHS @GPCAH @FarmMedicine @PNASHCenter @SCAHIP @SouthwestAg95 @umash umn @AgHealthUCD @NCCRAHS

Hashtags

***Always use 2-3 red hashtags on twitter.*

#KeepFarmsSafe

#ASAP19

#USAgCenters

#SafetyKnowYourLimits

#farmsafety

#agneedsyou

Social Media Tips

1. Post consistently. Determine what your posting schedule will be and stick to it. Schedule posts ahead of time, if needed. Two tools available for scheduling your social media posts are listed below.
 - a. HootSuite: hootsuite.com/
 - b. Klout: klout.com/home
2. Post images and/or videos with your messages. Timing is important! Fit your message to the audience you are trying to reach!
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 As."
 - 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.")

References

<https://blog.bufferapp.com/social-media-non-profits>

<http://www.pcworld.com/article/2461824/3-tools-to-schedule-your-social-media-posts.html>

Teasers

Through 3/2/19



1. Working within your limits can be the difference between life and death. Learn more about your limits during Agricultural Safety Awareness Week March 3-9, 2019. #KeepFarmsSafe #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
2. Working around livestock can be a rewarding experience if you know your limits. Share some livestock safety tips with your family and friends during Agricultural Safety Awareness Program Week March 3-9, 2019. #KeepFarmsSafe #ASAP19 #KeepFarmsSafe #USAgCenters @AmericanFarmBureau
3. Preparation is the key to knowing your limits! Learn how you can be prepared for Mother Nature during Agriculture Safety Awareness Program Week March 3-9. #KeepFarmsSafe #ASAP19 #KeepFarmsSafe #USAgCenters @AmericanFarmBureau
4. WOA! Know your limits! Working outside in the heat of the day can quickly lead to heat stress and dehydration. Prepare for the summer months by learning about the dangers of working in the heat during Agriculture Safety Awareness Program Week March 3-9, 2019. #KeepFarmsSafe #ASAP19 #KeepFarmsSafe #USAgCenters @AmericanFarmBureau



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4. WOA! Know your limits! Working outside in the heat of the day can quickly lead to heat stress and dehydration. Prepare for the summer months by learning about the dangers of working in the heat during Agriculture Safety Awareness Program Week March 3-9, 2019. #KeepFarmsSafe #ASAP19 #KeepFarmsSafe #USAgCenters @FarmBureau

Photos for each day's theme can be found [here](#).

Emergency Preparedness

Monday, 3/4/19



1. Being prepared for an emergency can be the difference between life and death. Work with your family, employer and employees to create an Emergency Action Plan (EAP) for orderly evacuation and quick response. Here is what your EAP should include: <http://bit.ly/OSHAEAP> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau @OSHA
2. By creating a map of your farm or ranch and labeling the buildings, you can help first responders act quickly and prevent further damage in the case of an emergency. @MichiganStateUniversity made it easy with this template: <http://bit.ly/MISateFarmMap> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
3. Did you know that there are different types of fire extinguishers? Make sure you have the correct fire extinguisher near potential fire hazards on your farm or ranch. <http://bit.ly/NASDFire> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
4. Flooding can be devastating after a hurricane. This past fall proved detrimental to agriculture on the East coast. The @AgriSafe Network has put together resources on how to deal with the health concerns with floods that accompany a hurricane. <http://bit.ly/AgriSafeFlood> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
5. Would your child know how to call 9-1-1 if something happened to you or family member? You should begin teaching your children how to call 9-1-1 as soon as they start playing with toy phones! <http://bit.ly/TeachKidstoCall911> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau



6. Work with your family, employer and employees to create an Emergency Action Plan (EAP) for orderly evacuation and quick response. Here is what your EAP should include: <http://bit.ly/OSHAEAP> #KeepFarmsSafe #ASAP19 #USAgCenters @FarmBureau
7. By creating a map of your farm or ranch and labeling the buildings, you can help first responders act quickly and prevent further damage in the case of an emergency. Michigan State University made it easy with this template: <http://bit.ly/MISateFarmMap> #KeepFarmsSafe #ASAP19 #USAgCenters @FarmBureau
8. Make sure you have the correct fire extinguisher near potential fire hazards on your farm or ranch. <http://bit.ly/NASDFire> #KeepFarmsSafe #ASAP19 #USAgCenters @FarmBureau
9. Flooding can be devastating after a hurricane. The @AgriSafe Network has put together resources on how to deal with the health concerns with floods that accompany a hurricane. <http://bit.ly/AgriSafeFlood> #KeepFarmsSafe #ASAP19 #USAgCenters @FarmBureau
10. Would your child know how to call 9-1-1 if something happened to you or a family member? You should begin teaching your children how to call 9-1-1 as soon as they start playing with toy phones! <http://bit.ly/TeachKidstoCall911> #KeepFarmsSafe #ASAP19 #USAgCenters @FarmBureau

Photos for each day's theme can be found [here](#).

Livestock

Tuesday, 3/5/18

facebook

1. Fair season is just around the corner! Exhibitors are working hard to ensure that their livestock projects are ready for the show ring. Ensure that you are taking the time to teach them proper handling techniques, so they keep themselves and their animals safe. Here is a reminder of the livestock safety basics:
<http://bit.ly/USAgCentersLivestock>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
2. By creating a stress-free environment for livestock, you'll keep yourself and your animals safe! Check out this safety checklist by @umashcenter to make sure you have checked all of the boxes!
<http://bit.ly/UMASHLivestockHandling>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
3. Be alert! Always make sure you have an "out" when working in close quarters with livestock. @Arkansas Farm Bureau Insurance provides tips for handling livestock: <http://bit.ly/ARFBInsurance>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
4. Family fun at a petting zoo can quickly turn into a nightmare if the proper precautions aren't taken to ensure that visitors are kept safe with handwashing stations and proper fencing. Rethink the way you set-up your agritourism location with this video:
<http://bit.ly/USAgCentersAgritourism>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau

twitter

1. Fair season is just around the corner! Exhibitors are working hard to ensure that their livestock projects are ready for the show ring. Take time to remind them of proper handling techniques, so they keep themselves and their animals safe. Here is a reminder of the livestock safety basics:
<http://bit.ly/USAgCentersLivestock>
#KeepFarmsSafe #ASAP19 #USAgCenters @FarmBureau
2. By creating a stress-free environment for livestock, you'll keep yourself and your animals safe! Check out this safety checklist by @umash_umn to make sure you have checked all of the boxes!
<http://bit.ly/UMASHLivestockHandling>
#KeepFarmsSafe #ASAP19 #USAgCenters @FarmBureau
3. Be alert! Always make sure you have an "out" when working in close quarters with livestock. @Arkansas Farm Bureau Insurance provides tips for handling livestock: <http://bit.ly/ARFBInsurance>
#KeepFarmsSafe #ASAP19 #USAgCenters @FarmBureau
4. Family fun at a petting zoo can quickly turn into a nightmare if you don't know your limits! Visitors should be kept safe with handwashing stations and proper fencing. Rethink the way your agritourism location is set-up with this video:
<http://bit.ly/USAgCentersAgritourism>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau

Photos for each day's theme can be found [here](#).

Heat Stress and Hydration

Wednesday, 3/6/19

facebook

1. Sunburn can restrict your body from releasing heat! Reduce your risk by putting on sunscreen of SPF 15 or higher 30 minutes prior to going out.
<http://bit.ly/CDCHeatDangers>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
2. Knowing when preventative measures should be taken in the heat can be hard to determine. OSHA-NIOSH has created the Heat Safety Tool app to help you keep your employees safe while working in the sun.
<http://bit.ly/NIOSHHeatSafetyApp>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
3. Water is essential for your body to be happy and healthy. Consider freezing water bottles and packing them into a cooler for a long trip or work day. As they melt, you'll have cold water to stay hydrated all day.
<http://bit.ly/CDCDrinkingWater> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
4. @Grainger has products that can help prevent heat stress such as cooling vests, headbands, water coolers and ice packs. Make sure to gear your employees and family with the necessary items for the coming months.
<http://bit.ly/GraingerHeatStress>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
5. Do you know what the four types of heat illness are? Would you know what to do if someone near you started to experience a heat-related illness? @PNASHcenter explains how to deal with the different types here:
<http://bit.ly/PNASHHeatIllness>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau

twitter

6. Sunburn can restrict your body from releasing heat! Reduce your risk by putting on sunscreen of SPF 15 or higher 30 minutes prior to going out. <http://bit.ly/CDCHeatDangers>
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8. Water is essential for your body to be happy and healthy. Consider freezing water bottles and packing them into a cooler for a long trip or work day. As they melt, you'll have cold water to stay hydrated all day.
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Photos for each day's theme can be found [here](#).

Roadway Safety

Thursday, 3/7/19

facebook

twitter

1. Is that text worth a life?! According to the DMV, at least 9 people are killed every day because of a distracted driver. It can wait! Put your phone in the backseat the next time you get behind the wheel of a car.
<http://bit.ly/DMVDistractedDriving>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
 2. If you are driving 55 mph and come upon a tractor that is moving 25 mph, it only takes 5 seconds to close a gap the length of a football field between you and the tractor. Slow down! Speed limits are set for a reason-to keep you and those around you safe.
<http://bit.ly/NASDRoadway> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
 3. Make sure to arrange a sober ride home if you plan on going out to celebrate this weekend. According to NHTSA, 1/3 of all traffic crash fatalities in the U.S. involve drinking and driving. Know your limits!
<http://bit.ly/NHTSADriving> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
 4. Equip your farm equipment with all of the necessary slow-moving vehicle signs, test your flashers, install mirrors and apply reflective tape to your machinery to ensure motorists can see you on the road.
<http://bit.ly/ORFBDriving> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
 5. Farm equipment can make wide turns, edge into other lanes of traffic and can be carrying heavy loads of grain or other machinery. @FarmBureauFinancialServices reminds motorists to be on the lookout for turn signals, hand signals and flashing lights during planting and harvesting seasons. <http://bit.ly/FBFinancialDriving>
#KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
 6. Children are precious cargo when driving around town to run errands. Refresh yourself on the proper car seat or booster seats for your children before you hop in the car next. <http://bit.ly/NHTSChildCarSeat> #KeepFarmsSafe #ASAP19 #USAgCenters @AmericanFarmBureau
1. Is that text worth a life?! According to the DMV, at least 9 people are killed every day because of a distracted driver. It can wait! Put your phone in the backseat the next time you get behind the wheel of a car.
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Hearing

Friday, 3/8/19



1. Hearing loss is irreversible! By placing earmuffs or earplugs near noisy places on the farm, you can remind yourself to take preventative measures to be able to save your hearing. @Grainger has everything you need: <http://bit.ly/GraingerHearing>
#KeepFarmsSafe #USAgCenters #ASAP19 @AmericanFarmBureau
2. Did you know a tractor at full load is 120 decibels? That is 35 decibels over the safe zone!
<http://bit.ly/HearingSafetyYouTube>
#KeepFarmsSafe #USAgCenters #ASAP19 @AmericanFarmBureau
3. Finding ear plugs that fit your ear canals is the first step in protecting your hearing. @nccrahs remind us of how to properly size yourself for ear plugs
<http://bit.ly/MarshfieldEarPlugs>
#KeepFarmsSafe #USAgCenters #ASAP19 @AmericanFarmBureau @nccrahs
4. The most severe type of hearing loss occurs when decibels reach 160 and the eardrum ruptures. Download the @NIOSH sound level meter to make sure you are using the proper ear protection.
<http://bit.ly/CDCNoiseApp> #KeepFarmsSafe #USAgCenters #ASAP19 @AmericanFarmBureau
5. CAN YOU HEAR ME NOW? If you have to raise your voice above normal speaking to be heard, it is TOO LOUD! You are in serious danger of having permanent hearing damage! #KeepFarmsSafe #USAgCenters #ASAP19 @AmericanFarmBureau



1. Hearing loss is irreversible! By placing earmuffs or earplugs near noisy places on the farm, you can remind yourself to take preventative measures to be able to save your hearing. @Grainger has everything you need: <http://bit.ly/GraingerHearing>
#KeepFarmsSafe #USAgCenters #ASAP19 @FarmBureau
2. Did you know a tractor at full load is 120 decibels? That is 35 decibels over the safe zone!
<http://bit.ly/HearingSafetyYouTube>
#KeepFarmsSafe #USAgCenters #ASAP19 @FarmBureau
3. Finding ear plugs that fit your ear canals is the first step in protecting your hearing. @nccrahs remind us of how to properly size yourself for ear plugs
<http://bit.ly/MarshfieldEarPlugs>
#KeepFarmsSafe #USAgCenters #ASAP19 @FarmBureau @nccrahs
4. The most severe type of hearing loss occurs when decibels reach 160 and the eardrum ruptures. Download the @NIOSH sound level meter to make sure you are using the proper ear protection.
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Photos for each day's theme can be found [here](#).

Link Summary

Each one of the bit.ly links below is promoted in this promotional toolkit.

Topics	Bit.ly Link
Op-Ed: University of Maine	http://bit.ly/UnivMaine
Monday: Emergency Preparedness	
OSHA EAP*	http://bit.ly/OSHAEP
Michigan State Farm Map*	http://bit.ly/MIStateFarmMap
NASD	http://bit.ly/NASDFire
AgriSafe*	http://bit.ly/AgriSafeFlood
Very Well Health*	http://bit.ly/TeachKidstoCall911
Tuesday: Livestock	
U.S. Ag Centers YouTube	http://bit.ly/USAgCentersLivestock
UMASH	http://bit.ly/UMASHLivestockHandling
Arkansas Farm Bureau Insurance*	http://bit.ly/ARFBInsurance
U.S. Ag Centers YouTube	http://bit.ly/USAgCentersAgritourism
Wednesday: Heat Stress and Hydration	
CDC*	http://bit.ly/CDCHeatDangers
NIOSH*	http://bit.ly/NIOSHHeatSafetyApp
CDC*	http://bit.ly/CDCDrinkingWater
Grainger*	http://bit.ly/GraingerHeatStress
Pacific Northwest Agricultural Safety and Health Center	http://bit.ly/PNASHHeatIllness
Thursday: Roadway Safety	
DMV*	http://bit.ly/DMVDistractedDriving
NASD*	http://bit.ly/NASDRoadway
NHTSA*	http://bit.ly/NHTSADriving
Oregon Farm Bureau*	http://bit.ly/ORFBDriving
Farm Bureau Financial Services*	http://bit.ly/FBFinancialDriving
NHTSA*	http://bit.ly/NHTSChildCarSeat
Friday: Hearing Safety	
Grainger*	http://bit.ly/GraingerHearing
U.S. Ag Centers YouTube	http://bit.ly/HearingSafetyYouTube
Marshfield Research	http://bit.ly/MarshfieldEarPlugs
CDC*	http://bit.ly/CDCNoiseApp

All ASAP Week promotional images can be found [here](#).

We want to know what you are doing to bring awareness during ASAP Week. By taking this quick [survey](#), you will help us to collect data that allows us to improve ASAP Week,