

AG SAFETY AWARENESS PROGRAM WEEK

ARE YOU READY?

PREPARE. PREVENT. PROTECT.

March 7–11, 2022



Promotional Toolkit

Are You Ready?

#ASAP22 | #KeepFarmsSafe | #Prepare.Prevent.Protect.



Ag Safety Awareness Program Week

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Purpose

American Farm Bureau Federation's 2022 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** – Prepare. Prevent. Protect.
- ▲ **Monday** – Livestock
- ▲ **Tuesday** – Cost of Safety-Finances
- ▲ **Wednesday** – Disaster Preparedness
- ▲ **Thursday** – Youth Safety
- ▲ **Friday** – Equipment 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

'Prepare. Prevent. Protect.' is Theme of Agricultural Safety Awareness Program Week, March 7 - 11

[CITY, STATE, Date] – Sharing resources that will help farmers and ranchers keep safety top-of-mind through the Agricultural Safety Awareness Program is a priority of county and state Farm Bureau leaders across the nation. As part of this year's ASAP commemoration, March 7-11 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 "Prepare. Prevent. Protect."

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

- Monday, March 7 – Livestock
- Tuesday, March 8 – Cost of Safety-Finances
- Wednesday, March 9 – Disaster Preparedness
- Thursday, March 10 – Youth Safety
- Friday, March 11 – Equipment Safety

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

[Optional quote]

"Safe practices on America's farms and ranches should be a priority, not an afterthought," said [County/State] Farm Bureau President [Name]. "Investing in safety and health in agricultural communities can help save lives and resources by preventing injuries and lost time on the job."

The Agricultural Safety Awareness Program is a part of the Farm Bureau Health and Safety Network of professionals who share an interest in identifying and decreasing safety and health risks. 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 #KeepFarmsSafe, #ASAP22 and #USAgCenters.

The 11 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 ATV, UTV Safety for Youth a Priority

[As part of your Ag Safety Awareness Week outreach, consider submitting the op-ed below during the first week of March to a publication such as your daily or weekly newspaper on letterhead, under the byline of your state president.]

All-terrain vehicles and utility task vehicles have become increasingly popular over the last few decades. Many find them fun to drive. Landowners, including farmers and ranchers, often find them useful for a variety of tasks such as towing or hauling things, pulling small implements, plowing snow and transportation.

While fun to drive and useful for work, ATVs and UTVs can also be dangerous. In the U.S., there are more than 100,000 emergency room visits annually due to ATV/UTV injuries, and approximately 650 people die in ATV/UTV incidents each year. Between 25% and 50% of these injury and fatality incidents involve children.

That is why, during Agricultural Safety Awareness Week (March 7-11), [state] Farm Bureau reminds everyone about how important it is for youth to follow safety guidelines when riding ATVs and UTVs.

The reasons for caution are straightforward, according to the Child Ag Safety Network:

- ATVs and UTVs can weigh more than 2,000 pounds;
- ATVs and UTVs roll over easily;
- Most ATVs are not meant for passengers;
- Rollovers, run-overs, falls and ejection from ATVs and UTVs are common causes of injuries and fatalities;
- ATVs and UTVs are not designed for roadway use and are especially prone to rollovers on paved roads; and
- What's legal isn't always safe.

Youth safety guidelines from the network (below) are in keeping with the theme of Ag Safety Awareness Week, which is "Prepare. Prevent. Protect." I encourage you to follow them during the week and throughout the year.

- Always wear a helmet, especially on ATVs;
- Take a safety course;
- Children under 16 should not operate an adult-size ATV or any UTV;
- Do not drive ATVs or UTVs on paved and/or public roads; and
- Ensure the operator can safely operate the vehicle and perform the task

Whether you are riding to work or riding to play, please ride to live by being safe and

encourage those around you, especially young riders, to do the same. Together, we can make ATV/UTV safety a priority for youth on our farms and ranches, and in our rural communities.

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.

LIVESTOCK

Cows and pigs might look cute, but animal encounters can be dangerous. Never work an animal alone, always be sure to have a supervisor or other employee with you. Always make sure you approach an animal where the animal can see you, do not approach from behind. Be sure to wear footwear that covers your feet and toes. 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 7th through 11th.

INSERT PERSONALIZED SENTENCE

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

COST OF SAFETY - FINANCES

It is a fact, accidents happen, and when they happen, they cost time and money. It is important to understand the cost of an injury and how investing in protection, equipment, and safety training can help you succeed in the long run. Follow the hashtag #ASAP22 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 7th through 11th.

INSERT PERSONALIZED SENTENCE

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

DISASTER PREPARDNESS

Disasters can happen anywhere, anytime. It is best to be well prepared, whether it is a natural disaster, fire, or work-related injury. It is important to be equipped in case of disaster and have a safety checklist and emergency plan. Follow the hashtag #ASAP22 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 7th through 11th.

INSERT PERSONALIZED SENTENCE

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

YOUTH SAFETY

Did you know that 98% of farms in the U.S. are family-owned farms? With a lot of farms spanning multiple generations, it is important to keep our farm kids safe. Most farm accidents involving youth are transportation-related (including tractors and ATVs). Remember to shut off all farm equipment and remove keys when not in use. Follow #ASAP22 on social media to learn more. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers as part of Ag Safety Awareness Week – March 7th through 11th.

INSERT PERSONALIZED SENTENCE

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

EQUIPMENT SAFETY

Grain bins are used to store grain such as corn, soybeans, wheat, and oats. Whenever possible, farmers should not enter a grain bin. However, if it is necessary, wear a harness attached to a properly secured rope, remember to shut off power to augers and fans and lock out any unloading equipment. 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 7th through 11th.

INSERT PERSONALIZED SENTENCE

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

Social Media Links




Farm Bureau	@American Farm Bureau @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

Hashtags

***Always use 2-3 red hashtags on twitter.*

#KeepFarmsSafe

#ASAP22

#Prepare.Prevent.Protect.

#farmsafety

#agneedsyou

Social Media Tips

1. Post consistently. Determine what your posting schedule will be and stick to it. Schedule posts ahead of time, if needed.
2. Post images and/or videos with your messages. Timing is important! Tailor your message to the audience you are trying to reach!
3. Sharing relevant content from other organizations is encouraged.
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.”)

Teasers

Through 3/6/22

Consider including the ASAP logo with your posts.



1. Livestock health is just as important as ours! Whether you are showing at the county fair or administering a vaccine, help us to #Prepare.Prevent.Protect. during Agriculture Safety Awareness Program Week, March 7-11. #USAgCenters @AmericanFarmBureau
 2. Who can you #Prepare.Prevent.Protect. for in 2022? Learn more about what you should look out for and do if farming accidents happen during Agricultural Safety Awareness Week, March 7-11. #USAgCenters @AmericanFarmBureau
 3. Crops are not the only living things that can die of heat stress. Farmers and ranchers are threatened by it every year. We need to ask ourselves not *if* we should prepare, but *how*. Share your management tips and learn new ones during Agricultural Safety Awareness Program Week, March 7-11. #USAgCenters @AmericanFarmBureau
 4. Youth are our future. Their safety? Our priority! Join us to learn about youth safety resources, and how we can break the cycle by reducing child injuries during Agriculture Safety Awareness Program Week, March 7-11. #USAgCenters @AmericanFarmBureau
 5. The key to keeping you and your family safe on the farm or ranch starts with safe equipment practices. Join us in learning about different resources available to you during Agriculture Safety Awareness Program Week, March 7-11. #USAgCenters @AmericanFarmBureau
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Livestock

Monday, 3/7/22



1. Want to ensure the safety of you and your livestock when transporting? Make sure to utilize checklists and always be aware of your surroundings. Check out @umashcenter for more tips! <https://bit.ly/3opB3zY>
#USAgCenters @AmericanFarmBureau
2. Feeding and working with animals come with great responsibility, especially when young children are helping. Following safety precautions while doing tasks like these can prevent serious injuries.
<https://bit.ly/32XWeBT>
#USAgCenters @AmericanFarmBureau
3. It is no secret children love animals and that they love them back. When taking your children to petting zoos this season, make sure to check out @nccrahs and @farmmedicine petting zoo safety pointers. <https://bit.ly/3J1xEiO>
#USAgCenters
4. Be aware of the medication you are administering to your livestock. Most importantly make sure you are correctly storing and handling the medicine to ensure the safety of you and your herd. <https://bit.ly/3B1TRKZ>
#USAgCenters @AmericanFarmBureau

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Cost of Safety - Finances

Tuesday, 3/8/22



1. Caring for yourself physically and financially go hand in hand. To limit injuries while working, follow safety guidelines when bending, climbing, and lifting heavy items!
<https://bit.ly/3LdJwQz>
#USAgCenters @AmericanFarmBureau
2. Accidents cost money, but can end up costing you more. According to the National Children's Center for Rural and Agricultural Health and Safety, "non-fatal youth agricultural injuries cost society an estimated \$1.26 billion per year and can wipe out an individual family farm's annual profits in just days, depending on severity." To learn more, check out @nccrahs. #USAgCenters @AmericanFarmBureau
3. Companies understand the importance of safety on the farm. Offset financial disaster by applying for grants, see if your state is on the list by visiting <https://bit.ly/33715Ri>
#USAgCenters @AmericanFarmBureau
4. A shortcut can save you time, but in the end cost you your livelihood. Do not rush safety. Follow the proper procedures before using any farm equipment. It will save you money and your life. <https://bit.ly/3AZ1VMf>
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#USAgCenters

Disaster Preparedness

Wednesday, 3/9/22



1. Safety begins with you! When on the farm make sure to check-in with your partners, but also yourself. Heat stress can occur quickly, and the consequences are severe. Go to <https://bit.ly/3AWnUDM> to learn early warning signs and how to prevent it! #USAgCenters @AmericanFarmBureau
2. Sunscreen, Sunglasses, Respirator? Your skin and eyes are important, but your lungs are too! With wildfires naturally on the rise, farmers must take precautions and protect one of their greatest assets-their lungs. Check the air quality index daily to assess severity and need for specific personal protective equipment. <https://bit.ly/3gmRqsC> #USAgCenters @AmericanFarmBureau
3. We have been getting used to wearing masks due to the pandemic, but do you know what type of mask to wear for which occasion while working on the farm? If you have facial hair, factor that into the choice. Learn the various types of masks, their uses and how to protect yourself. <https://bit.ly/3uvojvB> #USAgCenters @AmericanFarmBureau
4. Plan, prep, and practice! Do you have an emergency plan for your family and agricultural workers on the farm? Complete this checklist of prevention, preparation and management measures before a disaster occurs and it is too late. <https://bit.ly/3gqGwT0> #USAgCenters @AmericanFarmBureau



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Youth Safety

Thursday, 3/10/22



1. Playing pretend can turn into tragedy when a child finds the real thing. Before it is too late, check out the following resource for childrens' firearm safety, <https://bit.ly/3op7cYE> #USAgCenters @AmericanFarmBureau
2. According to the Agricultural Children Safety Network, "tractors are responsible for 41% of accidental farm deaths of children under 15." Join us in reducing this statistic! <https://bit.ly/3B5Yp2P> #USAgCenters @AmericanFarmBureau
3. According to the National Children's Center, approximately 650 people die in ATV/UTV incidents each year, with up to 50% of these incidents involving children. Make sure children are riding with an accompanying adult and taking the proper safety measures to mitigate risks. <https://bit.ly/3scpJsa> #USAgCenters @AmericanFarmBureau
4. Check out [Episode 3](#) of the Great Plains Center for Agricultural Health's podcast covering young ATV riders and utilize this checklist to ensure your child can safely complete farm tasks while on an ATV. <https://bit.ly/3LdoSQP> #USAgCenters @AmericanFarmBureau



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Equipment Safety

Friday, 3/11/22



1. Being a farmer is not for the faint of heart. With many daily responsibilities, there is not much time for what some call “small mundane” tasks. Checking your equipment to see if it is working properly should always be at the top of the list! Check out Jerry’s miraculous journey of recovery <https://bit.ly/3HttO1r> #USAgCenters @AmericanFarmBureau
2. Rates of grain bin related incidents are likely underreported since there is no mandatory injury reporting system for much of agriculture. Follow the lockout/tagout (LOTO) guidance to ensure your own safety and make others aware of your whereabouts <https://bit.ly/3Hv4xEg> #USAgCenters @AmericanFarmBureau
3. When traveling, secure heavy loads and take precautions while driving. Spillage can occur with seed, equipment, manure and more! Even over irrigated cropland water spillage can pose a threat to motorists on the road. Save your inputs and save lives. #USAgCenters @AmericanFarmBureau
4. As they say, curiosity killed the cat. To check on the condition of your grain in the bin or to fix a malfunction, do not go in alone. Always lock out and tag out, and finally, harness up. If not, it can wait! <https://bit.ly/3gmzgHN> #USAgCenters @AmericanFarmBureau



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Resource Summary

Livestock	
The Upper Midwest Agricultural Safety and Health Center (UMASH)	https://bit.ly/3opB3zY
National Children’s Center for Rural and Agricultural Health and Safety (NCCRAHS) & the National Farm Medicine Center (NFMC)	https://bit.ly/32XWeBT
NCCRAHS & NFMC	https://bit.ly/3J1xEiO
UMASH	https://bit.ly/3B1TRKZ
Central States Center for Agricultural Safety and Health (CS-CASH), Great Plains Center for Agricultural Health (GPCAH), UMASH, & NFMC	https://bit.ly/331w4hC
Cost of Safety - Finances	
NCCRAHS & NFMC	https://bit.ly/3LdJwQz
CHS	https://bit.ly/33715Ri
CS-CASH, GPCAH, UMASH, & NFMC	https://bit.ly/3AZ1VMf
GPCAH	https://bit.ly/3rtMit2
Disaster Preparedness	
UC Davis- Western Center for Agricultural Health and Safety	https://bit.ly/3AWnUDM
Iowa Farmer Today- University of Iowa	https://bit.ly/3uvojvB
University of Minnesota Extension	https://bit.ly/3gqGwT0
High Plains Intermountain Center for Agricultural Health and Safety (HICAHS)	https://bit.ly/3B63wQz
Virginia Cooperative Extension	https://bit.ly/3rnX7Nn
GPCAH	https://bit.ly/34CazEA
CS-CASH, GPCAH, UMASH, & NFMC	https://bit.ly/3goKxap
Youth Safety	
Kansas Farm Bureau	https://bit.ly/3op7cYE
NCCRAHS & NFMC	https://bit.ly/3B5Yp2P
NCCRAHS & NFMC	https://bit.ly/3scpJsa
Kansas Farm Bureau	https://bit.ly/3LdoSQP
GPCAH	https://bit.ly/3HxlvRe
U.S. Agricultural Safety and Health Centers	https://bit.ly/3AWQox0
HICAHS	https://bit.ly/3B6VW8s
Equipment Safety	
CS-CASH, GPCAH, UMASH, & NFMC	https://bit.ly/3HttO1r
GPACH	https://bit.ly/3LdZ86A
Kansas Farm Bureau	https://bit.ly/3rtkEN9
Grain Safety Handling Coalition	https://bit.ly/3Hv4xEg

National Grain and Feed Association	https://bit.ly/3unNX5z
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GPACH	https://bit.ly/3gmzgHN

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