

Tools of the Trade Media Kit



Thank you for using our Media Kit! In this media kit, you are welcome to use and edit all suggested posts, the press release and images. What you cannot edit is the official cultivate safety logo. You may use it and lay it over another graphic, but please do not edit it.

In this Media Kit you will find:

- [Press Release](#)
 - [Images and videos](#)
 - [Social Media Post Suggestions](#)
 - [Hashtag Suggestions](#)
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Press Release: For full press release visit

FOR IMMEDIATE RELEASE

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Online ‘Tools of the Trade’ teach agricultural safety and health

When it comes to learning, interactive activities are more effective than lectures.

That’s why hands-on lessons are at the heart of “[Tools of the Trade](#),” a collection of agricultural safety videos and related resources covering key topics and designed to educate viewers about agricultural hazards and injury prevention strategies.

“Tools of the Trade, or TOTs, as we call them, are a fun and engaging way to learn about hazards and safety strategies,” said Marsha Salzwedel, Ed.D., National Children’s Center for Rural and Agricultural Health and Safety. “They’re great at community events or in training sessions. And producers can use TOTs to learn more about safety on their operations and teach their families and employees about being safe on the farm or ranch.”

Organizations contributing to the Tools collection included Ohio State University, AgriSafe, Progressive Agriculture Foundation, the National Institute for Occupational Safety and Health (NIOSH)-funded Centers for Agricultural Safety and Health, and others.

Each topic features a video demonstrating an interactive safety tool and handouts that describe the tool, how to get the tool (access, build, rent, buy) and activity sheets for practicing with the tool. There are 17 TOTs available, with more under development.

Examples include:

- Hazard Ridge, an interactive 3D video game that teaches teens preventive safety measures and how to navigate challenges in real time.
- Agricultural Youth Work Guidelines, an interactive website that can be used to assess a young worker's abilities and ensure they can perform tasks safely.
- Building a mini-airzooka using common household items to explore the role that sound waves play in the emission of hazardous noise, and to help youth prevent hearing loss.
- Using a work boot and a simulated shoelace to illustrate reaction time and the dangers of entanglement in a spinning power-takeoff (PTO) shaft.

The Tools-of-the-Trade concept builds on Learning Labs designed for the 2021 North American Agricultural Safety Summit, hosted by the Agricultural Safety and Health Council of America. The Learning Labs were intended as live interactive sessions with facilitators assisting participants in using the tools. Due to the COVID-19 pandemic, the Learning Labs were transformed into virtual booths. These "booths" were then added to the [Cultivate Safety](#) website after the summit.

"Accessing and using these tools is easy and fun. Many of them are available at no cost or are inexpensive to buy or create," said Salzwedel. "We are excited to host this collection of safety tools, as we believe they have the potential to prevent injuries and save lives."

The [National Children's Center for Rural and Agricultural Health and Safety](#) is celebrating 25 years of preventing injuries associated with the agricultural worksite, one of the nation's most hazardous worksites and the only one where children of any age may be present.

The National Children's Center is a program of the National Farm Medicine Center, Marshfield Clinic Research Institute. It is one of 12 agricultural health and safety centers funded by the National Institute for Occupational Safety and Health (NIOSH).

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Images: For all images including logos and social media graphics/sharables and videos visit

<https://www.flickr.com/gp/196350270@N07/615zMPoDv6>

Example Social Media Messages:

- The “Invest in Your Health” tool introduces six modules developed on key safety and health topics targeting youth, young workers and workers new to agriculture. Course instruction and training materials are provided under an open share platform. Modules include multiple interactive activities to choose from. This tool helps build capacity for agricultural safety and health in community members. #ToolsoftheTrade #TOT @AgriSafe Network <https://cultivatesafety.org/tools-of-the-trade/invest-in-your-health>
- It is well known that agriculture is a hazardous worksite, especially for young workers, who typically have less experience and different abilities than adults. This #Tool of the Trade explains how to use the Agricultural Youth Work Guidelines to assess a young worker’s abilities and ensure they can perform tasks safely, then provides scenarios for practicing with the tool. #ToolsoftheTrade #TOT @Cultivate Safety <https://cultivatesafety.org/tools-of-the-trade/ag-youth-work-guidelines/>
- A work boot and a simulated shoelace illustrate how far a spinning PTO shaft actually travels in three seconds in this #Tool of the Trade. This easily replicated activity teaches participants about reaction time and the dangers of entanglement in a PTO shaft. @Northeast Center for Occupational Health and Safety - NEC #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/power-take-off-demonstration/>
- This #ToolsoftheTrade walks through a practical training tool: producer training guides. Demystify dairy and swine safety with guides, videos, quizzes, and a certificate of completion (in English and Spanish). @Upper Midwest Agricultural Safety and Health Center #TOT <https://cultivatesafety.org/tools-of-the-trade/dairy-worker-training-guides/>
- Interactive courses created for producers and organizations to improve safety and health practices on agricultural, forestry and fishing operations are at the heart of this #Tool of the Trade. Each module includes videos, notes, quizzes, and a comprehensive exam. Enroll in the @Southwest Agriculture Center’s Rise courses and take your health and safety trainings to the next level. #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/virtual-learning-for-aff/>
- Videos and worksite/classroom activities are introduced in this to promote safety among young workers. @Healthier Workforce Center of the Midwest #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/protecting-young-ag-workers/>
- Hazard Ridge is the most fun and effective way to learn about farm safety! This highly popular Tool of the Trade features an interactive 3D video game that teaches teens preventative safety measures and how to navigate challenges in real time. #ToolsoftheTrade #TOT @Southeast Center <https://cultivatesafety.org/tools-of-the-trade/hazard-ridge-game/>

- This infographic is a roadmap farms can use in the event of a chemical spill. Two major sections make up this Tool of the Trade: Before a spill (planning and implementing spill mitigation steps) and Spill Response (what to do in case of a spill). This tool will walk viewers through each of the steps and teach them about planning and responding to spills @**Canadian Agricultural Safety Association (CASA)** #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/spills-on-the-farm/>
- Hearing loss continues to be a risk for those working in agriculture, with approximately 50% of agricultural workers over 50 years of age experiencing hearing handicaps. This Tool of the Trade teaches how to create a hearing conservation lesson using a free noise monitoring app and inexpensive noise suppressing earbuds for people from 13 – 100 years of age. @**UNMC Central States Center for Agricultural Safety and Health** #ToolsoftheTrade #TOT
- Want to learn how to teach children about ATV and UTV center of gravity? This Tool of the Trade teaches parents and youth about ATV and UTV safety. Remember, one seat one rider! @**Progressive Agriculture Safety Days** #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/atv-utv-safety/>
- Want to learn more about how STEM education and the investigative process can teach youth about hearing protection? This Tool of the Trade puts a new spin on a classic safety education tool commonly referred to as the “AirZooka,” which is used to mimic the interaction between harmful noise and the human eardrum. The mini AirZooka activity takes this teaching tool a step further by engaging students in the building and demonstrating processes to amplify learning, engagement, and ultimately the retention of knowledge. @**NC Agromedicine Institute** #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/teaching-hearing-protection/>
- The tractor safety curriculum used for tractor safety courses has undergone an extreme make-over and ready for its big reveal! From traditional to trendy, this Tool of the Trade introduces a new curriculum designed to engage youth, teachers and community leaders who teach tractor certification. Be ready to take a test drive on the virtual reality driving course! @**OSU Ag Safety & Health** #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/virtual-tractor-training/>
- Want to learn more about agricultural injuries and deaths in your area? You can use this free Tool of the Trade (available at aginjurynews.org) to find out more about injuries in your area, what is causing them and mapping what you find. @**National Farm Medicine Center** #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/ag-injury-surveillance/>
- Are you looking for safety and health materials on a specific topic? The SAY National Clearinghouse has ag safety and health curriculum and resources available on a variety of topics, which can be used in 4-H clubs, FFA classrooms or agricultural workplaces. Participants can ‘test drive’ many of these materials, which are easily accessible online. @**AgSafety4u** #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/safety-resources/>
- This Tool of the Trade allows participants to experience learning at a time that is right for them. Learn more about how participating in these interactive activities can help participants earn certificates or digital badges. All this, including training, resources and courses, are available in the @**AgriSafe Network** Learning Lab. #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/agrisafe-learning-lab/> <https://cultivatesafety.org/tools-of-the-trade/agrisafe-learning-lab/>

- Safer Farm is an ever-evolving free online tool designed to provide first-hand information about hazards, an interactive process for evaluating hazards, and recommendations on correcting hazards on the farm. @National Farm Medicine Center #ToolsoftheTrade #TOT <https://cultivatesafety.org/tools-of-the-trade/safer-farm/>

Hashtag Suggestions

- #ToolsoftheTrade
- #TOT
- #CultivateSafety
- #TeachAgSafety

Thank you for using our Media Kit for the Tools of the Trade Campaign. If you have questions or concerns, please contact [Melissa Ploeckelman](#).

