



Children's Safety  
Network



Education  
Development  
Center

January 8, 2024

2:00PM - 3:00PM ET

# Advancing Equity for Rural and Agricultural Youth



# Funding Sponsor

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under the Child and Adolescent Injury and Violence Prevention Resource Centers Cooperative Agreement (U49MC28422) for \$5,000,000 with 0 percent financed with non-governmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



# Technical Tips



Join audio via your computer if possible



Use the Q/A button found at the bottom of your screen to ask questions at any time



If you experience audio issues, dial a phone number found in the Zoom invitation and **mute computer speakers**



This session is being recorded



You are muted



Click the more (⋮) icon, then the Captions (CC) icon at the bottom of your screen to turn on automatic captions



Resource files and links will be shared in the chat

# Presenters



**Marsha Salzwedel**

National Children's Center for Rural  
and Agricultural Safety and National  
Farm Medicine Center



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and Agricultural Safety and National  
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# Moderator



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National Children's Center for Rural  
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# Advancing Equity for Rural and Agricultural Youth

**Marsha Salzwedel, EdD**

Project Scientist

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Communications Manager



**National Children's Center**  
for Rural and Agricultural Health and Safety



How would you BEST describe your role/work/position?

- Agricultural Organization (Cooperative, Farm Bureau, Union, etc.)
- College: Academic/Research/Extension
- Equipment Manufacturer/Dealer/Sales
- Farmer/Agricultural Employer
- Health and Safety Professional
- Migrant/Seasonal-serving Organization
- Other Service Organization (banking, insurance, etc.)
- Youth Organization/Educator (FFA, 4-H, PAF, CSN, etc.)
- Other



## Rural Characteristics

- >46 million people live in rural areas
- Higher incidence of
  - Heart disease
  - Stroke
  - Cancer
  - Chronic lower respiratory disease
  - Suicide (gap increasing over time)
    - Exacerbated by opioid addictions, shortage of mental health services, social isolation
  - Unintentional injuries

Source: <https://www.cdc.gov/ruralhealth/about.html>



# Polling Question 2



National Children's Center  
for Rural and Agricultural Health and Safety

Choose what you think are the TOP 3 safety concerns (injury/illness agents) for children in rural areas?

- ATVs/UTVs
- Bicycles
- Chemicals
- Drowning
- Fire/burns
- Grain
- Livestock Injuries (cattle, pigs, chickens, sheep, etc.)
- Tractors/Equipment
- Vectors (ticks, mosquitos, fleas, horseflies, etc.)
- Vehicles (cars, trucks, highway traffic, etc.)



- Unintentional injury fatalities are 50% higher in rural areas vs. urban
- Over half of rural fatalities are preventable (vs. 39% of urban)
- Rural incidents are more likely to involve multiple injuries
  - Crush injuries
  - Animal bites
  - Burns
  - Eye injuries
  - Fractures
  - Soft tissue injuries

Source: Bang F et al, "The rural-urban gap: differences in injury characteristics. Health Promot Chronic Dis Prev Can. 2019 Dec;39(12):317-322. doi: 10.24095/hpcdp.39.12.01. <https://www.thenationshealth.org/content/47/5/S8.1>  
MMWR Rural Health Series. MMWR Morb Mortal Wkly Rep 2017;66:64. DOI: <http://dx.doi.org/10.15585/mmwr.mm6602a7>

# Injury Causes



National Children's Center  
for Rural and Agricultural Health and Safety

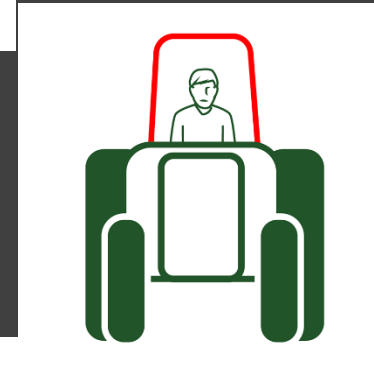
- Transportation/vehicles

- Tractors
- ATVs/UTVs
- Trucks & Farm Vehicles



- Drownings

- Lakes, rivers, ponds & creeks
- Irrigation ponds & manure pits



- Animals

- Fire/burns

- Suicide

- Poisoning





- Geographical isolation
- Access to health care
- Lack of health insurance
- Poverty and food insecurity
- Housing
- Transportation
- Access to childcare
- High risk farming activities

# The Numbers on Agriculture



National Children's Center  
for Rural and Agricultural Health and Safety

- 22 million people employed in an agriculture-related field
- 2 million farms in the U.S.
- 893,000 children/youth live on farms
- More than half of these work on farms (51%)
- An additional 265,600 youth are hired to work on farms
- An estimated 25 million youth visit farms
- Diverse population
  - Hispanic, Anabaptist, African American, Native American, etc.

# Polling Question 3



National Children's Center  
for Rural and Agricultural Health and Safety

What percentage of children are NOT working when they are injured on a farm?

- 15%
- 35%
- 60%
- 75%
- 95%



## Top 5 Injury Statistics:

A child dies  
in an agriculture-  
related incident  
about every  
3 days

Agriculture is one  
of the most dangerous  
occupations in our nation,  
and the only worksite in the  
U.S. where children of any  
age can be present.

Every day,  
about 33 children  
are seriously  
injured in an  
agriculture-related  
incident

The number  
of ag-related  
youth worker  
fatalities is higher  
than all other  
industries  
combined.

Many  
agricultural  
work-related injuries  
and deaths are  
associated with children  
doing work that does  
not match their  
developmental  
level

60% of child  
ag-related  
injuries happen to  
children who are  
not working



## No central database that collects injuries and fatalities

- Child Agricultural Injury Surveillance – ended in 2015
- Bureau of Labor Statistics (working youth)
- Farming exceptionalism
- Difficulty capturing data for
  - Non-working children/youth
  - Family farms and small operations
  - Special populations (e.g. Anabaptist, Migrant/Immigrant)

**Number of injuries and fatalities are underestimates – some studies indicate they could be at least double, if not more.**





- Poor cell service (and no land lines on “the back 40”)
- Remoteness
  - Long response time for emergency services
  - Longer distance to travel by car
  - No public transportation
  - Specialty services may not be available locally
- Specific location
- Some injuries need immediate attention





## What we know so far...

- >46 million people live in rural areas
- Disease, injury and fatality rates are disproportionately high in rural areas
- Health care access is limited
- Emergency care “takes time”
- High percentage of injuries/fatalities are preventable

How do we prevent them?



What do you think is the best way to address hazards and risks?

- Avoid them
- Educate about them
- Enforcement (laws/regulations against them)
- Engineer them out



## Top 5 Safety Strategies

### 1 Keep Kids Away from Tractors



40%

Tractors cause over 40% of accidental farm deaths of children under 15



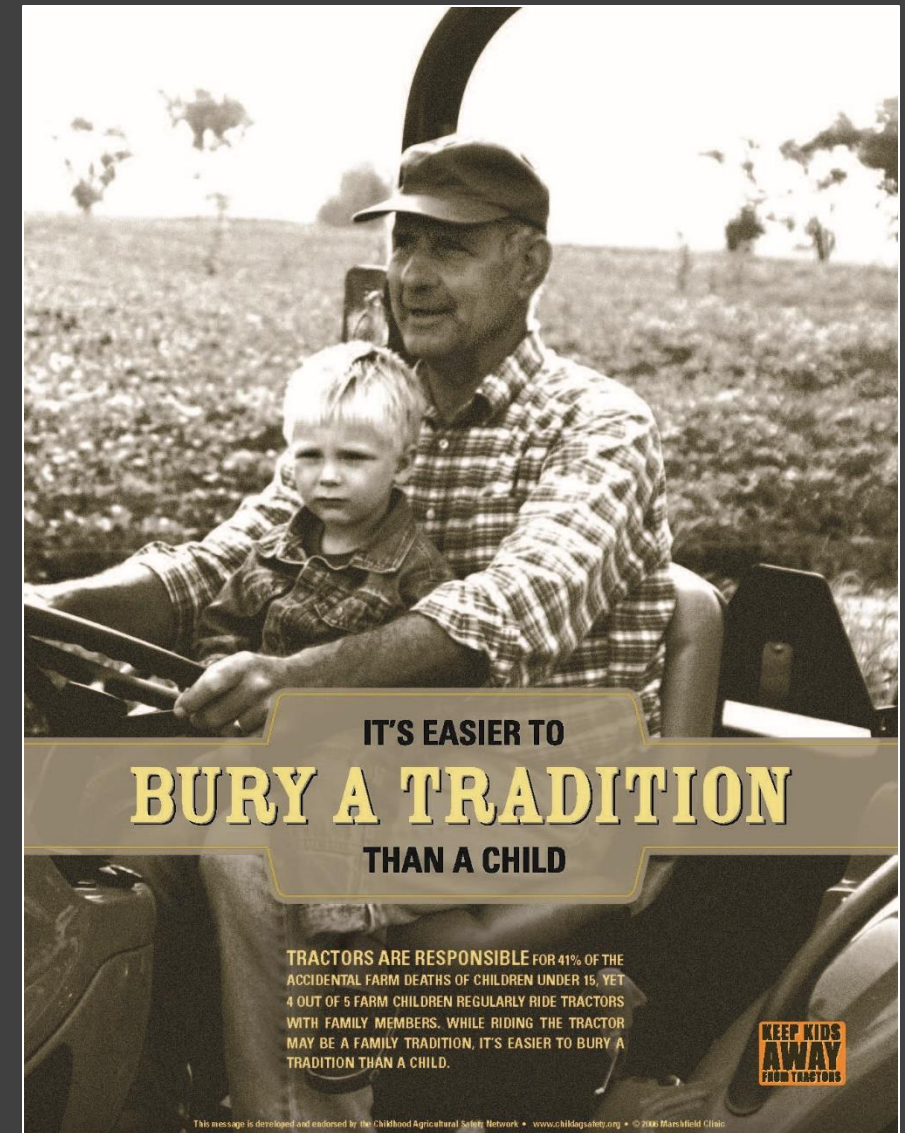
4 out of 5 farm children regularly ride tractors

It's time to break the tradition.

It's easier to bury a tradition than a child.

[cultivatesafety.org/campaigns/tractors](http://cultivatesafety.org/campaigns/tractors)

- Free Posters
  - Bury a Tradition
  - Quality Time
  - 75 lb. Child



## 2 Keep young children out of the worksite



### Equipment Hazards

- Skid steers
- ATVs
- PTOs

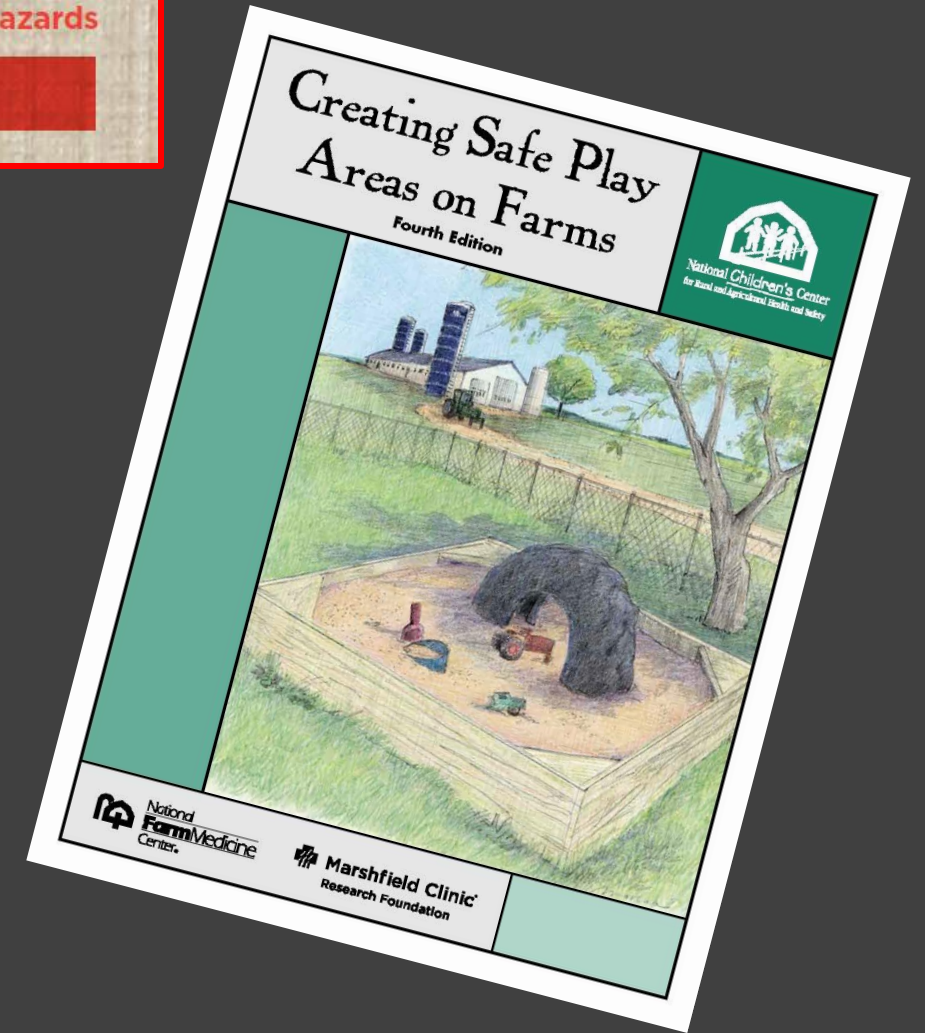


### Supervision

- Working in/around grain
- Animals
- Gates, tires, & environmental hazards

Safety Strategies: Child Care, Safe Play Areas - [cultivatesafety.org/play](https://cultivatesafety.org/play)

- Child Care
- Safe Play Areas
  - Fenced
  - Ground Cover
  - Supervision
  - Age-appropriate Equipment
  - Play Ideas



## 3 Ensure age and ability appropriate work

### Teen characteristics:

- Lack experience
- Impulsive
- Risk taking attitude
- Desire to prove themselves
- Susceptible to peer pressure
- Reluctant to ask questions

Work Guidelines:  
[cultivatesafety.org/aywg](http://cultivatesafety.org/aywg)



## Agricultural Youth Work Guidelines


- Multiple Languages
  - Skin tones
  - Equipment Colors
- Modifiable
- Multiple Formats
- Topic Specific Booklets
  - Farm Equipment
  - Animals
  - Gardening

### Operating a Tractor

**Can youth do this job safely?**

Youth must be able to do have all of the following to perform this job safely:

- Reach and operate controls while wearing a seatbelt
- Strength to repeatedly operate controls
- Tall enough for good field of vision when seated on tractor
- Understand and consistently repeat a 10-step process
- Recognize a hazard, problem solve, and respond appropriately
- React quickly to hazards
- Mature enough to consistently do what is expected
- Think through actions and consequences before acting
- Avoid loose clothing, clothes with strings, tie up long hair
- Comply with the [working outdoors guideline](#)
- Safely demonstrate the job 4 to 5 times
- Maintain [two-way communication](#) link



**Adult Responsibilities**


- Ensure tractor is mechanically sound and safety features are in place, including ROPS
- Review [developmental guidelines](#) to verify youth's ability to operate tractor
- Demonstrate how to safely drive tractor
- Provide appropriate training
- Educate youth to mount tractor using 3 points of contact
- Ensure work area is free from as many hazards as possible
- Educate youth on avoiding/addressing remaining hazards
- Ensure youth does not operate tractor after dark/in bad weather
- Train youth to call an adult if equipment malfunctions

**Supervision**


*Note: Ensure tractor is sized appropriately for youth. Youth must be 16+ years to drive an articulated tractor. See [Tractor Operations Chart](#) for guidance.*


14-15 yrs	Intermittent supervision progressing to periodic
16+ yrs	Periodic supervision

**Hazards**



**Protective Strategies**



  
[www.cultivatesafety.org](http://www.cultivatesafety.org)

https://doi.org/10.2196/med.nccrha.youthwork-operations-2011

## ATV/UTV Safety

[cultivatesafety.org/campaigns/atvs](http://cultivatesafety.org/campaigns/atvs)

### All Terrain & Utility Task Vehicles



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

# Prevention



## 4 Ensure environment is as safe as possible



Eliminate/reduce hazards:

Examples:

- Distractions
- Slippery/uneven surfaces
- Repetitive motion



Provide Personal Protective Equipment:

Examples:

- Non-skid shoes
- Gloves
- Hearing protection



### Safe Agritourism

Provides information and access to hundreds of resources to help agritourism operators keep visitors safe.

Visit Site →



### Farm Mapper

Digitally identify and map hazards through a birds-eye or augmented reality view.

Visit Site →



### Safer Farm

Provides tools and resources to identify and address farm hazards and risks.

Visit Site →



## Operating a Tractor

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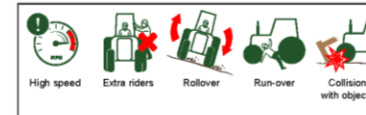
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16+ yrs Periodic supervision

### Hazards



### Protective Strategies





## 5 Provide training for work/tasks & ensure proficiency



Model safe behaviors



Train youth to do job



Practice until proficient



Supervise

## Supervisor Training

[hwc.public-health.uiowa.edu/protecting-young-ag-workers/](http://hwc.public-health.uiowa.edu/protecting-young-ag-workers/)

- English
- Spanish

## Safety Videos

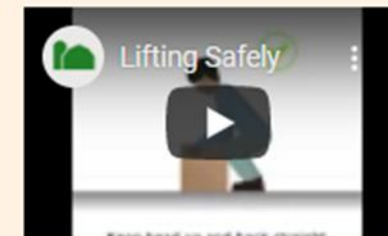
- Bending
- Lifting
- Climbing



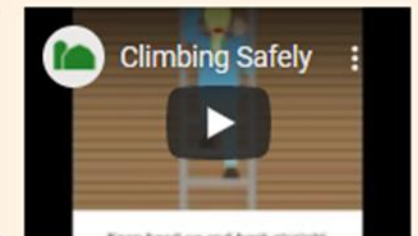
### Bending Safety



### Lifting Safety



### Climbing Safety







## Awareness & Changing Behavior

- Issues
  - Injuries and fatalities
  - Hazards and risks
  - Services
- Solutions
  - Injury prevention resources
  - Access to services

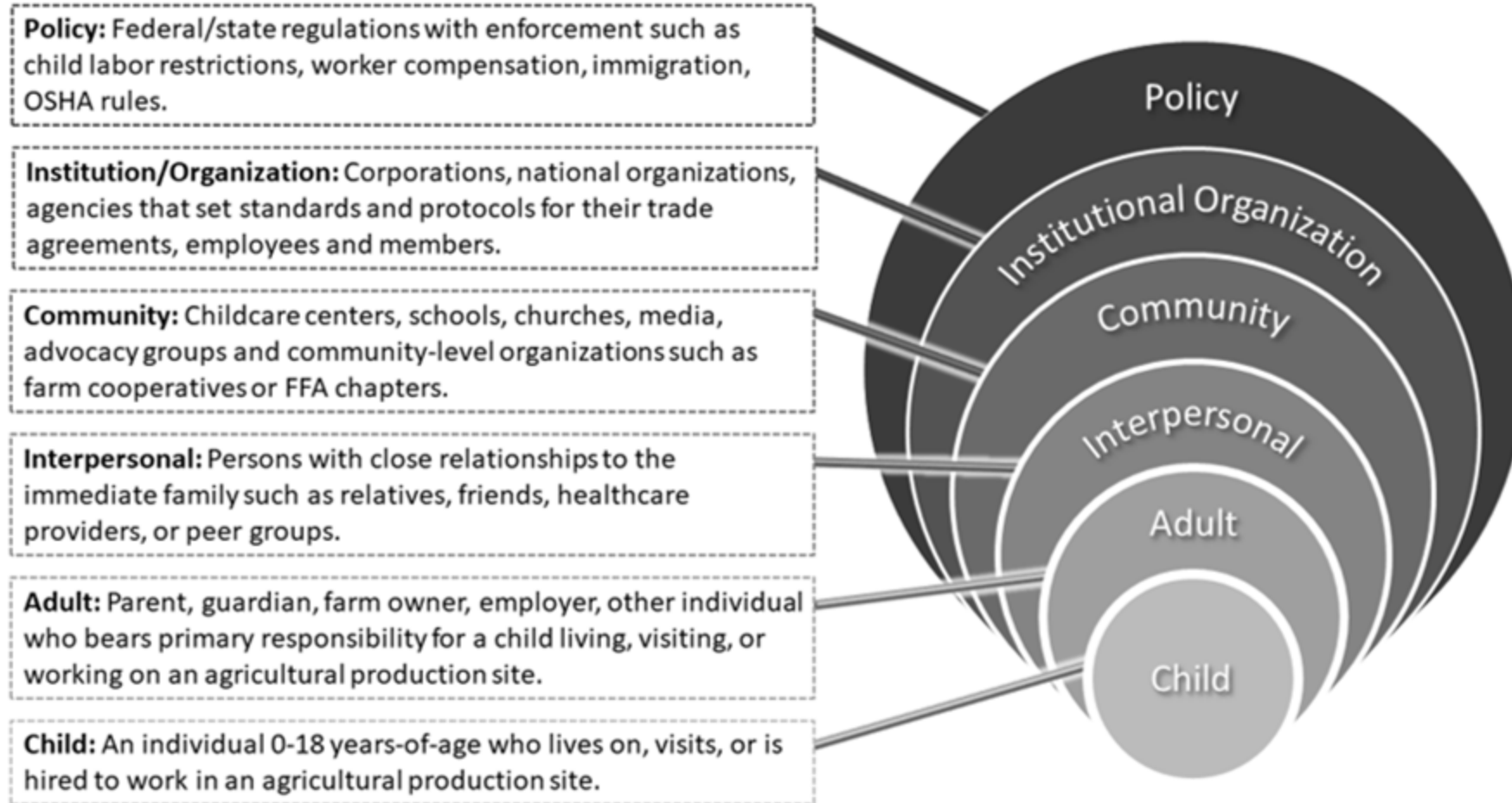
Who needs to know?

How do we “reach” them?

What do we need to consider?

## Who needs to know?

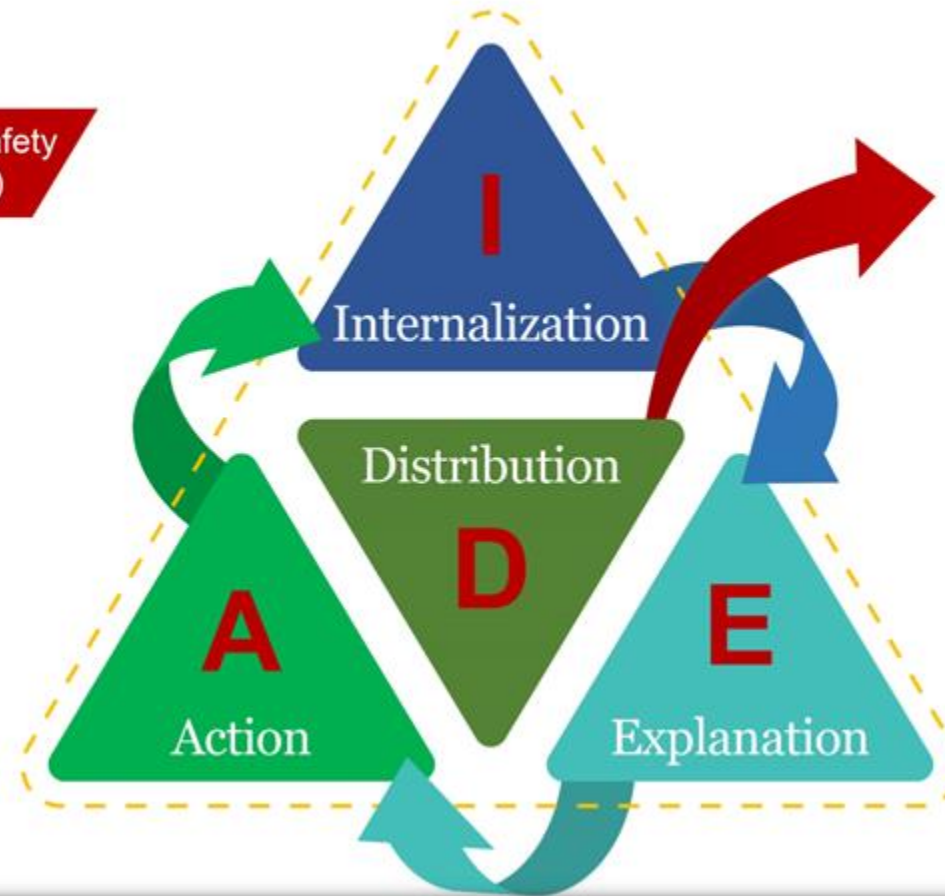
**Figure 1- Socio-Ecological Model (Modified for Agriculture)**



## IDEA Model

(for translating child agricultural health and safety messages effectively to non-scientific publics)

- ✓ **Internalization** (How am I or my loved ones affected? — attention & relevance)
- ✓ **Distribution** (Send consistent messages through multiple channels & by a variety of credible sources)
- ✓ **Explanation** (What is happening — accurate science intelligibly translated)
- ✓ **Action** (Specific action steps to take or not to take for self-protection)



Why is this important?

Why should I care?

# Polling Question 5



National Children's Center  
for Rural and Agricultural Health and Safety

Do you know someone who was injured or died in an agricultural related incident?

- Yes
- No



## I (Internalization) – Why should I care?

“Tractors are the No. 1 cause of fatal injuries to children on farms, and yet it’s been a tradition for young children to ride as passengers.”

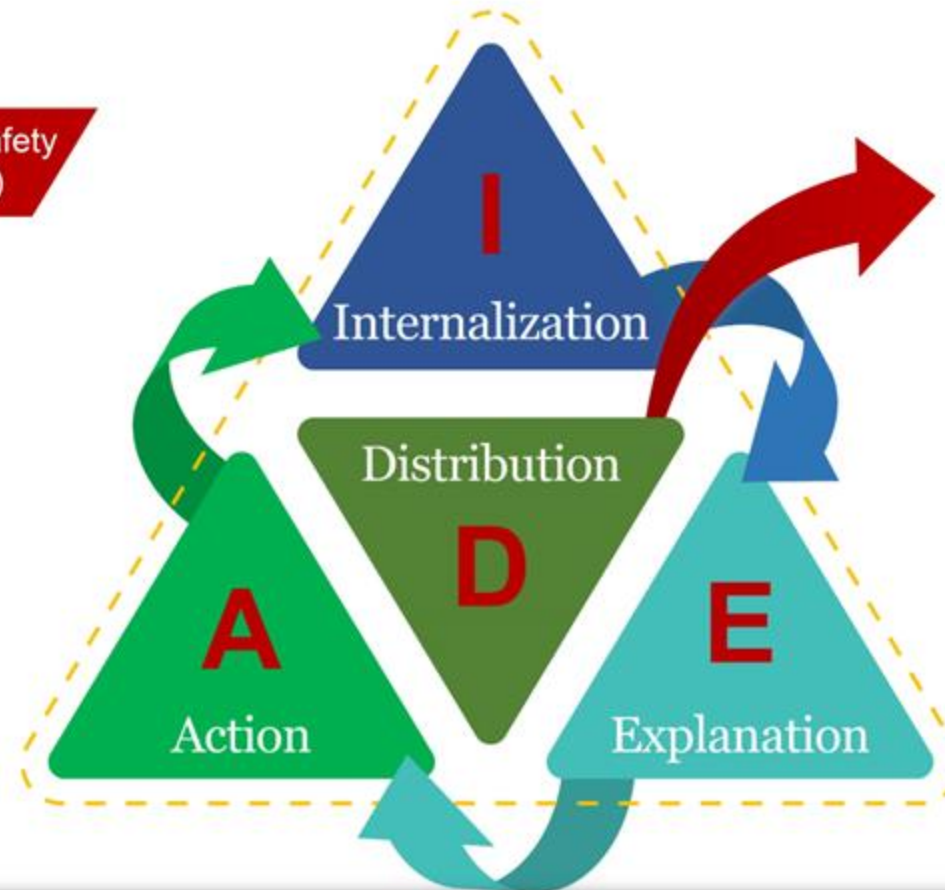
The screenshot shows a webpage from the High Plains Journal. At the top is the logo for 'HIGH PLAINS JOURNAL' with a horse head icon. Below the logo is a navigation menu with categories: Classifieds, Crops, Livestock, Home & Family, HPJ Originals, Regional, Events, Machinery, Markets, and Opinion. The main content area has a dark red background. It features the text 'AG NEWS' followed by the article title 'Family tells their story to prevent future farm tragedies'. Below the title, it says 'By By Marshfield Clinic Research Institute' and 'June 27, 2022'. A large photograph shows a man in a grey polo shirt and blue jeans kneeling in a cemetery, touching a dark grey granite headstone. The headstone is for 'Jaxon Liam Boomsma', born May 3, 2009, and died April 14, 2017. The stone has a photo of a young boy and some text. There are colorful flowers and a small American flag on the grave. To the right of the photo, there is a list of links: 'State-by-state hay summary', 'Area hay market prices', 'Charcuterie boards and food safety', and 'Financial incentives available for climat...'. At the bottom right, there is a social media follow button for HPJ with icons for Facebook, Twitter, LinkedIn, and YouTube.



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Who am I trying to reach?

How do I reach them?



## Consider

- Who are you trying to reach?
- Where do they get their information?
- How do they access it?
  - Internet
  - TV/Radio
  - Hard copy

## Communication channels

- Traditional Media
- Agricultural Media
- Social Media
- Specialized Media
  - Anabaptist newsletters
  - Hispanic news channels
- Ensure consistent messaging across various media outlets

## D (Distribution) – Who am I trying to reach & how do I do it?

Press release sent out to agricultural media to reach farmers

Picked up by “agricultural” channel (High Plains Journal and similar ag trade journals)

A screenshot of a news article from the High Plains Journal. The article is titled "Family tells their story to prevent future farm tragedies" and is dated June 27, 2022. The author is listed as "By Marshfield Clinic Research Institute". The main image shows a man kneeling in a cemetery, tending to a grave marker for Jaxon Liam Boomsma, who was born May 3, 2009, and died April 14, 2017. The grave is decorated with flowers and a small American flag. The article is categorized under "AG NEWS". On the right side of the page, there are several links: "State-by-state hay summary", "Area hay market prices", "Charcuterie boards and food safety", and "Financial incentives available for climat...". At the bottom right, there is a "Follow HPJ:" section with social media icons for Facebook, Twitter, LinkedIn, and YouTube.

**HIGH PLAINS JOURNAL**

Classifieds Crops Livestock Home & Family HPJ Originals Regional Events Machinery Markets Opinion

AG NEWS

### Family tells their story to prevent future farm tragedies

By Marshfield Clinic Research Institute June 27, 2022



Jaxon Liam Boomsma  
May 3, 2009  
April 14, 2017

State-by-state hay summary

Area hay market prices

Charcuterie boards and food safety

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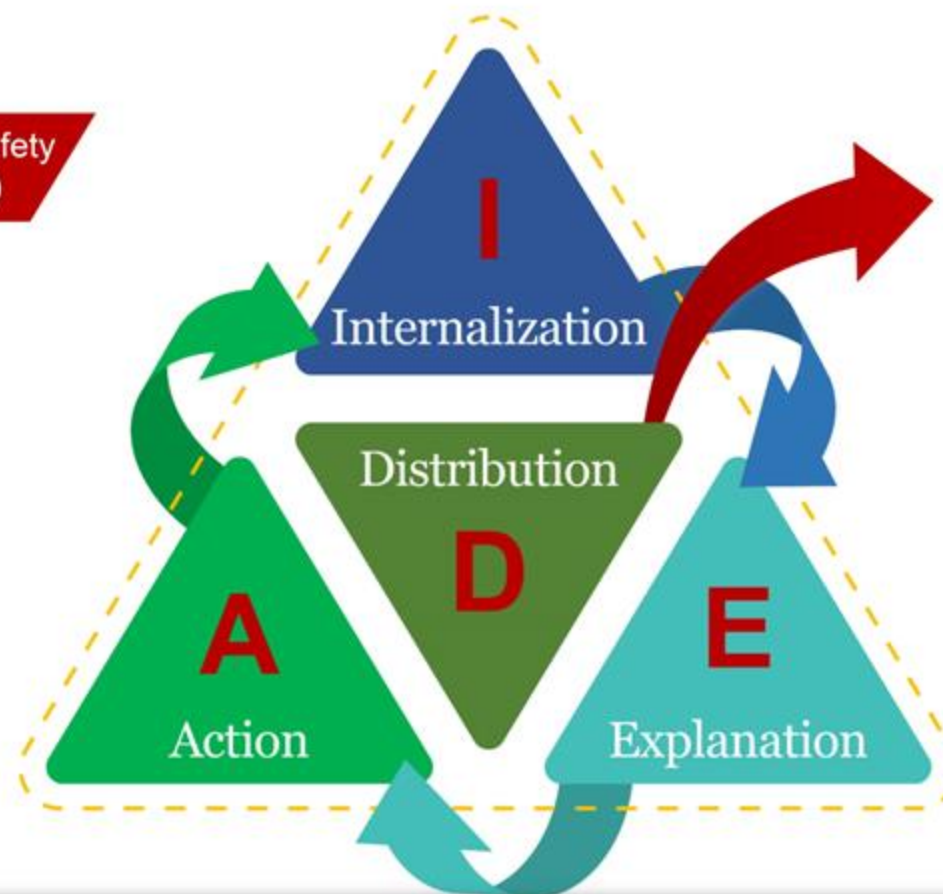
Follow HPJ: [f](#) [t](#) [in](#) [v](#)



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What is the issue?

How do I “translate” this appropriately?



## Explain the issue

- What is/has happened or what is the problem?
- What can be done to address the issue?
- Timely information, updated as needed
- Credible source

## “Translate” appropriately

- Non-scientific language
- 6<sup>th</sup> – 8<sup>th</sup> grade reading level
- Appropriate language
- Appropriate graphics
  - Locations/settings
  - People
- Culturally appropriate



## E (Explanation) – **What is the issue?**

“The Boomsma Family lost their 7-year-old Jaxon in a tractor-related incident at a relative’s farm. Jaxon was an extra rider. The Boomsmas decided to tell their story to prevent other families from going through similar tragedy.”

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AG NEWS

### Family tells their story to prevent future farm tragedies

By By Marshfield Clinic Research Institute June 27, 2022

Jaxon Liam Boomsma  
May 5, 2009  
April 14, 2017

Follow HPJ: [f](#) [t](#) [in](#) [v](#)



## Translate

- Non-scientific terms
- Language
  - English
  - Spanish
- Appropriate graphics
  - Safe photos
  - Skin tones

### Operating a Tractor

#### Can youth do this job safely?

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#### Adult Responsibilities

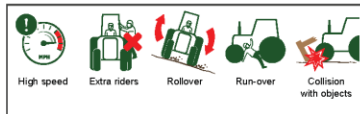
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#### Supervision

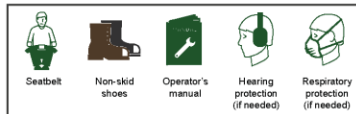
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14-15 yrs	Intermittent supervision progressing to periodic
16+ yrs	Periodic supervision

#### Hazards



#### Protective Strategies



<https://doi.org/10.21638/ncrcrsh.youthwork.operatortractor.g.2017>

### Operación de un tractor

#### ¿Pueden los jóvenes realizar esta tarea de manera segura?

Los jóvenes deben ser capaces de hacer lo siguiente/tener las siguientes características para hacer esta tarea de manera segura:

- Alcanzar y operar controles con el cinturón de seguridad abrochado.
- Fuerza para operar los controles repetidamente.
- Estatura suficiente para tener buen campo visual al estar sentado en el tractor.
- Comprender y repetir sistemáticamente un proceso de diez pasos.
- Reconocer un peligro, resolver un problema y responder de manera adecuada.
- Reaccionar rápidamente ante un peligro.
- Madurez suficiente para hacer sistemáticamente lo que se deba hacer.
- Pensar detenidamente sobre las acciones y consecuencias antes de actuar.
- Evitar la ropa suelta o con cordones; si tienen el cabello largo, recogerlo.
- Cumplir con lo indicado en la [guía de trabajo al aire libre](#).
- Mostrar de manera segura cómo se hace la tarea cuatro o cinco veces.
- Mantener una vía de [comunicación bidireccional](#).



#### Responsabilidades de los adultos

- Asegurarse de que el equipo esté en buen estado mecánico y las medidas de seguridad estén implementadas, incluida la estructura de protección antivuelcos (Automático Desplegable Roll Over Protection Structure, ROPS).
- Revisar la guía de desarrollo a fin de verificar la habilidad de los jóvenes para operar un tractor.
- Mostrar cómo conducir un tractor de manera segura.
- Proporcionar la capacitación adecuada.
- Enseñar a los jóvenes a subirse al tractor usando tres puntos de contacto.
- Asegurarse de que el área de trabajo esté libre de peligros en la mayor medida posible.
- Enseñar a los jóvenes a evitar o abordar los peligros que puedan quedar.
- Asegurarse de que los jóvenes no operen el tractor después del atardecer ni en condiciones de mal tiempo.
- Capacitar a los jóvenes para que llamen a un adulto en caso de que el equipo no funcione correctamente.

#### Supervisión

*Nota: Asegúrese de que el tractor sea del tamaño adecuado para los jóvenes. Los jóvenes deben tener 16 años o más para conducir un tractor articulado. Consulte el Cuadro de operaciones con tractor para obtener orientación.*

14-15 años	Supervisión intermitente y progresiva hasta volverse periódica
16 años o más	Supervisión periódica

#### Peligros



#### Estrategias de protección



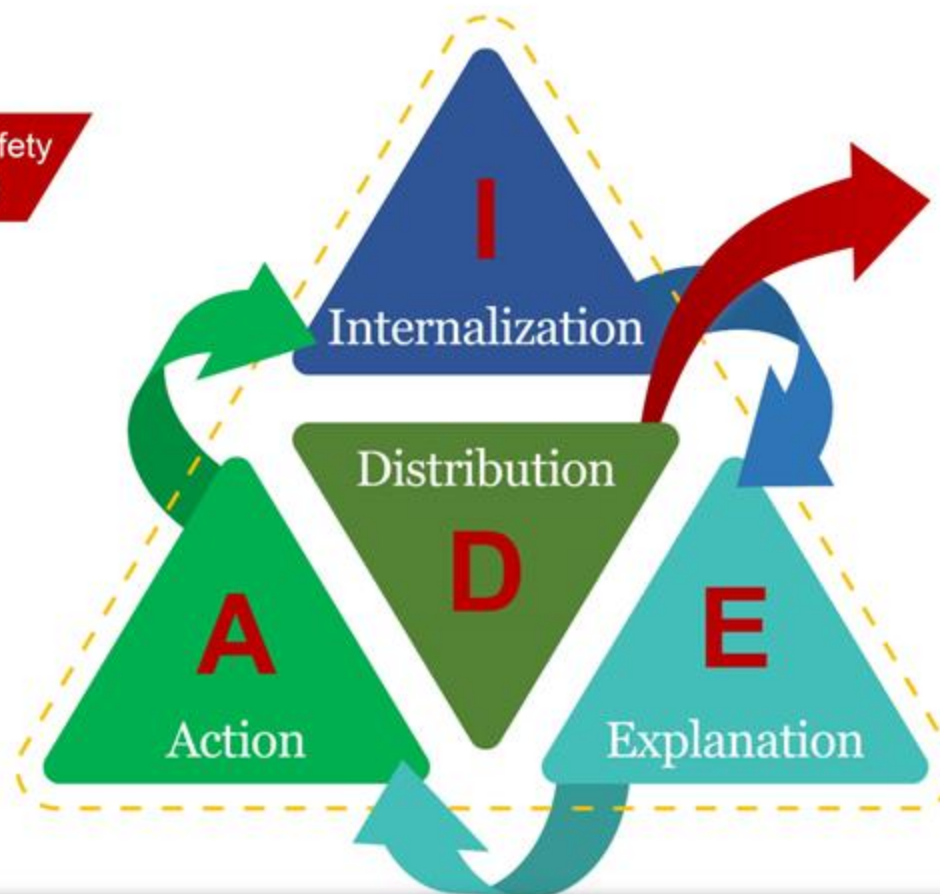
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What do we want them to do?



## What should they do/not do?

- Provide steps that are
  - Clear
  - Specific
  - Time-based
  - Actionable
- Remind them of “Why this is important” and “Why should I care.”
  - From “Internalization”



## A (Action) – What should they do/not do?

“To read Jaxon’s story, and to learn more about safety resources and the Boomsma Family’s ‘Keep His Smile Alive’ campaign, go to <https://marshfieldresearch.org/nccrahs/storytelling>.”

The screenshot shows the High Plains Journal website. The main article is titled "Family tells their story to prevent future farm tragedies" and is dated June 27, 2022. The article features a photograph of a man kneeling at a grave site, placing flowers on a headstone for Jaxon Liam Boomsma, who lived from May 3, 2009, to April 14, 2017. The headstone is decorated with a small American flag and other items. The article is categorized as "AG NEWS" and is written by the Marshfield Clinic Research Institute. On the right side of the page, there are several links to other content: "State-by-state hay summary", "Area hay market prices", "Charcuterie boards and food safety", and "Financial incentives available for climat...". At the bottom right, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube, with the text "Follow HPJ:" next to them.

# Social Media – Be a safety advocate



National Children's Center  
for Rural and Agricultural Health and Safety

How old were your kids when they started working machinery? Note: blades are off...he started riding a two wheeler at 18 months and ice skates better than any adult 😊

My father in law started baking hay in a tractor at 5...but that was 50yrs ago.



My son started at 8 and my daughter at 9

15m Like Reply

Depends on the kid. If they can handle it than let them do it. If they can't than they are to young. The younger they are able to do things with the parents the better they are going to be

15m Like Reply



Write a reply...



Jana Davidson

Here are some great guidelines to help you assign age-appropriate tasks - <https://www.marshfieldresearch.org...>



Marshfield Clinic Research Institute -  
Agricultural Youth Work Guidelines

[marshfieldresearch.org](https://www.marshfieldresearch.org)

7m Like Reply



# Media Guidelines



National Children's Center  
for Rural and Agricultural Health and Safety

## “DO’s and DO NOTs”

[www.CultivateSafety.org/Resources](http://www.CultivateSafety.org/Resources)

### MEDIA GUIDELINES

for AGRICULTURAL SAFETY

#### SPECIFIC TO CHILDREN/YOUTH

Children and teens are often at greater risk of injury than adults. They typically have less physical strength, shorter reach, and lack the coordination and balance of adults. Cognitively, it takes them longer to process information, they have shorter attention spans, and may lack the impulse control that adults have. They are also more likely to do what they see others doing, rather than what they are told.

This makes it vitally important to depict (visually and textually) children and teens in safe situations. If they're doing farm/ranch work, ensure tasks are age and ability appropriate.

Photos and videos are often used as “attention getters,” but sometimes “cute” is unsafe, e.g. a cow licking a child's fingers. Other examples to avoid include a child playing in a grain bin, in close proximity to an adult animal, or riding an ATV without a helmet.



Childhood Agricultural Safety Network

Website:  
[www.childagsafety.org](http://www.childagsafety.org)

Email:  
[nccrabs@marshfieldresearch.edu](mailto:nccrabs@marshfieldresearch.edu)

Phone:  
1-800-662-6900

The agricultural stories we share in traditional and social media can make life safer for farm and ranch families and workers. While not intentional, what we write, say, and the images we show can perpetuate - and even increase - unsafe farm practices.

To help minimize unsafe practices, the Childhood Agricultural Safety Network has compiled the do's and don'ts provided here as reminders for all of us. Following them can help each of us be confident that we are doing our part for farm safety.



#### VISUAL MEDIA

**DO** show tractors and other farm equipment being maintained and operated safely. That includes rollover protection structures (ROPS) on tractors and proper guards in place on power take off units (PTOs) and other moving parts.

**DO** show children doing age-appropriate chores under supervision.

**DO** show working individuals wearing proper fitting personal protective equipment, appropriate for the tasks they are performing. When depicting workers with machinery, make sure they are not wearing loose fitting clothing or anything (jewelry, drawstrings, bandana) that could become entangled.

**DO** be aware of the background. Is it free of clutter? Do buildings and equipment appear to be well-maintained? A clean, well-ordered background conveys an environment of safety and attention to detail.

**DO NOT** show individuals riding on wagons, in the backs of pickup trucks or as extra riders on tractors or ATVs.

**DO NOT** show persons climbing to heights without fall protection, stair or platform guarding.

**DO NOT** show workers leaning over or feeding materials into machines with moving parts or blades.

**DO NOT** show children under 14 driving any motorized farm vehicle.

**DO NOT** show children riding on adults' laps on ATVs or lawn tractors/riding mowers.

**DO NOT** show children in proximity to large animals unless appropriate barriers are evident.



### LIGNES DIRECTRICES POUR LES MÉDIAS

EN MATIÈRE DE SÉCURITÉ

#### SPECIFIQUE AUX ENFANTS ET AUX JEUNES

Les enfants et adolescents courent souvent un plus grand risque d'être blessés que les adultes. Ils ont typiquement moins de force physique, une attention plus courte, et n'ont ni la coordination ni l'équilibre des adultes. Cognitivement, ils ont besoin de plus de temps pour traiter les informations, ont une capacité d'attention plus courte, et ne maîtrisent pas leurs impulsions au même titre que les adultes. Ils sont aussi plus susceptibles d'imiter ce qu'ils voient les autres faire, plutôt que de faire ce qu'on leur dit de faire.

Cela souligne l'importance cruciale de montrer (visuellement et textuellement) les enfants et adolescents dans des situations sécuritaires. S'ils font du travail à la ferme ou au ranch, on doit s'assurer que les tâches sont appropriées à leur âge et capacité.

Les photos et vidéos sont souvent employées comme « attrape-regard », mais quelquefois « mignon » est dangereux, par exemple une vache qui lèche les doigts d'un enfant. D'autres exemples à éviter sont un enfant qui joue dans une cellule à grain, qui est à proximité immédiate d'un animal adulte, ou qui est à bord d'un VTT sans casque.

**DO** show tractors and other farm equipment being maintained and operated safely. That includes rollover protection structures (ROPS) on tractors and proper guards in place on power take off units (PTOs) and other moving parts.

**DO** show children doing age-appropriate chores under supervision.

**DO** show working individuals wearing proper fitting personal protective equipment, appropriate for the tasks they are performing. When depicting workers with machinery, make sure they are not wearing loose fitting clothing or anything (jewelry, drawstrings, bandana) that could become entangled.

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Les histoires agricoles que nous partageons dans les médias traditionnels et sociaux peuvent rendre la vie plus sécuritaire pour les familles et travailleurs dans les fermes et ranchs. Bien que ce ne soit pas l'intention, ce que nous écrivons et disons, et les images que nous montrons peuvent perpétuer - et même accroître - les pratiques agricoles dangereuses.

Afin d'aider à minimiser les pratiques dangereuses, le Childhood Agricultural Safety Network a compilé la liste de choses à faire et à ne pas faire, fournie dans le présent document comme rappels pour nous tous.

#### MÉDIAS VISUELS

**À FAIRE** Montrer des tracteurs et d'autres appareils agricoles entretenus et opérés en sécurité. Cela comprend des cadres de protection (ROPS) sur les tracteurs et les bons dispositifs de protection en place sur les prises de force et d'autres pièces mobiles.

**À FAIRE** Montrer des enfants en train d'effectuer des tâches appropriées pour l'âge, sous supervision.

**À FAIRE** Montrer des personnes au travail portant l'équipement de protection individuelle bien ajusté et approprié pour les tâches qu'elles exécutent. Quand on montre des travailleurs avec les machines, on doit s'assurer qu'ils ne portent pas de vêtements très amples ou quelque chose (bijoux, cordons de serrage, bandana) qui pourrait s'emmêler.

**À FAIRE** Être conscient de l'arrière-plan. Est-il libre de fouillis? Les bâtiments et l'équipement paraissent-ils bien entretenus? Un arrière-plan propre et bien organisé communique un milieu de sécurité et un souci du détail.

**À NE PAS FAIRE** Montrer des personnes qui sont montées sur des remorques, à l'arrière d'une camionnette ou passagers d'un tracteur ou d'un VTT.

**À NE PAS FAIRE** Montrer des personnes qui grimpent à des hauteurs sans protection contre les chutes, ou des gardes d'escalier ou de plateforme.

**À NE PAS FAIRE** Montrer des travailleurs qui se penchent sur des machines avec des pièces ou lames mobiles ou qui y introduisent du matériel.

**À NE PAS FAIRE** Montrer des enfants de moins de 14 ans qui conduisent un véhicule agricole à moteur.

**À NE PAS FAIRE** Montrer des enfants passagers sur les genoux d'un adulte sur un VTT ou une tondeuse à siège ou autoportée.



dangereuses, le Childhood Agricultural Safety Network a compilé la liste de choses à faire et à ne pas faire, fournie dans le présent document comme rappels pour nous tous.



### PAUTAS PARA LA COMUNICACIÓN

en materia de SEGURIDAD AGRÍCOLA

#### DIRIGIDAS A NIÑOS Y JÓVENES

Los niños y los adolescentes suelen correr un mayor riesgo de lesionarse que los adultos. Por lo general, tienen menos resistencia física, un alcance más corto y sus capacidades de coordinación y equilibrio no están tan desarrolladas como las de los adultos.

En términos cognitivos, les lleva más tiempo procesar información, su grado de concentración es menor y no tienen el control de impulsos que tienen los adultos. Además, es probable que imiten lo que otras personas están haciendo en lugar de hacer lo que se les ordenó.

Por todas estas razones, es sumamente importante ver (tanto en imágenes como en material escrito) a niños y adolescentes en situaciones seguras. Si están realizando trabajos agrícolas, asegúrese de que las tareas sean adecuadas para su edad y capacidades.

Por lo general, las fotos y los videos se usan para llamar la atención, pero, a veces, algo que se ve “tierno” no es seguro, como una vaca lamiendo los dedos de un niño. Otros ejemplos que se deben evitar son niños jugando en un silo de granos, cerca de un animal adulto o arriba de un vehículo.



Sitio web:  
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Teléfono:  
1-800-662-6900

Las historias relacionadas con el sector agrícola que compartimos en los medios de comunicación tradicionales y en las redes sociales pueden hacer que la vida de las familias y los trabajadores de este sector sea más segura. Si bien no lo hacemos a propósito, lo que escribimos, decimos y las imágenes que mostramos pueden promover (e incluso aumentar) el ejercicio de actividades agrícolas peligrosas.

Para ayudar a disminuir la cantidad de actividades peligrosas, la Red de Seguridad Agrícola Infantil (Childhood Agricultural Safety Network) elaboró una lista para recordarnos a todos lo que se debe hacer y lo que no, la cual presentamos a continuación. Seguir estas pautas puede ayudarnos a sentirnos seguros de que estamos haciendo todo lo posible para garantizar la seguridad agrícola.



#### IMÁGENES

**MUESTRE** cómo se realiza el mantenimiento de los tractores y la maquinaria agrícola y cómo estos se manejan de forma segura. Por ejemplo, muestre que los tractores tienen las estructuras de protección anti-ruedas y que los elementos de protección apropiados de las unidades de toma de fuerza y otras piezas móviles están en su lugar.

**MUESTRE** a niños realizando tareas adecuadas para su edad bajo supervisión.

**MUESTRE** a los trabajadores usando el equipo de protección personal adecuado para las actividades que están realizando. Cuando muestre fotos de trabajadores manejando maquinaria, asegúrese de que no lleven ropa holgada o accesorios que se puedan enredar (alfileras, cordones ajustables, pañuelos).

**OBSEVE** bien el fondo. ¿Está limpio y ordenado? ¿Se nota que las instalaciones y la maquinaria están bien cuidadas? Un fondo limpio y ordenado transmite la imagen de un entorno seguro y una actitud detallista.

**NO** muestre a personas sobre carros, en la parte trasera de camionetas o como pasajeros adicionales en tractores o ATV.

**NO** muestre a personas subiéndose a estructuras altas sin arneses, escaleras ni plataformas de protección.

**NO** muestre a trabajadores agregando materiales en máquinas con piezas móviles o cuchillas o inclinándose sobre ellas.

**NO** muestre a niños menores de 14 años manejando vehículos agrícolas motorizados.

**NO** muestre a niños sentados sobre el regazo de adultos que están manejando ATV o tractores cortacésped.

**NO** muestre a niños cerca de animales grandes a no ser que se puedan observar las barreras adecuadas.



English

French

Spanish



- >46 million people live in rural areas
- Disease, injury and fatality rates are disproportionately high in rural areas
  - Preventable
- Health care access is limited & emergency care “takes time” to arrive
- Injury/illness prevention
  - Need to raise awareness and educate
  - Communicate effectively
    - Why it’s important
    - Communication channels
    - Explain the issues
    - Action steps
- Be a Safety Advocate



## Contact Us

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# Questions?



Please enter your questions using the Q/A button at the bottom of your screen

# Thank you!

Please fill out our evaluation:



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