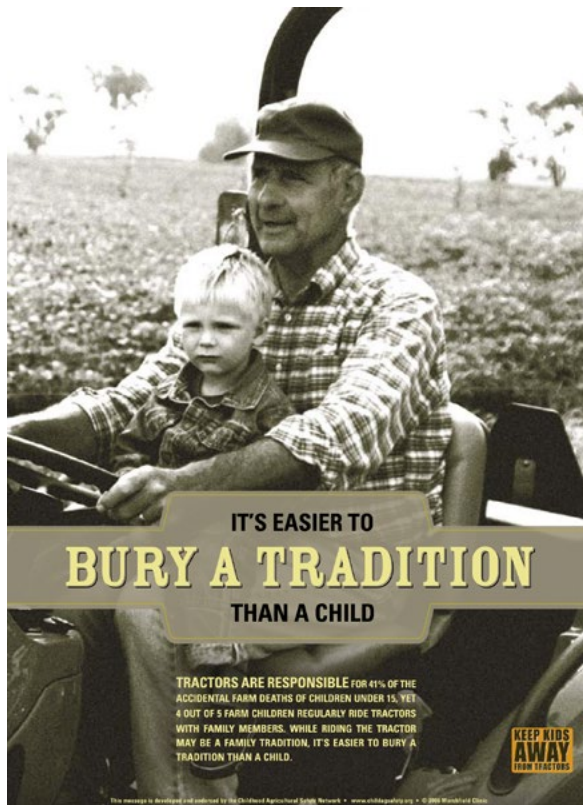


KEEP KIDS AWAY FROM TRACTORS



On many farms it's been tradition for children to ride tractors with parents or other adult relatives. But in a split-second, a child can fall and be crushed by a tire, or run over by a mower or other implement. These types of "accidents" are preventable.

National campaign

A national coalition of agricultural safety and youth-serving organizations is campaigning with a simple tough-love message: "It's easier to bury a tradition than a child."

"We're trying to preserve the best part of agricultural tradition, but at the same time change social

norms, so that people view unsafe practices for what they are – unacceptable," said Barbara Lee, Director of the National Children's Center for Rural and Agricultural Health and Safety in Marshfield, Wis.

The Childhood Agricultural Safety Network (CASN) is a 60-member coalition that includes American Farm Bureau Federation, National FFA, Progressive Agricultural Foundation, Migrant Clinicians Network, National Education Center for Agricultural Safety, John Deere, and many more organizations. Find out more about CASN at ChildAgSafety.org.

Leading cause of death

On average, a child dies from injuries on a farm once every 3 days. The leading cause of those deaths is the tractor. Tractors are responsible for more than 40 percent of unintentional farm injury deaths of children under 15, yet many farm children regularly ride tractors with family members.

Even if the tractor does not overturn, there are many ways that a rider can be injured. Sudden stops, driving over holes, stumps and debris, or a sharp turn can cause the extra rider to fall. The mere presence of a child can be distracting to the operator, increasing the chances of a mishap.

Not even a tractor cab insures safety. Recent examples include the death of a 3-year-old southern Wisconsin boy, who grabbed the cab's door handle for support when the tractor hit a bump. The boy fell out and was run over by his dad.

Star power

Country music artist Michael Peterson supports the coalition. He recorded a 30-second video public service announcement at his farm near Nashville, as well as two audio ads. Peterson's contributions can be found by going to CultivateSafety.org, which links to posters, logos and other campaign resources, some in Spanish and French. The award-winning campaign has been featured on AgDay television news and on RFD-TV, and its message can save lives. Coalition members explain to farm parents that a very simple way to protect a child is to say, "No, you can't be on or near this tractor."



For more information visit CultivateSafety.org