



Success Stories

TELLING THE STORY PROJECT

www.tellingthestoryproject.org

The Problem:

Safety education messages without a “real-life” story of a close call, or fatality, are often ignored by farmers. The feedback from agriculture media indicates that education alone doesn’t change farmers’ safety practices.

The Solution:

Behind the motto, “*Tell a story, save a life*,” the project weaves injury prevention messages into personal stories told by farmers, farm workers and their families. The project aims to decrease injuries and fatalities on farms by raising safety awareness.

THE IMPACT

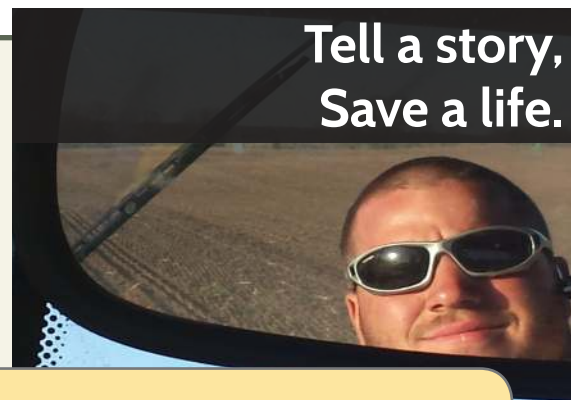
⇒ Media professionals relate to the storytelling approach.

The project has been featured in U.S. News & World Report, Midwest PBS and NPR stations, Brownfield Ag Network, RFD-TV, a Sunday editorial in the Omaha World-Herald and numerous other mainstream and agricultural media.

⇒ The project is a collaboration of three NIOSH-funded Agricultural Safety and Health Centers. Collaboration on “Telling the Story” is leading to discussion of closer collaboration in other areas.



⇒ Teachers are broaching the “boring” topic of safety by using discussion guides created by the “Telling the Story” team. “I used two discussion guides with a reading class and they enjoyed it. Thank you for making my life easier!”, said a sixth-grade teacher.



WHAT PARTICIPANTS ARE SAYING:

“It’s hard to deliver a prevention message without a scary example.”

- Agricultural magazine editor

“Once reporters hear about ‘Telling the Story,’ they will jump on it and make it work for their audience.”

- Farm broadcaster

“When I have a substitute teacher, I will need curriculum like this discussion guide, and I don’t even have to create it -- it is all right here. Thank you so much!”

- High school teacher



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