

The **UMASH** Connection Farms and People

A newsletter of the Upper Midwest
Agricultural Safety and Health Center



umash.umn.edu

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Upper Midwest
Agricultural Safety
and Health Center
University of Minnesota

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**ONE HEALTH IN
AGRICULTURAL
SAFETY AND HEALTH**



KEEPING A SAFE EYE ON WHAT WE WRITE, SAY AND SHOW IN AGRICULTURE

The media play an important role in reinforcing safety in agriculture and in rural life across the United States. What we write, say and show as images need to characterize safe agricultural practices. While not intentional, unsafe practices can find a way into the mainstream and social media as well as advertising. **By keeping a safe eye on what we produce and publish, we all take a step forward to safety and health in the agriculture community.**

The National Children's Center for Rural and Agricultural Health and Safety, through its Childhood Agricultural Safety Network (CASN), developed **Media Guidelines for Agricultural Safety** with do's and don'ts for media and communications staff to help promote safe agricultural practice. Following these guidelines can help each of us be confident that we are doing our part for farm safety.

⇒ **UMASH RESEARCH IN JOURNAL OF EXTENSION**
*New Extension Approaches to Serving Agricultural Media
in Advancing Farm-Life Safety Communications*
umash.umn.edu/study-takes-fresh-look-at-engaging-media-in-farm-safety-coverage/

As you prepare for ASAP week, here are some tips to help keep a safe eye on your communications:

- ✓ peruse your website and replace images that do not demonstrate safe work practices
- ✓ be mindful about the words and images you choose for stories and social media
- ✓ when reporting on agricultural injuries, try to include relevant prevention messages and/or resources
- ✓ share the **Media Guidelines for Agricultural Safety** with others in your organization

Join the movement to keep farms safe and share your own safety messages on social media using the hashtags **#KeepFarmsSafe**, **#ASAP18** and **#USAGCenters**.

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Agricultural Safety Awareness Program (ASAP) Week

March 4-10, 2018



Daily Themes & Webinars

Mon, March 5 - Hearing
Tues, March 6 - Respiratory
Wed, March 7 - Impaired Driving
Thurs, March 8 - Fire
Fri, March 9 - General Health

umash.umn.edu/asap-2018

Follow us on social media during ASAP week for resources on a variety of topics.

SAFER FARM ANIMAL CONTACT EXHIBITS (SAFER FACES)

Own a farm that hosts visitors?
Volunteer at the county fair?
Operate a pumpkin patch with a petting zoo?

The Minnesota Department of Health and the Upper Midwest Agricultural Safety and Health Center (UMASH) have collaborated to launch a new online training program for individuals and businesses who work with these operations.



The **Safer Farm Animal Contact Exhibits (Safer FACES)** is a FREE, voluntary training program that can help you understand the risks of illness and injury from farm animals, and how to protect your visitors. When you complete the program, MDH will provide certification that your organization has learned best practices for visitor-animal interactions.

TOPICS COVERED INCLUDE:

- Overview of health risks from animals
- Facility Design
- Animal care and management
- Staff training
- Visitor education and signage
- Handwashing

“Implementing safety practices to reduce the risk of injury or illness to visitors is becoming increasingly important. Agritourism events such as petting zoos, county fairs and school field trips are a popular way for people to experience agriculture; however these events can place people at risk of serious illness and injury particularly for disease transmission between people and animals.”

Carrie Klumb

Senior Epidemiologist, Minnesota Department of Health

⇒ Learn more about the Safer FACES program at www.health.state.mn.us/saferfaces

ADDITIONAL AGRITOURISM RESOURCES



For more resources on agritourism, such as educational videos, handwashing posters and more, visit the UMASH Agritourism webpage at

umash.umn.edu/agritourism

UMASH HIGHLIGHTS

MONICA CRUZ ZORRILLA RECEIVES COMMUNITY PARTNER AWARD

Monica Cruz Zorrilla, Community Affairs, Institute of Mexicans Abroad at Consulate of Mexico, received the Community Partner Award from the University of Minnesota School of Public Health. The award is given to individuals who contribute to the education, training, and guidance of the next generation of public health leaders.

Monica's work with UMASH on health and safety for the new immigrant workforce in agriculture has helped us connect with the community and with the Consulate of Mexico. Through UMASH, she also helped the Minnesota Milk Producers Association deliver cross-cultural, bilingual management training to help dairy producers meet the needs of this workforce.



⇒ [READ MORE @ umash.umn.edu/spotlight-we-are-grateful-for-our-partners](https://umash.umn.edu/spotlight-we-are-grateful-for-our-partners)



NEW VIDEO: WE'RE UMASH

Just Released! We are excited to announce the premier of a new video, "We're UMASH". The purpose of this promotional video is to describe the hazards associated with farming and the resources available to help prevent or reduce injuries and illness on the farm. The video is available on the [UMASH YouTube Channel](#).

⇒ [WATCH THE VIDEO @ youtu.be/P2GprUH2vGs](https://youtu.be/P2GprUH2vGs)

SUCCESS STORY: RURAL FIREFIGHTERS DELIVERING AGRICULTURAL SAFETY AND HEALTH (RF-DASH)

The "Rural Firefighters Delivering Agricultural Safety and Health," or RF-DASH, project is training and equipping firefighters/EMS to assist farmers in making their farms safer through five-part classroom and hands-on training with easy to use, free tools. The project was recently featured in a four-part series of articles in *Progressive Dairyman*.

For questions or to learn about future training opportunities, contact Casper Bendixen, PhD, bendixsen.casper@mcrf.mfldclin.edu

⇒ [READ MORE @ umash.umn.edu/rfdash](https://umash.umn.edu/rfdash)



Read other Success Stories at umash.umn.edu/success-stories

In case you missed it, check out our website to find:

- **SPOTLIGHT STORIES** highlight research findings and other UMASH activities or resources.
- **IN THE FIELD** posts share what UMASH has been up to.
- **RESOURCES** - All UMASH health and safety resources are FREE to download and use/share for educational purposes.



DOWN ON THE FARM WORKSHOPS

Supporting Farmers in Stressful Times

The **Minnesota Department of Agriculture** is partnering with multiple organizations to offer a **free, three hour workshop** to help agricultural advisors (and others who work with farmers) recognize and respond when they suspect a farmer or farm family member might need help.

There is still time to register:

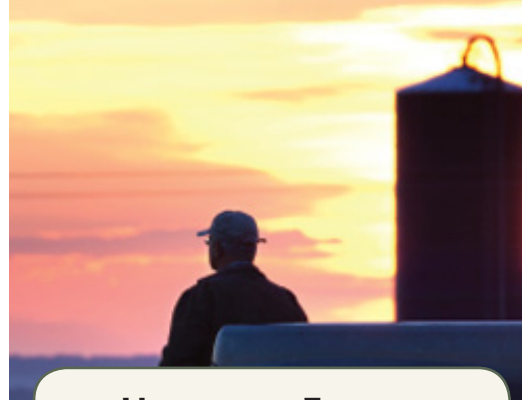
March 14
Grand Rapids, MN

March 15
Thief River Falls, MN

mdadownonthefarm.eventbrite.com

DOWN ON THE FARM

SUPPORTING
FARMERS
IN STRESSFUL TIMES



UPCOMING EVENTS

Central MN Farm Show
February 27 - March 1
St. Cloud, Minnesota

ASAP Week
March 4-10

SOW Bridge Webinar
March 7

**Extension Risk Management
Education Conference**
April 11-12
Milwaukee, Wisconsin

**Women's Agricultural Leadership
Conference**
April 11
Chaska, Minnesota

**American Farm Bureau Health and
Safety Meeting**
April 25-27
Eagan, Minnesota

Public Health Institute
May 21 - June 8
University of Minnesota

Learn more and view full event list at:
umash.umn.edu/upcoming-events

FUNDING OPPORTUNITIES

**UW Center for Agricultural Safety and
Health 2018 County Farm Safety Grant**

APPLICATION DEADLINE: March 30

The University of Wisconsin Center for Agricultural Safety and Health announces the availability of \$19,200 to award grants for sponsoring farm safety and health education, training or informational programs.

APPLY ONLINE @ uwmadison.box.com/v/farmsafetygrant



ROPS TRACTOR SAFETY PROGRAM

A Rollover Protective Structure (ROPS), when used with a seat belt, is 99 percent effective in preventing injury or death. ROPS rebate programs are available in MN and WI to offset the cost of retrofitting a tractor with a ROPS.

Call the ROPS hotline 1-877-767-7748
(1-877-ROPSR4U, Option 2), or visit:

www.ropsr4u.com



GET CONNECTED



Let's get social! Stay connected with UMASH on social media.



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@umash_umn



YouTube Channel



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