



Success Stories

UMASH CO-SPONSORS A NEW WELLNESS AND SAFETY PAVILION AT MINNESOTA FARMFEST

umash.umn.edu/farmfest

The Problem:

Agriculture is an occupation and a way of life for farmers and their family members who live and work on the farm. It is also an industry with high rates of injury and illness.

Outreach to farmers, workers, and farm families is an important tool for education and injury/illness prevention. However, it can be challenging and costly given wide geographic distribution, technology and broadband limitations in rural areas, and potential lack of awareness about strategies and available resources for improving health and safety.

The Solution:

UMASH collaborated with Farm Bureau Financial Services to co-sponsor a **new Wellness and Safety Pavilion at Minnesota Farmfest**, an annual agribusiness trade show. The event was held in Redwood County Aug 6-8, 2019.

The pavillion included free health screenings, live safety demos, and over 25 health and safety exhibitors. Ag health and safety exhibitors gained access to hard-to-reach rural and agricultural populations who benefited from the **health screenings, hazard awareness and prevention information**, and a wide range of health and safety resources.

THE IMPACT

- ⇒ 900 attendees watched agricultural safety/rescue demos
- ⇒ 189 attendees received basic health screening
- ⇒ 50 attendees were screened for skin cancer
- ⇒ 200 attendees visited the Rali Code 3 drug education trailer
- ⇒ 30 attendees saw “Jolene” hearing demos
- ⇒ 60+ people enrolled into research projects
- ⇒ 4,500+ educational resources and fliers were distributed
- ⇒ 14,775+ giveaway items were distributed
- ⇒ 6,900+ conversations with attendees



Minnesota Farmfest

AUGUST 6-9, 2019 • REDWOOD COUNTY, MN

EVENT FEEDBACK

Attendees appreciated the variety of resources and dedicated space for health and safety issues.

Exhibitors gained a valuable opportunity to connect with rural and agricultural community members.

Exhibitors learned about other health and safety resources and networked with fellow exhibitors, paving the way for new partnerships and collaborations.

All exhibitors surveyed indicated an interest in participating in future exhibits.

Suggested topics for future health and safety events: cancer prevention, stress and mental health, children's health, heart disease, hearing conservation, and others.



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UPPER MIDWEST AGRICULTURAL SAFETY AND HEALTH CENTER

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