



AG SAFETY AWARENESS PROGRAM WEEK

March 1–7, 2020

#ASAP20 | #KeepFarmsSafe | #VisionOnAgSafety



Ag Safety Awareness Program Week

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Purpose

American Farm Bureau Federation's 2020 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** – 20:20 Vision on Ag Safety
- ▲ **Monday** – Mental Health
- ▲ **Tuesday** – Transportation Safety
- ▲ **Wednesday** – Weather Disasters
- ▲ **Thursday** – Confined Spaces
- ▲ **Friday** – Farmer Wellness

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 #ASAP20, #KeepFarmsSafe, #VisionOnAgSafety 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.



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

'20:20 Vision on Ag Safety' is Theme of Agricultural Safety Awareness Program Week, March 1-7

[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 1-7 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 “20:20 Vision on Ag Safety.”

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

Monday, March 2 – Mental Health
Tuesday, March 3 – Transportation Safety
Wednesday, March 4 – Weather Disasters
Thursday, March 5 – Confined Spaces
Friday, March 6 – Farmer Wellness

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

[Optional quote]

“Agricultural safety is critically important on America’s farms and ranches,” said [County/State] Farm Bureau President [Name]. “By investing in 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, #ASAP20 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 1-7), [state] Farm Bureau encourages everyone to end the stigma around mental health. Recent studies have shown stress and depressive symptoms are prevalent in the agricultural community, with as many as 35% of farmers and ranchers experiencing symptoms of depression. Data also suggests that the rate of suicide among farmers and ranchers is higher than that of the general population. However, most mental health conditions are treatable and early involvement by friends and family can lead to recovery.

Recovery starts with conversation, and discussions about mental health don't have to be tricky. Starting a conversation by simply asking "How are you doing today?" or "How have you been feeling lately?" could be the invitation a loved one has been waiting for.

Once you have opened a dialogue, be ready to listen and offer support. Withhold judgement and try to avoid making the conversation about yourself. Be prepared to offer resources, such as a referral to a primary care physician or the National Suicide Prevention Lifeline (800-273-8255 (TALK)).

An important step in reducing the stigma around mental health conditions is to know the signs of a mental health crisis, particularly in the rural community (adapted from Robin Tutor-Marcom, North Carolina Agromedicine Institute).

- Decline in care of crops, animals or farm
- Increasing life insurance
- Increase in farm accidents
- Giving away prized possessions, calling or saying goodbye
- Increase in physical complaints or difficulty sleeping
- Feeling trapped or like there is "no way out"
- Making statements such as "I have nothing to live for," or "My family would be better off without me; I don't want to be a burden."

No one is ever too young or old to struggle with the impact of stress and mental health issues, and no one has to endure the struggle alone. Nearly 1 in 3 rural Americans reports having sought out care for a mental health condition. Times are tough in rural America, but if the agricultural community comes together to have the hard conversations about things that might make us uncomfortable, we can end the stigma around mental health.

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 crop farmer.

MENTAL HEALTH

Did you know that nearly 1 in 3 rural Americans have personally sought care for a mental health condition? This Ag Safety Awareness Week, let's end the stigma around mental health by starting a conversation with those around us. Even asking a simple question such as "How are you doing today?" could be the invitation a loved one needs. Stop the silence, end the stigma. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

Mental Health – for personalizing

INSERT PERSONALIZED SENTENCE

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

Did you know that nearly 1 in 3 rural Americans have personally sought care for a mental health condition? This Ag Safety Awareness Week, let's end the stigma around mental health by starting a conversation with those around us. Stop the silence, end the stigma. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

TRANSPORTATION SAFETY

As farmers begin planting this spring, the likelihood of farm vehicle crashes increases. Farmers, remember to mark your equipment with a Slow-Moving Vehicle emblem and outline your vehicle with reflective marking on the widest points. It's also a good idea to drive with your equipment lights on, even in daytime. And motorists, remember to be patient with slower moving farm machinery, and only pass when it is safe to do so. 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 1st through 7th.

Transportation Safety - for personalizing

INSERT PERSONALIZED SENTENCE

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

Farmers, remember to plant safely this spring. Mark equipment with Slow-Moving Vehicle emblems and consider driving with machinery lights on, even in daytime. And motorists, remember to be patient with slower moving farmer machinery, and only pass when it is safe to do so. Follow the hashtag #ASAP20 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 1st through 7th.

WEATHER DISASTERS

Does your farm have a weather-related disaster preparedness plan? This Ag Safety Week take time to think about what your family or employees should do in the event of a weather-related emergency, such as a flood. A good first step is to make sure you have a farm site map indicating important locations such as cutoff sites for utilities like electric and gas. Follow the hashtag #ASAP20 on social media and visit Farm Bureau and the U.S. Ag Centers online to learn more. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

Weather Disasters - for personalizing

INSERT PERSONALIZED SENTENCE

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

March 1-7 is Ag Safety Awareness Week, so take time to think about what your family or employees should do in the event of a weather-related emergency, such as a flood. Consider making a site map indicating important locations around the farm. Follow the hashtag #ASAP20 on social media and visit Farm Bureau and the U.S. Ag Centers online to learn more. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

CONFINED SPACES

20:20 Vision on Ag Safety - did you know that it takes as little as 8 seconds to become fully submerged in a grain bin? Three simple steps can reduce your risk of injury or death in a grain-related accident: Turn off all augers, wear proper safety equipment, and have a spotter outside the bin. Practice proper grain bin safety during Ag Safety Awareness Week – March 1st through 7th – and throughout the year. Follow the hashtag #ASAP20 on social media to learn more. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau.

Confined Spaces - for personalizing

INSERT PERSONALIZED SENTENCE

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

20:20 Vision on Ag Safety – Grain bin accidents are a serious risk on the farm, but three simple steps can help keep you protected: Turn off all augers, wear a safety harness and rope, and have a spotter outside the bin. Practice proper grain bin safety during Ag Safety Awareness Week – March 1st through 7th – and throughout

the year. Follow the hashtag #ASAP20 on social media to learn more. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau.

FARMER WELLNESS

20:20 Vision on Ag Safety – A busy planting season doesn't mean you have to sacrifice nutrition. It's easy to eat right, even from the tractor seat, with a few simple steps. Plan meals ahead of time, pack lots of fruits and veggies for snacking and make sure to control your portions. Also remember it's important to stay hydrated! It is a good idea to drink 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 as part of Ag Safety Awareness Week – March 1st through 7th.

Farmer Wellness - for personalizing

INSERT PERSONALIZED SENTENCE

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

20:20 Vision on Ag Safety – Proper nutrition is important, even during planting season. Plan meals ahead of time, pack lots of fruits and veggies for snacking and make sure to control your portions. It's also important to stay hydrated! Remember to drink 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 as part of Ag Safety Awareness Week – March 1st through 7th.

To download audio files of recorded PSAs by farmers from across the country in MP3 format, click [here](#).

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 @umashcenter @AgHealthUCD @NCCRAHS

Hashtags

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

#KeepFarmsSafe

#ASAP20

#USAgCenters

#VisionOnAgSafety

#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.
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 is recommended to share content from other organizations.
4. Practice the “ThreeAs.”
 - 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.”)

Teasers

Through 2/29/20



1. Do you have 20:20 vision when it comes to agriculture safety? Learn more about what should look out for during Agricultural Safety Awareness Week, March 1-7, 2020. #USAgCenters @AmericanFarmBureau
2. Working around the farm can be dangerous if you don't watch out for yourself and your loved ones. Share some transportation and confined spaces safety tips with your family and friends during Agricultural Safety Awareness Program Week, March 1-7, 2020. #USAgCenters @AmericanFarmBureau
3. Making sure you are safe on the farm includes looking forward to the future! Learn how you can be ready when a weather disaster strikes during Agriculture Safety Awareness Program Week, March 1-7, 2020. #USAgCenters @AmericanFarmBureau
4. Have you taken a look at the bed of your truck this planting season? Is it full of soda cans? Try switching out the soda for a bottle of water during Agriculture Safety Awareness Program Week, March 1-7, 2020. #USAgCenters @AmericanFarmBureau



1. Do you have 20:20 vision when it comes to agriculture safety? Learn more about what should look out for during Agricultural Safety Awareness Week, March 1-7, 2020. #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
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3. Making sure you are safe on the farm includes looking forward to the future! Learn how you can be ready when disaster strikes during Agriculture Safety Awareness Program Week, March 1-7, 2020. #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
4. Have you taken a look at the bed of your truck this planting season? Is it full of soda cans? Try switching out the soda for a bottle of water during Agriculture Safety Awareness Program Week, March 1-7, 2020. #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau

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

Mental Health

Monday, 3/1/20



1. AFBF President Zippy Duvall wrote in a Zipline column about mental health: "If more of us acknowledge it's a problem—and there is no shame in admitting it—then we can begin to help ourselves and each other."
<http://bit.ly/AFBFPZDMentalStress>
#USAgCenters @AmericanFarmBureau
2. Would you recognize the warning signs of stress in a loved one? These can include a change in routines, decline in appearance or decreased interest. <http://bit.ly/nyfarmnet> #USAgCenters @AmericanFarmBureau
3. Farm life can be demanding and stressful. Be sure to look out for one another. Know the action steps to help someone in emotional distress.
<http://bit.ly/5actionstepsemotionalpain>
#USAgCenters @AmericanFarmBureau
4. A loss of a friend or family member causes a ripple in communities. Break the stigma and begin the conversation around addressing mental health. <http://bit.ly/RHiHMentalHealth>
#USAgCenters @AmericanFarmBureau



1. AFBF President Zippy Duvall wrote in a Zipline column about mental health: "If more of us acknowledge it's a problem—and there is no shame in admitting it—then we can begin to help ourselves and each other."
#VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
2. Would you recognize the warning signs of stress in a loved one? These can include a change in routines, decline in appearance or decreased interest. #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
3. Farm life can be demanding and stressful. Be sure to look out for one another. Action steps to help someone in emotional distress include 1. Ask 2. Keep them safe 3. Be there 4. Help them connect 5. Stay connected.
#VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
4. A loss of a friend or family member causes a ripple in communities. Break the stigma and begin the conversation around addressing mental health.
#VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau

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

Transportation

Tuesday, 3/2/20

facebook

1. Is your farm machinery properly marked with lights and slow-moving vehicle signs so drivers can see you on the road? Here is a reminder how to properly mark your farm machinery. <http://bit.ly/AgCentersLightingmarking> #USAgCenters @AmericanFarmBureau
2. Tractors are an important tool on the farm, but they are also the number one cause of death. Take a look at your tractor using this safety checklist from @UMASH. <http://bit.ly/tractorsafetyumash> #USAgCenters @AmericanFarmBureau
3. ATVs help farmers and ranchers keep their eyes on the prize when farming and ranching. Be sure to take these important safety precautions when operating ATVs: <http://bit.ly/AgCentersATV> #USAgCenters @AmericanFarmBureau
4. It's extremely important that every member of your family is safe around farm machinery. For info and activities to share with your kids check out Progressive Agriculture! #USAgCenters @AmericanFarmBureau

twitter

1. Is your farm machinery properly marked with lights and slow-moving vehicle signs so drivers can see you on the road? Check that your farm machinery is marked correctly during #ASAP20. #VisionOnAgSafety #USAgCenters @FarmBureau
2. Tractors are an important tool on the farm, but they are also the number one cause of death. Is your tractor equipped with seat belts and roll over protection? #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
3. ATVs help farmers and ranchers keep their eyes on the prize when farming and ranching. Be sure to take important safety precautions when operating ATVs such as wearing a helmet and doing a safety inspection. #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
4. It's extremely important that every member of your family is safe around farm machinery. For info and activities to share with your kids check out Progressive Agriculture! #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau

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

Weather

Wednesday, 3/3/20

facebook

1. A weather disaster can strike any moment. @UMASH has created a checklist so you can be ready for a variety of emergencies on your farm. <http://bit.ly/UMASHEmergencyPrep> #USAgCenters @AmericanFarmBureau
2. Are you prepared if the lights go out? Be sure to pack a bag with flashlights and extra batteries so you are prepared for the next storm. #USAgCenters @AmericanFarmBureau
3. @FarmBureauFinancialServices created a quiz to help you prepare for a number of weather disasters. Let's see how you do! <http://bit.ly/FBFSQuiz> #USAgCenters @AmericanFarmBureau
4. Flooding can be devastating after a hurricane. Remember to wear appropriate clothing such as waders, gloves and safety glasses when cleaning up Mother Nature's mess. The @AgriSafe Network has put together resources on how to deal with health-related concerns with floods that accompany a hurricane. <http://bit.ly/AgriSafeFlood> #USAgCenters @AmericanFarmBureau
5. 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/OSHAEP> #USAgCenters @AmericanFarmBureau

twitter

1. A weather disaster can strike at any moment. Are you prepared with a plan to keep yourself, your family and your farm safe? #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
2. Are you prepared if the lights go out and you can't see? Be sure to pack a bag with flashlights and extra batteries so you are prepared for the next storm. #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
3. Did you know tornados are most likely to occur between 3-9 p.m.? #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
4. Flooding can be devastating after a hurricane. Remember to wear appropriate clothing such as waders, gloves and safety glasses when cleaning up Mother Nature's mess. #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
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Confined Spaces

Thursday, 3/4/20



1. Confined spaces can stir up dust and dangerous fumes. Ensure proper ventilation and use the correct mask to keep yourself safe. <http://bit.ly/AgCentersPPE>
#USAgCenters @AmericanFarmBureau
2. Grain dust is extremely explosive. @OSHA has described several ways you can prevent dust explosions. <http://bit.ly/OSHAGrainHandling>
#USAgCenters @AmericanFarmBureau
3. Don't forget to lock out all equipment after working around a grain bin to keep those working on your farm safe. It takes only seconds to be engulfed in a grain bin. <http://bit.ly/AgCentersGrainEng>
#USAgCenters @AmericanFarmBureau
4. One of the most common and dangerous confined spaces that people don't consider is a manure pit. Proper personal equipment (PPE) such as a harness or breathing apparatus should always be used when working around them. <http://bit.ly/UMASHManureGas>
#USAgCenters @AmericanFarmBureau



1. Confined spaces can stir up dust and dangerous fumes. Ensure proper ventilation and use the correct mask to keep yourself safe. #ASAP20 #USAgCenters @FarmBureau
2. Don't forget to lock out all equipment after working around a grain bin to keep those working on your farm safe. It takes only seconds to be engulfed in a grain bin. #ASAP20 #USAgCenters @FarmBureau
3. One of the most common & dangerous confined spaces that people don't consider is a manure pit. Proper personal equipment (PPE) such as a harness or breathing apparatus should always be used when working around them. #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau

Farmer Wellness

Friday, 3/5/20



1. When was the last time you had a check-up? Both adults and children in agriculture are more prone to health problems. Make sure you and your family see a doctor at least once a year. <http://bit.ly/FBFSCheckup> #USAgCenters @AmericanFarmBureau
2. Have you taken a look at the bed of your truck this planting season? Is it full of soda cans? Try switching out the soda for a bottle of water to prevent heat illness. <http://bit.ly/UMASHHeatIllness> #USAgCenters @AmericanFarmBureau
3. Make sure your field meals are packed with healthy fruits, vegetables, proteins and water to provide energy for the long days ahead. <http://bit.ly/USDAMyPlateTips> #USAgCenters @AmericanFarmBureau
4. Your skin is the largest organ on your body. Make it one of your top priorities by wearing sunglasses, a long sleeve shirt and pants and using sunscreen while in the sun. <http://bit.ly/GreatPlainssun> #USAgCenters @AmericanFarmBureau



1. When was the last time you had a check-up? Both adults and children in agriculture are more prone to health problems. Make sure you and your family see a doctor at least once a year. VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
2. Have you taken a look at the bed of your truck this planting season? Is it full of soda cans? Try switching out the soda for a bottle of water. #VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau
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4. Your skin is the largest organ on your body. Make it one of your top priorities by wearing sunglasses, a long sleeve shirt and pants and using sunscreen while in the sun. VisionOnAgSafety #ASAP20 #USAgCenters @FarmBureau

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.

Mental Health	
American Farm Bureau Federation	http://bit.ly/AFBFPZDMentalStress
New York Farm Net	http://bit.ly/nyfarmnet
National Institute of Mental Health	http://bit.ly/5actionstepsemotionalpain
The Rural Health Information Hub	http://bit.ly/RHiHMentalHealth
Transportation	
U.S. Agricultural Safety and Health Centers	http://bit.ly/AgCentersLightingmarking
UMASH	http://bit.ly/tractorsafetyumash
U.S. Agricultural Safety and Health Centers	http://bit.ly/AgCentersATV
Weather Disasters	
UMASH	http://bit.ly/UMASHEmergencyPrep
Farm Bureau Financial Services	http://bit.ly/FBFSQuiz
AriSafe Network	http://bit.ly/AgriSafeFlood
OSHA	http://bit.ly/OSHAEAP
Confined Spaces	
U.S. Agricultural Safety and Health Centers	http://bit.ly/AgCentersPPE
OSHA	http://bit.ly/OSHAGrainHandling
U.S. Agricultural Safety and Health Centers	http://bit.ly/AgCentersGrainEng
UMASH	http://bit.ly/UMASHManureGas
Farmer Wellness	
Great Plains Center for Agricultural Health	http://bit.ly/GreatPlainssun
UMASH	http://bit.ly/UMASHHeatIllness
Farm Bureau Financial Services	http://bit.ly/FBFSCheckup
USDA-My Plate	http://bit.ly/USDAMyPlateTips

All ASAP Week promotional images, logo and public service announcements 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,