

2017 National Farm Safety and Health Week

US Ag Centers Social Media Kit



September 17-23, 2017
“Putting Farm Safety Into Practice”
#USAGCenters
#NFSHW
#NECASAG

The U.S. Agricultural Centers are promoting the 2017 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- Tractor Safety (with an emphasis on the ROPS rebate program)

Tuesday – Farmer Health

Wednesday – Child/Youth Ag Health and Safety

Thursday – Confined Spaces in Agriculture

Friday- Rural Roadway 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

#farmsafetyfirst

#confinedspace

#tractorsafety

#roadwaysafety

#sharetheroad

#SMV

#noextrariders

Social Media Links



U.S. Ag Centers

cophunmc

CultivateSafety

GPCAH

CSUVetMedBioSci

ncrahs

FarmMedicine

nycamh

PNASHcenter

SCAHIP

swagcenter

umashcenter

AgHealthNewsUcDavis

neiwacc

Other

agrisafe.network

@CultivateSafety

@HICAHS

@GPCAH

@FarmMedicine

@PNASHCenter

@SCAHIP

@SouthwestAg95

@umash_umn

@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/
 - b. Klout: klout.com/home
 - c. FutureTweets: 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. Refer to the infographic on page 5 for peak times for posting.

References

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

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

f FACEBOOK

🐦 TWITTER

in LINKEDIN

BEST TIME

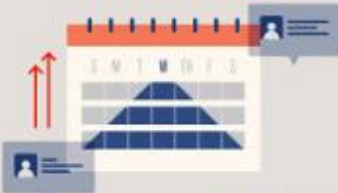


FACEBOOK
1 pm - 4 pm
result in the **highest average**
click through

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

TWITTER

LINKEDIN

Teasers

9/10/17-9/16/16



1. Each year, approximately 26 out of every 100,000 American farmers and farm workers die on the job.
#USAgCenters #NFSHW #necasag #farmsafetyfirst
2. Put farm safety into practice during National Farm Safety & Health Week. #USAgCenters #NFSHW #necasag
3. How will you promote National Farm Safety & Health Week on September 17-23? #USAgCenters #NFSHW #necasag #farmsafetyfirst
4. Put yourself in gear for National Farm Safety & Health Week.
#USAgCenters #NFSHW #necasag #farmsafetyfirst
5. Coming soon to a farm near you— National Farm Safety & Health Week. #USAgCenters #NFSHW #necasag #farmsafetyfirst
6. Farming got you stressed out? Check out National Farm Safety & Health Week to learn how to beat the blues.
#USAgCenters #NFSHW #necasag
7. Don't send a child to do an adult's job. #USAgCenters #NFSHW #necasag #farmsafetyfirst
8. Buckle up for farm safety!
#USAgCenters #NFSHW #necasag #farmsafetyfirst
9. Don't get stuck in a stinky situation. Be safe around manure pits.
#USAgCenters #NFSHW #necasag #farmsafetyfirst



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2. Put farm safety into practice during National Farm Safety & Health Week. #USAgCenters #NFSHW
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5. Coming soon to a farm near you— National Farm Safety & Health Week. #USAgCenters #NFSHW
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Tractor Safety (emphasis on ROPS)

Monday, 9/18/17



1. Tractors are the leading cause of death on the farm. These videos highlight the dangers of tractors: bit.ly/FatalRollover; bit.ly/WisconsinROPS #USAgCenters #NFSHW #necasag #farmsafetyfirst
2. 80% of deaths caused by rollovers happen to experienced farmers. http://bit.ly/FatalRollover #USAgCenters #NFSHW #necasag #farmsafetyfirst
3. 1 in 7 farmers involved in a tractor rollover is permanently disabled. Learn more about AgrAbility: bit.ly/KYAgrAbility #USAgCenters #NFSHW #necasag #farmsafetyfirst
4. Rollover Protective Structures (ROPS) are 99% effective in preventing injury or death in the event of an overturn when used with a seatbelt. bit.ly/MultiStateROPS #USAgCenters #NFSHW #necasag #farmsafetyfirst
5. Roughly ½ of US tractors do not have rollover protection. Learn how to retrofit your tractor: 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. bit.ly/FatalRollover #USAgCenters #NFSHW #necasag #farmsafetyfirst
7. Through the National ROPS Rebate Program the average out-of-pocket expense for a ROPS kit is \$391. Check it out at bit.ly/MultiStateROPS. #USAgCenters #NFSHW #necasag #farmsafetyfirst
8. In the winter of 2005, an 84 year old



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6. 7 out of 10 farms will go out of business within five years of a tractor overturn fatality. bit.ly/FatalRollover #USAgCenters #NFSHW
7. The average expense for a ROPS kit through the ROPS Rebate Program is \$391. bit.ly/MultiStateROPS. #USAgCenters #NFSHW
8. This farmer died from a tractor overturn while feeding cattle. Learn how to prevent incidents: bit.ly/FACETractor. #USAgCenters
9. The most common tractor-related injuries are rollovers, falls, collisions— prevention is key! bit.ly/TractorSafetyIA #USAgCenters
10. This farmer died from a tractor overturn while grading a hay field. Learn how to prevent future

farmer died when his tractor overturned while feeding his cattle. Learn what you can do to prevent incidents from this fatal case report: bit.ly/FACETractor.

#USAgCenters #NFSHW #necasag
#farmsafetyfirst

9. 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 bit.ly/TractorSafetyIA. #USAgCenters #NFSHW #necasag #farmsafetyfirst
10. In the winter of 2010, a 71 year old farmer died when he was pinned by a tractor that overturned while grading a hay field edge next to a ditch. Learn what you can do to prevent future incidents from this fatal case report: bit.ly/FACEMI.
#USAgCenters #NFSHW #necasag
#farmsafetyfirst

incidents: bit.ly/FACEMI.

Quiz Link: www.surveymonkey.com/r/QRQGPFR

Farmer Health

Tuesday, 9/19/17



facebook

1. Make these switches to avoid health glitches. [Add 'Eat This Not This' image] #USAgCenters #NFSHW #necasag #farmsafetyfirst
2. Challenge yourself to walk instead of ride. #USAgCenters #NFSHW #necasag #farmsafetyfirst
3. If you have diabetes, carry your glucose monitor and check your blood sugar each time you eat. #USAgCenters #necasag #NFSHW #farmsafetyfirst
4. Check, change & control #bloodpressure #USAgCenters #NFSHW #necasag
5. About 85 million Americans, 1 out of every 3 adults over 20, have high blood pressure. Nearly 1 out of 6 doesn't know they have it. #USAgCenters #NFSHW #necasag
6. The suicide rate for farmers is 60% higher than for non-farmers. Talk about your concerns with loved ones or a professional. #USAgCenters #NFSHW #farmsafetyfirst
7. "Depression is not as common as anxiety problems for farmers ..., but it has key importance because of its propensity to incline farmers to purposefully end their lives." Read the full article by Michael Rosmann: bit.ly/FarmerDepression
8. #USAgCenters #NFSHW #necasag #farmsafetyfirst
9. If your family loses you, they may also lose the farm. Use this checklist to make sure you are safe and healthy: bit.ly/HealthSafetyChecklist. #USAgCenters #NFSHW #necasag #farmsafetyfirst
10. Can you hear me now? Learn why it is important to protect your hearing: bit.ly/ProtectHear. #USAgCenters #NFSHW #necasag #farmsafetyfirst
11. They are your ears. Protect them!



twitter

1. Make these switches to avoid health glitches. [Add 'Eat This Not This' image] #USAgCenters #NFSHW
2. Challenge yourself to walk instead of ride. #USAgCenters #NFSHW
3. If you have diabetes, carry your glucose monitor and check your blood sugar each time you eat. #USAgCenters #NFSHW
4. Check, change & control #bloodpressure #USAgCenters #NFSHW
5. 1 out of 3 adults over 20 in America have high blood pressure. Nearly 1 out of 6 doesn't know they have it. #USAgCenters #NFSHW
6. The suicide rate for farmers is 60% higher than for non-farmers. Talk about your concerns with loved ones or a professional. #USAgCenters #NFSHW
7. Depression among farmers is a grave problem. Read the article by Michael Rosmann: bit.ly/FarmerDepression #USAgCenters #NFSHW
8. If your family loses you, they may also lose the farm. bit.ly/HealthSafetyChecklist #USAgCenters #NFSHW
9. Can you hear me now? bit.ly/ProtectHear #USAgCenters #NFSHW
10. They are your ears. Protect them! bit.ly/ProtectEar #USAgCenters #NFSHW
11. Dust can impale when you inhale. Wear your respirator. bit.ly/RespProtect #USAgCenters

- bit.ly/ProtectEar #USAgCenters #NFSHW #necasag #farmsafetyfirst
12. Dust can impale when you inhale. Wear your respirator. This video series will help you protect your lungs: bit.ly/RespProtect #USAgCenters #NFSHW #necasag #farmsafetyfirst
 13. Farmworkers can be exposed to dusts and molds in their everyday activities. Learn more: bit.ly/DustMold. #USAgCenters #NFSHW #necasag #farmsafetyfirst
 14. Choosing AND using the right respirator is key to protecting your lungs. bit.ly/RespiratorChoice #USAgCenters #NFSHW #necasag #farmsafetyfirst
 15. Slow down and prevent needlestick injuries! bit.ly/Needlesticks #USAgCenters #NFSHW #necasag #farmsafetyfirst
 16. Interested in Ag Medicine? These online courses are designed for the busy clinician, including physicians, physician assistants, mid-level providers, nurses, nurse practitioners and public health educators. CDC accredited continuing education is available. bit.ly/agmed #USAgCenters #NFSHW #necasag
 17. Check out the Pacific Northwest Agricultural Safety and Health (PNASH)'s Keeping Pesticides on the Farm: Practical Solutions for Minimizing Family Exposures. bit.ly/NASDAgTrain #USAgCenters #NFSHW #necasag #farmsafetyfirst
 18. Dairy farmers, train for dairy hygiene and health! Find out more and share these evidence based training resources. bit.ly/DairyHygiene #USAgCenters #NFSHW #necasag #farmsafetyfirst
- #NFSHW
 12. Farmworkers can be exposed to dusts and molds in their everyday activities. Learn more: bit.ly/DustMold #USAgCenters #NFSHW
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 14. Slow down and prevent needlestick injuries! bit.ly/Needlesticks #USAgCenters #NFSHW
 19. These online courses are designed for the busy clinician, bit.ly/agmed. #USAgCenters #NFSHW #necasag
 15. Keep pesticides on the farm and away from home. Learn how with this online training. bit.ly/NASDAgTrain #USAgCenters #NFSHW #necasag
 16. Trainers, to educate about dairy hygiene and health, share these evidence based resources. bit.ly/DairyHygiene #USAgCenters #NFSHW

Quiz Link: www.surveymonkey.com/r/QX6TKOZ

Child/Youth Ag Health and Safety

Wednesday, 9/20/17



1. Every 3 days, a child dies in an agriculture-related incident. Learn about one family's tragedy and avoid your own: bit.ly/GrowingSafely. #USAgCenters #NFSHW #necasag #farmsafetyfirst
2. Machinery, vehicles-including ATVs, and drownings are the leading sources of youth fatalities in agriculture. bit.ly/ChildAgInjuries. #USAgCenters #NFSHW #necasag #farmsafetyfirst
3. Animals are the leading source of injury for kids who live on farms. Learn how to respect livestock with this fun video: bit.ly/LivestockSafetyKids #USAgCenters #NFSHW #necasag #farmsafetyfirst
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: bit.ly/ATVproducts #USAgCenters #NFSHW #necasag #farmsafetyfirst
5. It's easier to bury a tradition than a child. bit.ly/KeepKidsAway #USAgCenters #NFSHW #necasag #farmsafetyfirst
6. Is your child ready to help on the farm? Check out the Youth Work Guidelines to learn about age appropriate tasks: bit.ly/YouthWorkGuide. #USAgCenters #NFSHW #necasag #farmsafetyfirst
7. Keeping young children out of the farm worksite saves lives. Learn how to create safe play areas on the farm: bit.ly/SafePlayArea. #USAgCenters #NFSHW #necasag #farmsafetyfirst
8. It is best to assume that your animals



1. Every 3 days, a child dies in an agriculture-related incident. Hear one family's story at bit.ly/GrowingSafely. #USAgCenters #NFSHW
2. Machinery, vehicles & drownings are the top sources of youth fatalities in agriculture. bit.ly/ChildAgInjuries. #USAgCenters #NFSHW
3. Teach kids to respect livestock with this fun video: bit.ly/LivestockSafetyKids. #USAgCenters #NFSHW
4. Most ATVs are not designed for your child to drive. Know more: bit.ly/ATVproducts. #USAgCenters #NFSHW
5. It's easier to bury a tradition than a child. bit.ly/KeepKidsAway #USAgCenters #NFSHW
6. Is your child ready to help on the farm? Check the Youth Work Guidelines: bit.ly/YouthWorkGuide. #USAgCenters #NFSHW
7. Learn how to create safe play areas on the farm: bit.ly/SafePlayArea. It can save your child's life. #USAgCenters #NFSHW
8. It is best to assume that your animals have germs that can make you sick. Read Leo's story: bit.ly/EcoliLeo. #USAgCenters #NFSHW
9. E.coli struck twice in one family with tragic results: bit.ly/EcoliSiblings. Always wash your hands! #USAgCenters #NFSHW
10. Farms, fairs and fun: Be sure to wash your hands! This video is fun and informative. bit.ly/FarmWashHands #USAgCenters #NFSHW

- have germs that can make you sick.
Read Leo's story: bit.ly/EcoliLeo.
#USAgCenters #NFSHW #necasag
#farmsafetyfirst
9. E.coli struck twice in one family with tragic results: bit.ly/EcoliSiblings.
Always wash your hands!
#USAgCenters #NFSHW #necasag
#farmsafetyfirst
10. Farms, fairs and fun: Be sure to wash your hands! This video is fun and informative. bit.ly/FarmWashHands
#USAgCenters #NFSHW #necasag
#farmsafetyfirst
11. Clinicians, learn about pediatric asthma and the 6 components of modern asthma management for children. Online course is designed for the busy clinician, including physicians, physician assistants, mid-level providers, nurses, nurse practitioners and public health educators.
bit.ly/pedasthma #USAgCenters
#NFSHW #necasag #farmsafetyfirst
11. Physicians, public health educators, earn CME credit, learn about Pediatric Asthma & Environmental Exposures.
bit.ly/pedasthma #NFSHW

Quiz Link: www.surveymonkey.com/r/Q3H26CL

Confined Spaces in Agriculture

Thursday, 9/21/17



1. Did you know you can be engulfed in a grain bin in less than 60 seconds? Watch this video to stay safe in grain: bit.ly/GrainBinEntry #USAgCenters #NFSHW #necasag #farmsafetyfirst
 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: bit.ly/Seconds2Tragedy. #USAgCenters #NFSHW #necasag
 3. In the past 50 years, more than 900 cases of grain engulfment have been reported. Don't become a statistic! #USAgCenters #NFSHW #necasag #farmsafetyfirst
 4. Manure gas can be fatal even when you can't smell it-Don't go in without a monitor. bit.ly/ManureGasQ #USAgCenters #NFSHW #necasag #confinedspace #farmsafetyfirst
 5. Never trust manure. Unsafe pit entry has grave outcomes. Check out this link for fact sheets on manure gases: bit.ly/ManureGasIA. #USAgCenters #NFSHW #necasag
 6. Pumped your pits? Check for hydrogen sulfide and methane to protect you and your animals. #USAgCenters #NFSHW #necasag #farmsafetyfirst
 7. Stay away from the silage face! Your life depends on it. #USAgCenters #NFSHW #necasag #farmsafetyfirst
1. You can be engulfed in grain in less than 60 seconds? Watch this video to stay safe: bit.ly/GrainBinEntry #USAgCenters #NFSHW
 2. It only takes 5 seconds to become entrapped in flowing grain: bit.ly/Seconds2Tragedy. #USAgCenters #NFSHW
 3. In the past 50 years, more than 900 cases of grain engulfment have been reported. Don't become a statistic! #USAgCenters #NFSHW
 4. Manure gas can be fatal even when you can't smell it-Don't go in without a monitor. bit.ly/ManureGasQ #USAgCenters #NFSHW
 5. Never trust manure. Unsafe pit entry has grave outcomes. bit.ly/ManureGasIA #USAgCenters #NFSHW
 6. Pumped your pits? Check for hydrogen sulfide and methane to protect you and your animals. #USAgCenters #NFSHW
 7. Stay away from the silage face! Your life depends on it. #USAgCenters #NFSHW #necasag

Quiz Link: www.surveymonkey.com/r/QH3W62N

Rural Roadway Safety

Friday, 9/22/17



1. Get off my rear!! Follow farm vehicles at a safe distance. #USAgCenters #NFSHW
 2. My #SMV sign means slow down for me; 25 mph is my max speed. bit.ly/SMVResp #USAgCenters #NFSHW #necasag #farmsafetyfirst
 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 bit.ly/SMVResp. #USAgCenters #NFSHW #necasag #farmsafetyfirst
 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 #farmsafetyfirst
 5. Don't text and drive-even on the tractor. Safe travel means busting some myths. bit.ly/BustTravelMyths #USAgCenters #NFSHW #necasag #farmsafetyfirst
 6. Did you know that driving behind slow moving farm equipment is the equivalent of waiting through only 2 traffic lights? #USAgCenters #NFSHW #necasag #farmsafetyfirst
 7. #ShareTheRoad with tractors and farm equipment. The operator is going to work, too. #USAgCenters #NFSHW #necasag #farmsafetyfirst
 8. Did you know that good lighting and marking on your implement could reduce farm vehicle traffic accidents by more than half? bit.ly/TractorLighting #USAgCenters #NFSHW #necasag #farmsafetyfirst
1. Get off my rear!! Follow farm vehicles at a safe distance. #USAgCenters #NFSHW #necasag
 2. My #SMV sign means slow down for me; 25 mph is my max speed. bit.ly/SMVResp #USAgCenters #NFSHW #necasag
 3. Farm vehicles need SMV signs. Learn rural roadway safety at bit.ly/SMVResp. #USAgCenters #NFSHW #necasag
 4. Nearly half of all incidents between motorists & farm implements involve a left hand turn or a rear-end collision. #USAgCenters #NFSHW
 5. Don't text and drive-even on the tractor. Safe travel means busting some myths. bit.ly/BustTravelMyths. #USAgCenters #NFSHW
 6. Driving behind slow moving farm equipment is the equivalent of waiting through only 2 traffic lights. #USAgCenters #NFSHW
 7. #ShareTheRoad with tractors and farm equipment. They are on their way to work, too. #USAgCenters #NFSHW
 8. Good lighting & marking can reduce farm vehicle traffic accidents by more than half bit.ly/TractorLighting #USAgCenters #NFSHW

Quiz Link: www.surveymonkey.com/r/QZ5R9WM

Link Summary

Each of the bit.ly links below is promoted in this social media kit.

Topics/Resources	Bit.ly Links
Teasers	
Cultivate Safety website Youth Work Guidelines Manure Gasses-Commonly Asked Questions	bit.ly/CultivateSafety bit.ly/YouthWorkGuide bit.ly/ManureGas
Monday: Tractor Safety	
Fatal Tractor Rollover Multi-State ROPS Rebate Program Rollover Protective Structure ROPS Program for Wisconsin Tractors Tetreault Brothers interviews KY AgrAbility *Iowa FACE Report: Farmer dies in overturn Tractor Safety Fact Sheet *Michigan FACE Report: Farmer grading field	bit.ly/FatalRollover bit.ly/MultiStateROPS bit.ly/WisconsinROPS bit.ly/TetreaultBros bit.ly/KYAgrAbility bit.ly/FACETractor bit.ly/TractorSafetyIA bit.ly/FACEMI
Tuesday: Farmer Health	
*Understanding, managing depression critical for farmers Health & Safety Checklist *They're Your Ears- Protect Them Protect What's Yours-Hearing Respiratory Protection Dusts & Molds- Commonly Asked Questions Respirators- Commonly Asked Questions Preventing Needlestick Injuries Agricultural Medicine in the Northwest NASD Training Series Dairy Farming Hygiene & Health	bit.ly/FarmerDepression bit.ly/HealthSafetyChecklist bit.ly/ProtectEar bit.ly/ProtectHear bit.ly/RespProtect bit.ly/DustMold bit.ly/RespiratorChoice bit.ly/Needlesticks bit.ly/agmed bit.ly/NASDAgTrain bit.ly/DairyHygiene
Wednesday: Children's Health and Safety	
2017 Fact Sheet Childhood Ag Injuries in the U.S. Youth Work Guidelines *Growing Safely-Child Safety on the Farm Livestock Safety for Kids Can My Child Do This Job Safely? ATV Safety Products Keep Kids Away from Tractors Creating Safe Play Areas on Farms Spotlight: Leo's Story *Wright Co. boy beats E.coli that killed sister	bit.ly/ChildAgInjuries bit.ly/YouthWorkGuide bit.ly/GrowingSafely bit.ly/LivestockSafetyKids bit.ly/ChildJob bit.ly/ATVproducts bit.ly/KeepKidsAway bit.ly/SafePlayArea bit.ly/EcoliLeo bit.ly/EcoliSiblings

Farms, Fairs and Fun: Be sure to wash your hands PEHSU Pediatric Asthma & Environmental Exposures	bit.ly/FarmWashHands bit.ly/pedasthma
Thursday: Confined Spaces in Agriculture	
Following Proper Grain Bin Entry Procedures Saves Lives *Grain Bin Entrapment-Seconds to Tragedy Manure Gas- Commonly Asked Questions	bit.ly/GrainBinEntry bit.ly/Seconds2Tragedy bit.ly/ManureGasQ
Friday: Rural Roadway Safety	
*Slow Moving Vehicle Responsibilities *Federal Highway Administration-Local and Rural Road Safety Program *National Center for Rural Road Safety *I-CASH Rural Roadway Safety *Safety Watch: Safe travel means busting myths *Policies on lighting could reduce farm vehicle accidents	bit.ly/SMVResp bit.ly/FHARoadSafety bit.ly/CtrRuralRoadSafety bit.ly/RuralRoadway bit.ly/BustTravelMyths bit.ly/TractorLighting
*Resources not produced by the U.S. Ag Centers	

Images

Images for the social media posts can be found on the U.S. Agricultural Centers' Google Drive:
Awareness > 2017 NFSHW > Social Media Images.

The images are organized into folders by day/topic.

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: 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 rollbar and seatbelt to your tractor at a discounted cost. Check out www.ropstr4u.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. Invest in safety. 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.

Tuesday: Farmer Health

Working in agriculture can be hard on the body and mind. Agricultural, forestry and commercial fishing workers are constantly subjected to the elements and rarely get a day off. They are exposed to loud machinery, hazardous chemicals, dusty environments, temperamental livestock, and stressful situations. These workers often neglect their own health in order to get the job done. However, the work cannot get done, if the owner/operator or workers are sick and injured. It pays to prevent injuries and illnesses by taking care of your health, managing chronic issues like diabetes and high blood pressure, and ensuring the workplace is designed with safety in mind.

The success of the business is dependent not only on the productivity of the workers, but also the weather and market—variables that are completely out of the operator’s control. For these reasons, the suicide rate for farmers is 60% higher than for non-farmers. It is imperative that agricultural, forestry and fishing owners, operators and workers discuss their concerns with loved ones or a professional. The work simply cannot get done without you. In fact, the entire operation frequently fails after the death of the owner.

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Wednesday: Children’s Health and Safety

Agricultural operations are unique in that the home and workplace are frequently on the same property. Growing up on a farm or ranch definitely has its advantages, but it is also riddled with risks. It is up to the parents to make wise decisions 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, design 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, grain wagons and manure pits are all considered confined spaces where the environment is not suitable for human occupancy. Sometimes, it is necessary to enter a grain bin to break up out-of-condition grain. Safety harnesses are available to prevent grain engulfment. However, more than 900 cases of grain engulfment have been reported in the last 50 years. It only takes 5 seconds for a person to be entrapped in flowing grain to the point where they cannot free themselves. A person can be engulfed in a grain bin in less than a minute. Don’t become a statistic! Take the necessary steps and time to be safe with confined space.

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

Friday: Rural Roadway Safety

Each year accidents involving tractors and other farm machinery occur on rural roads. The National Safety Council estimates that 15,000 collisions involving farm vehicles happen every year. Although, only 19% of Americans live in rural areas, 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 need to exercise patience and understanding. The bottom line is we all have to share the road.

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