



March 6–10, 2023



Promotional Toolkit

Are You Ready?

#ASAP23 #USAGCENTERS



Ag Safety Awareness Program Week

Contacts

American Farm Bureau Federation®

Carrie Walker

Director, Member Engagement

202-406-3707

carriew@fb.org

American Farm Bureau Federation®

Cyndie Shearing

Director, Communications

202-406-3649

cyndies@fb.org

U.S. Agricultural Safety & Health Centers

Amanda Wickman

Program Director, SW Ag Center

903-877-5998

Amanda.Wickman@uthct.edu

Purpose

American Farm Bureau Federation's 2023 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 specific topics and provide safety resources that fit with the daily themes of ASAP Week.

Themes

- ▲ **Overall Theme** – Lead the Way in Agriculture
- ▲ **Monday** – Mental Health
- ▲ **Tuesday** – Preventative Health Care
- ▲ **Wednesday** – Safety Culture
- ▲ **Thursday** – Situational Awareness
- ▲ **Friday** – Temperature-Related Safety

You can find the ASAP weekly graphics by clicking [here](#).

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.
- ▲ 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.

Customizable News Release

‘Lead the Way in Agriculture’ is Theme of Agricultural Safety Awareness Program Week, March 6-10

[CITY, STATE, Date] – County and state FarmBureau leaders across the nation are sharing resources that will help farmers and ranchers keep safety top-of-mind through the Agricultural Safety Awareness Program. As part of this year’s ASAP commemoration, March 6-10 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 “Lead the Way in Agriculture.”

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

Monday, March 6 – Mental Health
Tuesday, March 7 – Preventive Health Care
Wednesday, March 8 – Safety Culture
Thursday, March 9 – Situational Awareness
Friday, March 10 –Temperature-Related Safety

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

[Optional quote]

“Farm Bureau has a long history of working to ensure safety is a priority on America’s farms and ranches,” said [County/State] Farm Bureau President [Name]. “We’re proud to continue supporting members of our agricultural communities in their efforts to save lives and prevent injuries and lost time on the job.”

The Agricultural Safety Awareness Program is a product of Farm Bureau Health and Safety Network of Farm Bureau staff who share an interest in identifying and decreasing safety and healthrisks. 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 #ASAP23 and #USAgCenters.

The 12 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

Let's Make Farmer Mental Health a Priority

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

Farm and ranch life can be demanding and stressful. Over the past several years, it has reached a critical stage for the folks who grow America's food with COVID-19 pandemic impacts on top of natural disasters, extreme weather events, financial pressures due to fluctuating commodity prices, labor shortages, trade disruptions and a long list of other factors. Given these ongoing challenges, it's no surprise that more farmers and farm families are experiencing stress and mental health concerns.

That is why, during Agricultural Safety Awareness Week (March 6-10), [state] Farm Bureau reminds everyone that advocating for farmer mental health wellness is a way to save lives. Something as simple as sharing information, starting a conversation, listening and reaching out for help can make a dramatic difference.

When loved ones, neighbors or others you care about are experiencing mental health challenges, they may not even realize it. You can identify someone who may be at risk of chronic stress, depression or suicidal intent by observing the signs below.

- Change in routines or social activities
- Decline in the care of domestic animals, including pets and livestock
- Increase in illness or other chronic conditions
- Increase in farm accidents
- Decline in appearance of the farmstead
- Decreased interest in activities or events
- Signs of stress in children including struggles with school

To start the conversation with your loved one, share a habit you've seen change. Don't wait for them to ask for help. If they're willing to reach out, encourage them. Try not to compare their challenges to someone else's, or minimize what they're going through. What matters most is showing genuine care and empathy, and listening.

Together, we can make mental health a priority on our farms and ranches, and in our rural communities. Visit the [Farm State of Mind website](#) for additional information including a national and state mental health resource directory.

Sincerely,

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

Public Service Announcements

[Consider recording your own PSA and sharing it with your local radio station.]

Note – A version of each PSA may be personalized with a short sentence as 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

While the stigma around discussing mental health in rural and agricultural communities is decreasing, there is still a lot of work to be done. Increasing awareness of mental stress issues facing America's farmers and ranchers is important for a sustainable future. Follow the hashtag #ASAP23 on social media to learn more and access resources. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – March 6th through 10th.

INSERT PERSONALIZED SENTENCE

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

PREVENTATIVE HEALTH CARE

Did you know crop farmers are at high risk of developing musculoskeletal injuries and pain, particularly in the lower back region due to work essential for the job? These injuries and pain can be prevented by small changes in your everyday work routine. Taking care of yourself ensures you can be productive on the farm. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – March 6th through 10th.

INSERT PERSONALIZED SENTENCE

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

SAFETY CULTURE

Creating a culture of safety on a farm or ranch is vital to its sustainability and success. Achieving this culture can include checklists, tailgate meetings, incentives, the buddy system, and more. This ensures safety for you and your employees to keep producing America’s food, fuel and fiber. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – March 6th through 10th.

INSERT PERSONALIZED SENTENCE

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

SITUATIONAL AWARENESS

Being aware of your surroundings is a great way to prevent farm injuries and fatalities. It can be as simple as posting signage, making employees aware of the dangers and communicating risks. Always restrict access to high-risk areas and communicate proper procedure in these areas. Follow the hashtag #ASAP23 on social media to learn more and access resources. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – March 6th through 10th.

INSERT PERSONALIZED SENTENCE

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

TEMPERATURE-RELATED SAFETY

As planting season nears, it is imperative that farmers and ranchers take precautions when it comes to heat and temperature. When in extreme heat, practice a work/rest schedule, hydrate frequently and regularly, keep tabs on team members to prevent temperature-related illness before they arise. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – March 6th through 10th.

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

Social Media Links



Farm Bureau	@FarmBureau @AgSafety	@FarmBureau
U.S. Ag Centers	@cophunmc @CultivateSafety @GPCAH @CSUVetMedBioSci @nccrahs @farmmedicine @NYCAMH @PNASHcenter @SCAHIP @swagcenter95 @umashcenter @AgHealthUCD @unmccscash @SafeAgFishFor	@CultivateSafety @HICAHS @GPCAH @FarmMedicine @PNASHCenter @SCAHIP @Swagcenter95 @UMASHcenter @AgHealthUCD @NCCRAHS @HHSGov

Hashtags

#USAGCENTERS

#ASAP23

Teasers

Through
3/10/23

Use Provided Graphics with Each Post.



1. Mental health includes our social, emotional, psychological, and physical health. It affects how we feel, think and act. Help us to “Lead The Way” during Agriculture Safety Awareness Program Week, March 6-10. #ASAP23 @HHSGov
2. Let’s talk about the importance of sleep. It is essential for good health and can prevent farm accidents and injuries. Check out AgriSafe’s “Talking Total Farmer Health” to learn more during #ASAP23. <http://bit.ly/3lf79c3> @agrisafe.network
3. We all recognize the value of young children learning & engaging on the farm, but we must recognize the importance of keeping them safe when driving tractors. Create a culture of safety on your farm for young children, <https://bit.ly/3K65irC> #USAgCenters @FarmBureau
4. Hazards exist on farms in many forms: falling objects, sparks flying, chemicals, sharp edges, noise & a myriad of different situations. Personal protective equipment is essential to minimize exposure. Learn more on PPE at <http://bit.ly/3jOTaAn> #USAgCenters @AmericanFarmBureau
5. When working in cold weather, be sure to plan and communicate. Plan for equipment maintenance in warmer seasons, stay dry, stay hydrated and let others know where you will be working & when you plan to return. <https://bit.ly/3YkAreS> @FarmBureau



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Mental Health

Monday, 3/6/23



1. Mental health includes our social, emotional, psychological, and physical health. It affects how we feel, think and act. Help us to “Lead The Way” during Agriculture Safety Awareness Program Week, March 6-10. #ASAP23 @HHSGov
2. Positive mental health allows people to cope with the stresses of life and work productively. Share some healthy ways you cope during Agricultural Safety Awareness Week, March 6-10. #ASAP23 @HHSGov
3. No one experiences perfect mental health or well-being all the time. Share your tips on how you manage and learn new ones during Agricultural Safety Awareness Program Week, March 6-10. @HeretoHelpBC
4. Want to learn more of improving your mental health and wellness? Check out Here to Help BC’s wellness test to see your mental health, during AgricultureSafety Awareness Program Week, March 6-10. <http://bit.ly/3YzKw84> #USAgCenters @FarmBureau
5. When your mental health suffers, it can become hard to enjoy life & your family. Everyone can benefit from learning how to help during Agriculture Safety Awareness ProgramWeek, March 6-10. #USAgCenters @FarmBureau



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Preventative Health Care

Tuesday, 3/7/23

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

1. Caring for yourself physically is just as important as emotionally. Try some AgriSafe Pilates exercises to improve your balance, core & strength!
bit.ly/3YEIzqE #USAgCenters @FarmBureau
2. In a study done by UMASH, 40% of farmers had lower back trouble and 68% found that it prevented them from doing everyday work. “Lead the Way” by learning ways to prevent injuries on the farm. To learn more, check out @UMASH. #UMASH
3. It is critical to understand the importance of safety on the farm. Check out UMASH’s tips on using proper body mechanics when tending to animals & other repetitive tasks. Follow #ASAP23 @UMASH
4. Avoid injuries on the farm from repetitive motions by stretching before work, avoid bending over frequently, and bending your knees while lifting. For more information on preventing these injuries, follow #ASAP23

The Twitter logo, featuring the word "twitter" in a light blue lowercase font next to a blue bird icon.

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Safety Culture

Wednesday, 3/8/23

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1. Before & during a task, stop, think & act. Ask yourself, what could go wrong? Am I physically & mentally ready? Follow proper procedures! Stop Think & Act helps you put safety first on and off the farm. #ASAP23 @UMASH
2. The well-being of our nation's farmers & ag workers is vital to a strong community and the US economy. Safety training provides farm families with information and resources they need to reduce hazards. <https://bit.ly/3gmRqsC> #USAgCenters @FarmBureau
3. The Agricultural Youth Work Guidelines (AYWG) were created to help adults assess a youth's abilities and assign age/ability appropriate tasks in ag. Check out the Safety Guidelines that were designed to help farm employers. <http://bit.ly/3K4AAz8> #USAgCenters @FarmBureau
4. We all recognize the value of young children learning & engaging on the farm, but we also must recognize the importance of keeping them safe when driving tractors. Not only is efficiency & success important, but so is safety. #USAgCenters @FarmBureau

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Situational Awareness

Thursday, 3/9/23

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1. Check out this informative video on “Stop the Bleed in Agriculture” which helps you determine what to do during an emergency or accident on the farm.
<https://www.youtube.com/watch?v=tKjq71R73tM>
#USAgCenters @FarmBureau
2. Hazards exists on farms in many forms: falling objects, sparks flying, chemicals, sharp edges, noise & a myriad of different situations. Personal protective equipment is worn to minimize exposure, learn more on PPE at <http://bit.ly/3jOTaAn> #USAgCenters @FarmBureau
3. Did you know manure gas contains a mixture of hydrogen sulfide & methane? Neither can be smelled in high concentrations. Learn today how to identify the risks! <http://bit.ly/3xb8nis> #USAgCenters @FarmBureau
4. Think F.A.S.T (Farm & Ag Safety Training) is an initiative from Farm Bureau that focuses on addressing on farm safety concerns for youth. Check out the 10 modules & quizzes that include situational awareness so you can always Think FAST. <http://bit.ly/3Yl0uCl> #AFBF @FarmBureau

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Temperature-Related Safety

Friday, 3/10/23

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1. As warmer weather approaches, here are some tips to avoid heat related problems: Don't wait until you are thirsty to drink. Drink 8oz of water every 15-30 mins. Take a 15-minute break in a shaded area and wear light colored, lightweight, loose fitted clothing. <http://bit.ly/3YhL968> #USAgCenters @FarmBureau
2. Agriculture continues to have one of the highest average heat fatality rates in the nation. In 2008 there were 26 deaths per 100,00 workers. Check out some resources on identifying heat stroke & how to prevent it. <https://bit.ly/3HRzHap> @FarmBureau
3. Did you know the heat is more dangerous than the cold? More than 1,300 deaths per year in the US are due to extreme heat. Learn what to do to prevent heat related illnesses. #ASAP23 @FarmBureau
4. When working in cold weather be sure to plan and communicate. Plan for equipment maintenance in warmer seasons, stay dry, stay hydrated and let others know where you will be working & when you plan to return. <https://bit.ly/3YkAreS> @FarmBureau

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Resource Summary

Mental Health	
AFBF Farm State of Mind	http://bit.ly/3RSHI91h
SCAHIP	https://bit.ly/40GINPD
AgriSafe	http://bit.ly/3Ik9QsN
GPCAH	http://bit.ly/3Xr3zA2
UMASH	https://bit.ly/40ThUIw
UTTyler	http://bit.ly/3HWIsB1
Preventative Health Care	
AgriSafe	bit.ly/3YEIzqE http://bit.ly/3E32Nm3 http://bit.ly/3lqby1
UMASH	https://bit.ly/3Xom9st
CSC for Ag Safety & Health	https://bit.ly/3YzOvl2
RHIH	http://bit.ly/3Kaw01Z
GPCAH	https://bit.ly/40Saw01
AgriSafe Podcast	http://bit.ly/3lhpswj
Safety Culture	
Agricultural Youth Work Guidelines (AYWG). SaGHAF	http://bit.ly/3K4AAz8
AYWG	http://bit.ly/3Xtzznc
Ag Proud	https://bit.ly/3IDoJOG
UMASH	https://bit.ly/3YzgnOY https://bit.ly/3Xqf8HF https://bit.ly/3XmYk4d
CDC	http://bit.ly/3JZfeD7
BASTA!	http://bit.ly/40PoNdR
Purdue	http://bit.ly/3YEO3GI
SAY	http://bit.ly/3Im3eKP
Telling The Story	http://bit.ly/3lv156o
Situational Awareness	
STOP THE BLEED	bit.ly/3YkWiqw
AgriSafe	http://bit.ly/3jOTaAn http://bit.ly/3lxH1QU http://bit.ly/3K65irC
GPCAH	http://bit.ly/3xb8nis
AFBF	http://bit.ly/3Yl0uCl
UMASH	https://bit.ly/3HPw58w

Temperature Related Safety	
Ag Safety & Health	http://bit.ly/3YhL968
Carle Foundation Hospital	https://bit.ly/3HRzHap
Ag Safety	http://bit.ly/3YkAreS
UNMC (Spanish)	https://bit.ly/3ly1K7d
NIOSH	https://bit.ly/3HWqtJR
UMASH	https://bit.ly/3lvRg8e
GCAH	http://bit.ly/3IIR5p0
PNASH	http://bit.ly/3XAg4JO
AgriSafe	http://bit.ly/3JYD6Xw

You can find the ASAP Weekly Graphics by clicking [here](#).