

# Promotion & Dissemination

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**SOUTHEAST**  **CENTER**  
FOR AGRICULTURAL HEALTH AND INJURY PREVENTION

  
Central  
Appalachian  
Regional **ERC**

*This publication or project was supported by SCAHIP through Grant 6U54OH007547. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the NIOSH/CDC."*

# Delivering Your Message Effectively So Many Choices...

**The Telegraph**

Home News World Sport Finance Comment Culture Travel Life Women Fashion  
Politics Investigations Obits Education Earth Science Health Defence Scotland Roy

HOME > NEWS > NEWS TOPICS > HOW ABOUT THAT?

### Cow jumps six feet on to roof

A cow has been caught jumping six feet on to a roof, after the owners thought they had been burgled.



Print this article  
Share 2K  
Facebook 2K  
Twitter 8  
Email  
LinkedIn 0  
+1 0

How about that?  
News > UK News >

A cow standing on the roof of a house in Blagdon, Somerset. Photo: ARCHANT

YouTube



0:12 / 1:10 @Jasmine Sjogren

Cow Plays with Pilates Ball

4,834,168 views 12K 7.5K SHARE SAVE

## A one in 180 million chance a cow has quadruplets.



Eeny Meeny Miny Moo

World of Puns

Instagram: @punsonly

Albany Oregon Police Department  
4 hrs · 🌐

LOOSE COWS! Our officers are currently in the area of Nelson Place in Southwest Albany dealing with three loose cows in the road. If you own these cows, or know who does, please give us a call at 541-917-7680 so we can get them mooooved along!



# Traditional vs Social

## Traditional

Longevity



Concentrated Audience



Concentrated reach

## Social

Vast Reach



Faster Feedback



Conversation

# Objectives

- Discuss traditional media's place in today's media landscape x our missions
- Discuss approaches & importance of media relations
- Discuss using stories & locality in traditional media
- Provide tips on drafting, delivering press releases & stories
- Include resources going forward

# Change brings new opportunities

Number of U.S. newspaper newsroom employees declined 45 percent in the past decade.

## Implications:

- Trained journalists seeking employment in other fields (e.g., corporate communications, PR agencies, non-profits).
- Newsrooms understaffed.
- Increased demand for publication-ready content.
- Media chains getting larger.



# Traditional: it's relevant

- 82 % of farmers read an ag publication at least weekly (all age groups)
- 29 % of US farms have no access to internet
- Rural readers utilize local news



**This Week in AgriBusiness** is seen each weekend on RFD-TV:

- Channel 345 on DirecTV
- Channel 231 on Dish Network

**Broadcast Schedule**  
Saturday 7AM  
Sunday 5AM  
Sunday 9:30PM  
Central Time Zone

Also seen each week on dozens of local TV stations and on FamilyNet on Monday at 8:00 AM.

**This Week In AgriBusiness** All times Central Time Zone



# Traditional media

- Media companies study their audience, optimize delivery methods
- Multi & cross platforms put traditional media in digital formats
- Multi-media approaches layer & reinforce your message
- Allows space, words, photos, videos for more in-depth and rich stories to relay messages i.e. – more than a snapshot or headline!

# What media tell us

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

*“Safety articles illustrate the publication’s interest in the reader as a whole person. ... That is a special relationship between a trade publication and its readers.”*

Proliferation of social media hasn’t obliterated the demand and appreciation of in-depth, well-produced pieces that deliver a relevant, compelling message or story.



# Approaches

- Dedicated communication/outreach staff
  - utilize local talent: writers, photographers, video
- Opportunistic - monitor media
- Maintain e-list of amplifiers:
  - ag communicators
  - your local “go-to” reporters, communications specialists, broadcasters

# Approaches

- More amplifiers:

Think outside the box: who else has an interest, can spread /amplify your message?

- Agribusinesses
- Commodity groups
- Your larger organization's communications/media
- Youth groups
  - Insurance groups

# DEADLY MANURE GAS DOES NOT DISCRIMINATE PROTECT YOURSELF



By Stephanie Leonard, Industrial Hygienist Occupational Safety Manager at the University of Iowa

If storing, hauling, or applying liquid manure is part of your work, protecting personnel and livestock should be on your mind right now. Careful planning can make the difference between a safe outcome and lives lost.

The hazard is hydrogen sulfide (H<sub>2</sub>S), a heavy, colorless gas with no warning properties at unsafe concentrations. It is lethal and unpredictable. H<sub>2</sub>S is one of many gases produced by bacteria that break down manure and organic matter, along with methane (a flammable gas), ammonia, carbon dioxide and others.

Hydrogen sulfide remains dissolved in undisturbed slurry; concentration in the surrounding air can vary from undetectable (0 ppm) to a few parts per million (ppm). At this low concentration, (3 ppm) H<sub>2</sub>S has a recognizable rotten-egg odor.

When manure is disturbed or transferred, H<sub>2</sub>S bubbles break through the surface into the air. (It's like what happens when you shake a bottle of your favorite carbonated beverage before you open it.) During agitation and pumping, H<sub>2</sub>S is released in bursts. In a matter of seconds, concentrations can increase a hundred to a thousand-fold.

Concentrations over 5 ppm cause increasingly severe health symptoms and outcomes, headaches, eye irritation, disorientation, collapse, loss of consciousness, and death. At 100 ppm, the concentration deemed Immediately Dangerous to Life and Health (IDLH), H<sub>2</sub>S is no longer detectable by sense of smell. If people or livestock are in the immediate environment with concentrations of 500-2000 ppm, the consequences can be fatal. These concentrations have been documented during agitation and pumping.

## FATAL SCENARIOS

These are some recent fatalities:

- 2013**
  - Iowa: Jeremy Schulte (3) entered his tank to add
  - Wisconsin: Rodney (4) entered a pit to repair Jeremy attempted to
- 2015**
  - Ohio: Humberto (4) overcome while at liquid manure.
  - Iowa: Gene (58) pump when Aug. Gene entered t
  - Wisconsin: Jo tank he'd use
  - South Dakota: Tom do repairs; he was found alive was also overcome and never regained a few months later.
- 2016-2017**
  - Also in 2016, deaths occurred in new previously been identified as dangerous slot-over-pit beef cattle barns.
  - Mike Biadasz (29) died while agitating on his family's beef feedlot in Wisconsin also killed.
  - Later in the fall, dozens of cattle were in Wisconsin, Iowa, and Illinois during application concentrations as high as over 300 ppm during pumping.
  - Poor-quality well water and high sulfur containing dietary ingredients (syrup) can increase sulfur excreted from animals, resulting in risk during manure handling. Environmental conditions including supplemental ventilation, and agitation/stirring practices also of H<sub>2</sub>S during manure handling.



Fall 2018  
Soybean | Corn | News





KDA's Dale Dobson demonstrates safety measures using a tractor rollover simulator.

## THE NATIONAL FARM MACHINERY SHOW: MORE THAN JUST NEW TRACTORS

Louisville - It's billed as the nation's biggest indoor farm machinery show, and there is no doubt that truly is the case once you step inside the doors of the Kentucky Exposition Center during the four-day National Farm Machinery Show (NFMS) event.

Since 1965, this show has attracted people and exhibitors from across the country and around the world to see and present the latest and greatest in farm equipment from lawn mowers to massive combines, and everything in between.

But this enormous event is so much more than just new tractors. There are countless workshops and seminars led by nationally known ag experts, including the Kentucky Department of Agriculture's (KDA) Farm and Home Safety Exhibit.

KDA Farm and Home Safety Program Administrator Dale Dobson has brought this demonstration to NFMS for 20 years in his efforts to teach attendees how to remain safe on the farm, something that is a true passion of his and a staple at the show.

"I set up my first farm safety demonstration here at the NFMS in 1989. But I started doing farm safety in 1989 and 1990 on the farm," he said. "Then, we did the first statewide farm safety symposium there in 1994. I was just an old farm boy and became a firefighter and put together safety programs that people began to notice over the next couple of years."

It was that farmer-teaching-farmer method that began one of the most recognized safety programs in the country. The program has made its way to all 120 Kentucky counties and several venues in other parts of the U.S.

What makes the NFMS such a good place to discuss farm safety isn't due to the volume of people passing that most of those attending the event have some attachment to the farm or interest in agriculture.

"I would say that most of the people that come to this show has some idea where their food comes from, and they are either coming here as farmers or they have a love for farmers and agriculture," he said. "It's an audience who understands what we're doing."

Dobson admits that farm safety may not have always been a real concern of farmers when he first began his training sessions many years ago, but times have changed, and most farm families

MARCH 2019



50 arc... local with D... safety is procedur... area farm... organizatio... including Fa... Jefferson... (JCFB) is one... that has helped on numerous occasions, to some people, said Calvin Shake, JCFB President.

local organization is indicative of many of the families that make their way to this largest of indoor agricultural shows each year.

But this year marked the first in which the family brought their modified Case IH Tractor (named Relentless) Truck and Tractor Pull which is held in conjunction with the show.

The Meadows family operates a feed, seed, fertilizer and chemical farming operation, as well as their own tractor pulling endeavors are just an extension of those agri-businesses.

"It's amazing the people you meet doing this, and a lot of our customers we have come from meeting them through pulling, so tractor pulling kind of fits into our business," said Matthew. "I grew up around it because Dad pulled a lot of local fairs with micro minis to garden tractors, then it evolved from there starting with a farm tractor into what it is right now," he said.

Matthew said the people they know because of the pulling experience are like the family, many of them beginning the same way as did the Meadows family. What started out in a small way has led to their involvement in the Light

Matthew, Jennifer Meadows' son missed attending the NFMS. That is something that may come as a surprise to some people, said Calvin Shake, JCFB President.

"We have a lot of agricultural operations in our county even though we are home to the state's largest city," he said. "And we have been in the position to help Dale in his efforts to bring farm safety not only to first responders and farmers in our area but other regions of the state, as well."

Vice President Bob Williams and JCFB Executive Director Matt Michael, recently traveled to Moultrie, Georgia, to participate with the Kentucky team at the Sunbelt Ag Expo assisting with a grain bin rescue demonstration. In fact, JCFB, as the other county Farm Bureaus, has bought grain bin rescue devices for their county fire departments.

"Safety is so important on and off the farm, and helping to spread that message is a big part of what we do as a local Farm Bureau," said Shake.

Dobson noted how helpful local Farm Bureaus have been in helping to bring grain bin rescue training to counties throughout the state.

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Matthew and Jim Meadows

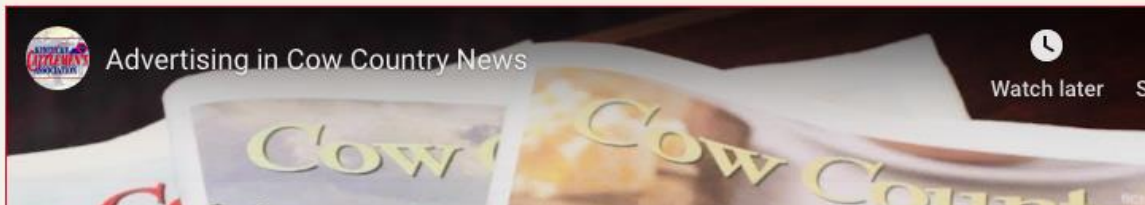
NATIONAL FARM MACHINERY SHOW  
 rs, to first responders, and to a training that next generation enthusiasts to continue once they head back to the farm full time

dition



# COW COUNTRY NEWS

## Advertising in Cow Country News



Advertising in Cow Country News

Watch later S



MICHELLE ARNOLD

DVM, Michigan Veterinary Laboratories, University of Kentucky

Record-setting rainfall in 2018 has forced cowboys in KY to deal with major impacts on cattle health. In KY, despite relatively mild temperatures this winter, combination of the UKVDL and telephone consultation with veterinarians and producers confirms cattle are losing body condition and some are dying of malnutrition. The very prolonged, steady, wet weather with regular bouts of rain has resulted in muddy conditions that require substantially more energy to feed just to maintain body heat. In addition, the hay quality is exceptionally poor this year as much of it was cut very ripe (late stage of maturity), raised on white clover, and hauled with enough moisture to support mold growth. Many cows presented to the laboratory for average (no animal in KY receive other beef cows for average). These cows often are under-nourished or malnourished due to their advanced age, are heavily pregnant or in peak milk production and in poor body condition (BC 2-3). However, this winter, "malnourished" cases include young cows and pre-weaning weaning age calves, indicating serious nutritional deficiencies in the herd/farms, especially the hay produced last summer. The producer may first notice a cow getting weak in the wet mud. Later she is found down and is unable to stand. Death follows within a day or two after going down. Multiple animals may die within a short period of time.

At weaning, the pathologist finds a thin animal with no body fat stores but the rumen is full of bulky, dry forage material

(poor quality hay). Even the small stores of fat normally found on the surface of the heart is gone, indicating the last storage area at the body fat has been used up. Despite having had access to free choice hay, these cattle have died from starvation. Although hay may look and smell good, unless a producer has had the hay tested for nutritional content, he or she does not know the true feed value of the harvested forage. It is often difficult for producers to bring themselves to the realization that cattle can actually starve to death while consuming all the hay they can eat – especially if crude protein levels are in the 7th range and TDN is <40% – as is not uncommon in some late-cut, overmature, raised-on hay. Inadequate crude protein in the hay (below 8%) means there is not enough nitrogen for the rumen microbes ("bugs") to do their job of breaking down fiber and starch for energy. Digestion slows down and cattle eat less hay because there is no room for more in the rumen. Cattle are expected to eat roughly 2-3% of their body weight in dry matter but this may fall to 1% on poor quality hay. Many producers purchase "protein rich" varying from 20-30% protein to make up for any potential protein deficiencies but fail to address the severe lack of energy in the diet. In the last 60 days of gestation, an adult cow (1000 pounds) using 2% of her body weight (roughly 20 pounds) of at least 50-55% TDN (energy) and 8-9% available crude protein while an adult beef cow in the first 60 days of lactation requires 60-65% TDN and 10-12% available crude protein.

In addition to malnutrition in adult cattle, inadequate nutrition and weight loss severely affect the developing fetus in a pregnant cow. Mineral nutrition during the last trimester of pregnancy – particularly dietary protein level – has been well-documented to play an important role in calf survivability. A weak cow may experience dystocia (a slow, difficult birth) resulting in lack of oxygen to the calf during delivery, leading to dead or weak ("flaccid") calves. Calves born to protein-deficient dams are less able to generate body heat and are slower to stand and nurse compared to calves whose dams received adequate nutrition during the last 90 days of pregnancy. Calves born quality and quantity from protein and energy-deficient dams is severely not adequate for calf survival and performance. One study looking at data during pregnancy found at weaning, 100% of the calves from the adequate energy dams were also compared to 75% from the energy deficient dams. The major cause of death loss from birth to weaning was scours, with a death loss of 19% due to this factor.

Mineral supplementation this winter is another area of concern, as copper and selenium levels in liver samples analyzed from a large number of cases have been far below acceptable levels. Copper and selenium are vital nutrients for immune system function and the absence of these nutrients is a major factor in development of disease. Selenium deficiencies in adult cows will lead to later reproductive problems of

delayed conception, cystic ovaries and retained placentas. Additionally, grass tetany/hypomagnesemia will occur in late February and March in lactating beef cattle consuming only poor quality hay if high magnesium mineral is not made available now.

The best advice for producers is to become expert judges of forage quality by testing hay. Testing is simple, inexpensive and results are easy to interpret. Contact your local cooperative extension service if you need assistance to get this accomplished. If cows are losing weight, consider supplemental feed to help them through the rest of winter until grass is growing and is past the "wastey" stage. Contact your veterinarian to review your feeding program. Energy AND protein are both crucial; protein tabs will not be sufficient in most cases to fulfill energy requirements. Adequate nutrition is not just important today but also down the road. Milk production, the return to estrus and rebreeding, and overall herd momentum are also impacted over the long term. Continue to offer a trace mineral mix high in magnesium in order to prevent hypomagnesemia or "grass tetany" at least through the first of May.

It is important to understand that the winter of 2018-2019 has been exceptionally easy "magnesium-wise" but difficult for cattle in Kentucky. Cows of all ages are losing weight now at levels typically seen in late winter. If this problem is not addressed, the expectation is for many stillborn and weak calves that do not survive to be born this spring. Feeding hay exclusively throughout the winter will not necessarily work this year but supplemental feed can fill the nutritional gap. Check out the UK Beef Cow Forage Supplement Tool at <http://forage-supplement-tool.uky.edu/>. Enter the values from your hay test and stage of production of your cows (gestation or lactation) to find a supplement that will work for you. The UK Beef Cow Forage Supplement Tool was produced by Dr. Jeff Leffler, University of Kentucky.





# Approaches: Get local

- Utilize local publications & publishers
  - get your message to your target audience
  - locals cover school, sports, music, FFA, church & community
  - smalls & county papers are eager for produced content
  - many have online content- digital/social
  - e.g.: KY Press association  
(<http://www.kypress.com/>)
    - ~ 200 members: weekly, biweekly, daily local papers & advertisers





## What Our Readers Say:

"The Farmer's Pride always gets the message out there. Because of The Farmer's Pride we move our cattle on a steady basis."

**John Kuegel**

*Daviess County Dairy Producer*

## What Our Readers Say:

"Sharon Burton and her staff provide comprehensive, fact-based news coverage and insightful commentary.

Kentucky farmers are blessed to have The Farmer's Pride and its dedicated team working to advance agriculture and our rural communities every day.

**Agriculture Commissioner Ryan Quarles**

# Approaches: Join up

American Agricultural Editors Association /  
The Agricultural Communicators Network

[www.agcommnetwork.com](http://www.agcommnetwork.com)

- Members directory
  - + freelancers
- Professional development
- Regional workshops
- Ag Media Summit



**AAEA**  
The Agricultural  
Communicators  
Network

# Approaches: Join up

National Association of Farm Broadcasters

(radio + TV) [www.nafb.com](http://www.nafb.com)

- Membership: Allied Industry Council
- Members directory
- NAFB Convention
- NAFB News Service: “Connecting the agriculture industry with 3.1 million U.S. farmers and ranchers everyday... heard on more than 1,300 stations nationwide every day.”



# Approaches: Use stories

- They can make statistics personal, real
- They stick
- They're memorable, human
- They start conversations, beget more stories
- They impart experience, knowledge, lessons
- They talk across, not down

# Approaches: Use stories

- Make them local
- Listen & ask
- “Good stories happen to good storytellers”
- Tell your own when it’s relevant
  - Credibility, set the example

# The Southeast Center's "Living the Safe Farm Life" – Video Series



Brandon shares his story of pesticide poisoning while tobacco farming in a central Kentucky multi-generational farming operation.



# The Southeast Center's "Ag Safety Spotlight" - Video Short Series



Hancock County Extension Agent and Firefighter Evan Tate describes his community based idea for improving First Responder and Farmer Communications using his 'Stick it to Safety' idea

# **“The Ripple of Impact”**

*Website visits*

*Newspaper article*

*External newsletter*

*Presentation*

*Interview*

**Release**

*Listserv*

*Social media*

*Internal newsletter*



# Keeping it safe on the farm

Farming isn't just hard work. It also can be dangerous work.

That's not news to America's agricultural producers. But a new website, "Telling the Story," offers worthwhile farm safety information and links. The site, [tellingthestoryproject.org](http://tellingthestoryproject.org), features firsthand accounts by farmers who have been injured on the job.

"Tell a story, save a life," the website says. It's a common-sense motto. Firsthand descriptions on the site, developed by a variety of farm organizations, describe incidents involving ATVs, equipment upgrades, falls, farming with injuries, fire, foaming manure and ladder safety.

Kenny Patterson, of Cherokee, Iowa, provides one of the stories, describing what happened when he drove a four-wheeler on a sloped grade with uneven terrain while spot-spraying thistles in one of his pastures.

The vehicle overturned and rolled over him. The accident injured his lower body so badly that he had to crawl home from the accident scene, using just his arms.

"I was instantly mad at myself," Patterson said. "What I did was stupid."

His message to fellow producers: Let's keep it safe down on the farm.

# Omaha World-Herald

REAL. FAIR. ACCURATE.

# Iowa Farmer Today

...s, field  
...ns, and  
...opportunities  
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...ty Carnival, Ride  
...periences, Linder  
...etwork Noon Show,  
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...nger Hunt, Pig Races,  
...nesota State Patrol  
...nicle Inspection

**Special events:** Free sweet corn feed, Minnesota Farm Bureau pancake breakfast, Farm Family of the Year.

**People say, 'Yeah, I could have been that person'**

Website aims to share stories of injury on the farm

BY BRIAN TODD  
btodd@postbulletin.com

IOWA CITY, Iowa — To read Fevold's story is to read death, cheated. farm worker in Octo- being spread when he to use the

July 21, 2018 / www.IowaFarmerToday.com

## Telling the STORY

### Website brings together farm stories of safety and survival

By Stephanie Leonard

**"H**ow'd it happen?" That's often the first question upon hearing of an accident or seeing the result of someone's injury: What's the story?

We asked that question many times as part of the Iowa FACE program, collecting the "how" and "why" about work-related injuries to learn information that could help prevent other incidents.

Project, a new collaboration among regional Agricultural Safety and Health Centers that includes the University of Iowa's Great Plains Center and our partners at the Central States Medical Center (University of Nebraska) and the Upper Midwest Center (University of Minnesota).

In their own words, the storytellers give a close-up, honest look at the "how" and "why" of what went wrong and the impact of an incident, even months or years later.

Their accounts contain insightful lessons others can use to recognize unsafe situations. The storytellers are safety advocates, explaining changes they've made for safer work.

When you learn their story, you relate to them personally. You might imagine yourself or someone you care about having their experiences. Their multimedia stories are housed at [www.tellingthestoryproject.org](http://www.tellingthestoryproject.org).

The website also has topical resources with prevention recommendations and a page with anecdotes in cartoon format, created by Rick and four storytellers.

ive interest of this publication. how th  
Mike Biadasz died after he injur  
was exposed to hydrogen sul-  
fide (H<sub>2</sub>S) gas while agitating to  
manure at an outdoor lagoon in  
Wisconsin. Mike's death was the  
first known case of a H<sub>2</sub>S fatality  
occurring in an open pumpin  
environment. His family's ca  
paign raises awareness of  
the hazard, promotes use  
monitors and increase  
safety education oppo  
locally in Wisconsin.  
Jason and Roxan  
tell about their tra  
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# AGRI NEWS

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resources with prevention rec-  
ommendations and a page with  
anecdotes in cartoon format,  
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# Approaches: Press release

**Aim:** Transfer news to journalists so that it can be made public through their respective dissemination channels.

Think of news as “clay” that can be molded across different story angles and media platforms.

*Be sensitive to the frames, interests and deadlines of journalists and their news organizations.*

# Key release elements

- Catchy headline (up to ~60 characters)
- Hook – why is this relevant *now*
- The point - event, announcement, resource
  - Who – what – where – why - how
- Clear text, simple words, no jargon
- Show, don't tell
- Quote(s)
  - Photos/Graphics
  - Call to action, contact information



# Do's and Don'ts

## Media Guidelines Resource (Child Ag Safety Network)

### 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:  
[nccrahs@marshfieldresearch.edu](mailto:nccrahs@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.



#### EMPHASIZE ADULT ROLE IN PREVENTION

Adults should:

- 1) Provide young children with a safe play area instead of allowing them to play in the worksite.
- 2) Provide sufficient training and personal protective equipment for youth old enough to work.
- 3) Provide supervision as well, but note that supervision alone is insufficient to prevent injuries.



#### EMPHASIZE SAFETY RESOURCES

To access resources and learn more about keeping children and adults safe while in the agricultural environment, visit [www.CultivateSafety.org](http://www.CultivateSafety.org)



#### TEXT

**DO** use the word "incident" rather than "accident." Evidence confirms that injuries are both predictable and preventable. "Accident" implies that the incident was an "act of God" or "bad luck."

**DO** explain safety violations and/or prevention measures. Grim details of an injury are only part of the story. Make the story a teachable moment. Sometimes an injury can be prevented with a simple, inexpensive step, such as ensuring a power takeoff unit (PTO) shield is in its proper place.

**DO** follow up on long-term implications of a serious injury. Emphasizing the "courage" of a trauma victim during immediate recovery, and the outpouring of goodwill following an event, can overshadow long-term implications such as economic hardships, post-traumatic stress, and/or multiple follow-up surgeries.

**DO** depict production agriculture for what it is: an intense, high risk industry made even more stressful by unpredictable factors such as weather and crop prices.

**DO** include information on safety resources and programs that are available to readers.

**DO NOT** say that a child killed in a farm incident, "died doing what he loved," or that she, "loved to help daddy." This implies that it's OK to allow a child into an agricultural worksite.

**DO NOT** attribute mishaps on the unpredictable nature of animals, the failure of machinery or the existence of other inanimate objects such as a protruding rock or a ditch that gives way.

**DO NOT** use "freak accident" when describing a traumatic event. Although an adverse event may seem unique, injury data will likely reveal that many similar events have occurred.

**DO NOT** suggest that unsafe practices are acceptable just because they are family tradition. Unsafe traditions should always be challenged.

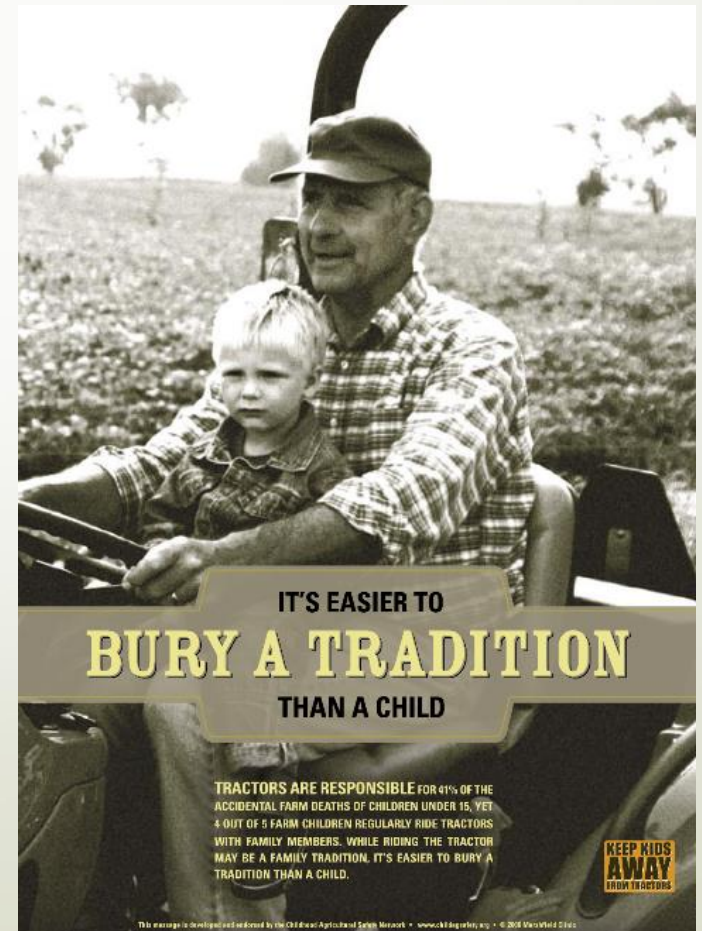




# Case 1

## “Tale of two releases”

*Keep Kids Away from Tractors*



# Case 1

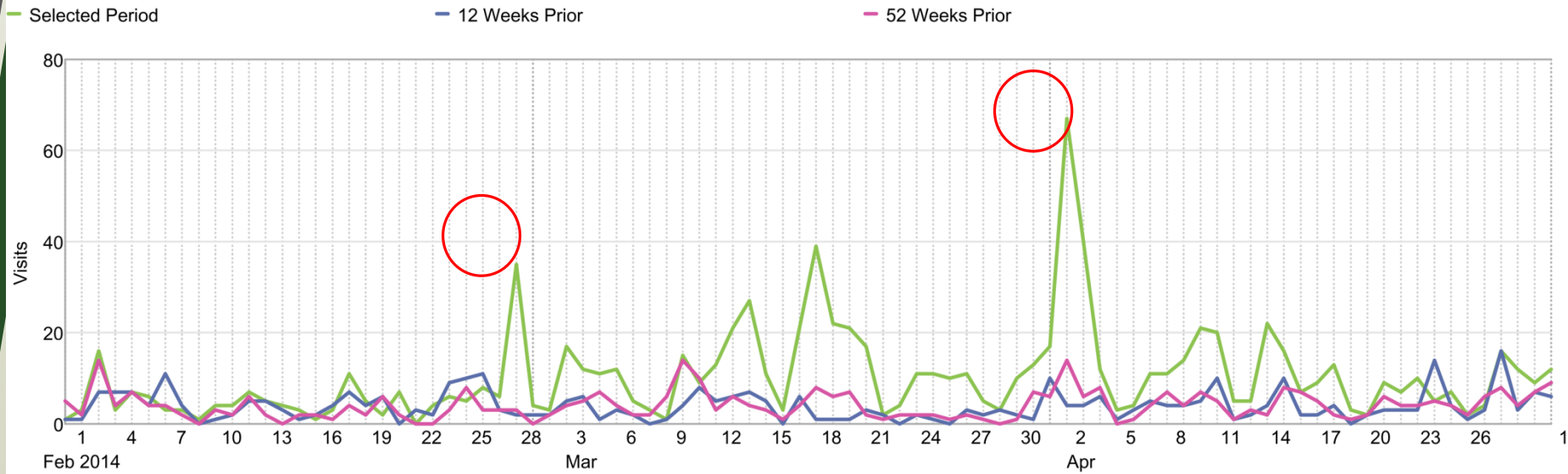
**Release 1** – “A child dies from injuries on a farm an average of once every 3.5 days. The most common situation involves a tractor.”

**Release 2** – “Controversial and blunt, the Childhood Agricultural Safety Network’s ‘Keep Kids Away from Tractors’ campaign has rattled traditional thinking.”

# Case 1

**Release 1 – Feb. 27**

**Release 2 – March 31**



# Case 2

## “The Sleeper”

Reporters sometimes sit on a release until they find timely peg.

-- *Janesville (WI) Gazette, June 13, 2015*

## Tractor safety courses planned

By Catherine W. Idersa  
cidersa@gazetteextra.com

### ELKHORN

Here's something that might make farmers giggle: Under state statutes, no person may "direct or permit a child under the age of 16 years to operate a farm tractor or self-propelled implement of husbandry on the highway unless the child has been certified as successfully completing a tractor and machinery operation safety-training course."

In a profession where kids are considered part of the labor force—and start driving heavy equipment as soon as they can reach the pedals—the state law seems remarkably out of touch with reality.

This summer, Walworth and Rock County extensions will offer their tractor safety courses for youth between the ages of 12 and 16. The dates for Walworth County's course, which is being held in conjunction with Racine and Kenosha, will be announced shortly.

In Rock County, the course will run from June 22 to 25 on the county 4-H fairgrounds in Janesville.

Kristine Ely, Walworth County UW Extension, said the course covers everything from how to safely get in and out of a tractor to how statutes regulating tractor operation were developed.

Students must take 24 hours of classroom instruction and then pass a written exam and a driver's test, Ely said.

While farmers might exercise different choices with their children and on their farms, tractor safety training is part of a national effort to reduce farm injuries.

It seems to have worked.

In 1996, the National Institute for Occupational Safety and Health was charged with making prevention of childhood agricultural injury a priority. That was the year Wisconsin passed its tractor safety law.

Between 1998 and 2012, the rate of injuries to youth who lived and worked on farms declined 57 percent, according to the National Children's Center for Rural and Agricultural Health and Safety in Marshfield.

### TO LEARN MORE

Walworth County tractor safety courses were scheduled for mid-June but now will be held at a date later this summer. For more information, call Kristine Ely, Walworth County UW Extension, at 262-741-4968 or email [kristine.ely@ces.uwex.edu](mailto:kristine.ely@ces.uwex.edu).

Rock County courses will be held from 8 a.m. to 2 p.m. June 22 to 25 at the Rock County 4-H fairgrounds, Janesville. To register, call Nick Baker at 608-757-5498 or email [nick.baker@ces.uwex.edu](mailto:nick.baker@ces.uwex.edu). The \$25 fee covers registration materials and exam fees.

However, farm injuries among children younger than 10 are increasing. And fatality statistics between youth working in agriculture and nonworking youth show striking differences.

For youth in agriculture, vehicles and machinery account for 73 percent of fatalities.

For non-working youth, vehicles and machinery account for 42 percent of fatalities.

Nothing to laugh at there.

Farm safety proponents often find themselves up against tradition. Adult farmers remember driving tractors when they were young. They also remember the fun of riding with a parent or grandparent.

Scott Heiberger, communications specialist with the National Children's Center, said a Keep Kids Away from Tractors campaign has angered some farmers, who see riding or driving a tractor at a young age as not a big deal.

Heiberger, who spent summers on his grandparents' farm in Illinois, said he understands that tradition.

"We all did things as kids that put us in harm's way," Heiberger said. "To be 13 or 14 years old and out cultivating the corn—it was great. You have all this responsibility, and you didn't have to clean out the barn."

Those ideas are changing, and the tractor safety class requirement is helping reduce injuries and change ideas.

"The more we see, the more we realize how dangerous these situations can be," he said.

# What we have learned

- Build, maintain contact list
- Determine review/approval
- Determine spokespersons
- Determine talking points
- Write release so it can run as-is, and be easily repurposed

# The “B” Attitudes

- **Be credible**
- **Be available**
- **Be helpful**
- **Be attuned to your intended audience when you write, speak, shoot, create**



# The release is NOT dead

“Today’s news cycles make the reality of verbatim pickup a very real outcome – that is, if the release is written well.”

-- *PR News, Writer’s Guidebook*

# Customize your release

**Lead-in A:** (YOUR NAME, title) represented (NAME of YOUR ORGANIZATION/DEPARTMENT) at the recent Child Agricultural Injury Prevention Workshop in Des Moines, IA.

**Lead-in B:** (YOUR ORGANIZATION NAME) participated in the recent Child Agricultural Injury Prevention Workshop in Des Moines, IA.

**Second paragraph –**

(A) YOUR NAME -- or -- (B) YOUR NAME, job title for YOUR ORGANIZATION NAME,) joined safety professionals, FFA advisors, etc.

# Sample quote from you

“The workshop showed how we all can make a difference in safeguarding children who live, work and play on farms,” said (YOUR NAME). “By working with other organizations we can get the information and resources to farmers and ranchers, enabling them to implement safety strategies.”

## Scope of the problem

Agriculture is one of the nation’s most hazardous industries. Those who work in agriculture are seven times more likely to die on the job than workers in other industries. A youth dies in an agricultural incident about every three days.

# Quote from the host

“We hope that everyone who participated in the workshop will use what they learned here to develop and enhance their organization’s child agricultural injury prevention efforts,” said Workshop Director Marsha Salzwedel, National Children’s Center.

## About the event

The workshop featured 12 sessions, most with hands-on activities and group discussion, as well as topic roundtables and learning labs. Participants were given the chance to submit proposals for safety grants up to \$5,000 each, enabling them to continue work started during the workshop.



# More about the event

Invited speakers included Dee Jepsen, Ohio State University and Diane Rohlman, University of Iowa.

## Sponsors and invitation to action

Sponsors include Westfield Insurance, John Deere, and the National Farm Medicine Center.

For more information, visit

[www.marshfieldresearch.org/CAIP-workshop](http://www.marshfieldresearch.org/CAIP-workshop).

# Social Media Objectives

- Realize why social media is so important to your organization
- Understand how to use social media
- Create a plan to disseminate information using various types of social media



**Release your news!**

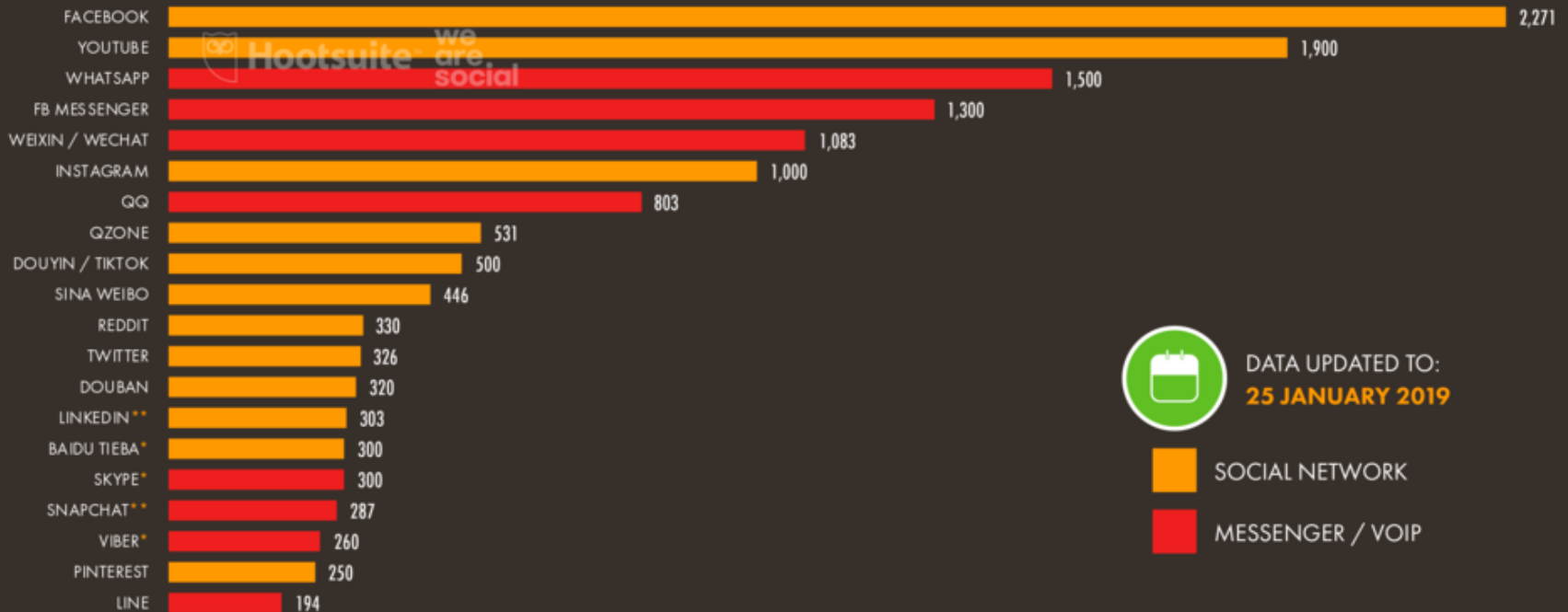


# Social Media Channels

JAN  
2019

# SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



DATA UPDATED TO:  
**25 JANUARY 2019**

 SOCIAL NETWORK

 MESSENGER / VOIP



# Facebook Marketing Statistics



**2.6%**

Facebook Pages posts organic reach



**57%**

Consumers say social media influences their shopping, led by Facebook at **44%**



**5+ billion**

Businesses using Facebook ads to reach target audiences



**Thursdays & Fridays; 1pm & 3pm**

Best times to post on Facebook



**94%**

Social Media Marketers using Facebook ad platform



**6.9 times**

Engagement of brand-generated content



**#1**

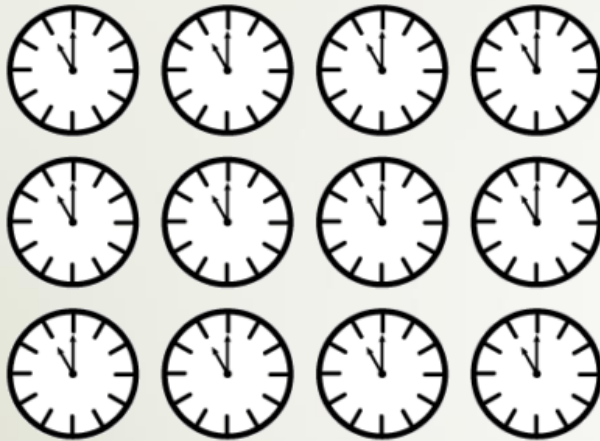
Ad channel for both B2C & B2B companies



**8 times**

Per day... brands post an average on Facebook

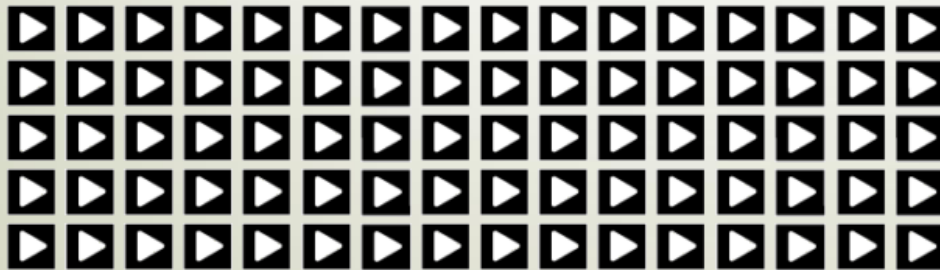
## YOUTUBE STATS:



**300 hours**  
of video is uploaded  
**EVERY MINUTE**

# 30

**million**  
daily visitors



**5 billion**  
videos watched  
**EVERY DAY**

# INSTAGRAM

Fastest growing



**600**  
MILLION

unique  
monthly  
users



predominantly female

**38%** of online women

**26%** of online men

AGE  
**<35**

90% of Instagram users  
are under 35

**53%**

of Instagram users  
follow brands

# TWITTER

Most oversaturated

unique  
monthly  
users

**317**  
MILLION

predominantly male  
**22%** of online men  
15% of online women



mostly 18-29  
year-olds

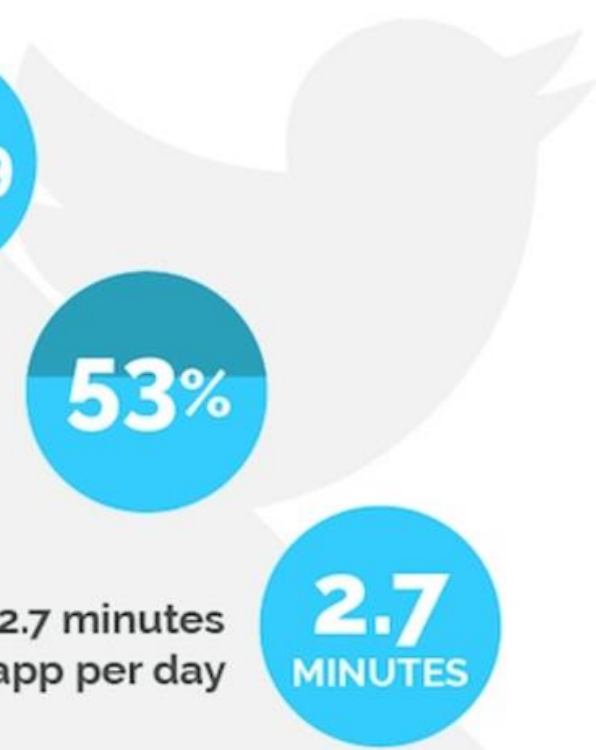
AGES  
**18-29**

53% of Twitter users never  
post any updates

**53%**

users only spend an average of 2.7 minutes  
on Twitter's mobile app per day












**2.7**  
MINUTES



# Facebook Page Analytics

## Your 5 Most Recent Posts >

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Engagement i

Published	Post	Type	Targeting	Reach	Engagement	Promote	
07/25/2019 11:16 AM	 More female farmers growing their own businesses in Kentucky			70	<div style="width: 100%; height: 15px; background-color: orange;"></div>	2 1 <div style="display: flex; align-items: center; gap: 5px;"> <span style="width: 15px; height: 10px; background-color: blue; display: inline-block;"></span> <span style="width: 15px; height: 10px; background-color: purple; display: inline-block;"></span> </div>	<a href="#">Boost Post</a>
07/24/2019 12:15 PM	 Farm Safety Check: Keeping Children Safe			47	<div style="width: 80%; height: 15px; background-color: orange;"></div>	2 8 <div style="display: flex; align-items: center; gap: 5px;"> <span style="width: 15px; height: 10px; background-color: blue; display: inline-block;"></span> <span style="width: 30px; height: 10px; background-color: purple; display: inline-block;"></span> </div>	<a href="#">Boost Post</a>
07/24/2019 12:14 PM	 Southeast Center			42	<div style="width: 70%; height: 15px; background-color: orange;"></div>	5 4 <div style="display: flex; align-items: center; gap: 5px;"> <span style="width: 20px; height: 10px; background-color: blue; display: inline-block;"></span> <span style="width: 15px; height: 10px; background-color: purple; display: inline-block;"></span> </div>	<a href="#">Boost Post</a>
07/24/2019 12:10 PM	 Top 10 Most Dangerous Jobs In The US Based On Fatal Injuries			32	<div style="width: 50%; height: 15px; background-color: orange;"></div>	1 0 <div style="display: flex; align-items: center; gap: 5px;"> <span style="width: 10px; height: 10px; background-color: blue; display: inline-block;"></span> <span style="width: 10px; height: 10px; background-color: purple; display: inline-block;"></span> </div>	<a href="#">Boost Post</a>
07/24/2019 12:04 PM	 Southeast Center			22	<div style="width: 20%; height: 15px; background-color: orange;"></div>	0 0 <div style="display: flex; align-items: center; gap: 5px;"> <span style="width: 10px; height: 10px; background-color: blue; display: inline-block;"></span> <span style="width: 10px; height: 10px; background-color: purple; display: inline-block;"></span> </div>	<a href="#">Boost Post</a>

[See All Posts](#)



# Facebook Post Analytics

## Post Details

Video

Post

Shares

See metrics for all videos



### Southeast Center: Safety Spotlight: Evan Tate...

Evan Tate, part of the Hancock County Cooperative Extension, is SCAHIP's latest recipient of the Ag Safety Spotlight. Tate is the originator behind the "Stickin' it to Safety" Campaign, which has successfully placed safety information stickers on...

2:20 · Uploaded on 07/09/2019 · View Permalink · Copy Video ID

## Performance for Your Post

Audience and Engagement

Estimated Reach 2,030

Unique Viewers 623

Post Engagement 117

Top Audience Women, 55-64

Top Location Kentucky

### Know Your Audience

Discover the age, gender and interests of your viewers with audience insights.

[Go To Insights](#)

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With Video

Boost Post



# **Social Media Brand**

# What is a Brand?



Then: A name, term design, symbol or other feature that distinguishes one seller's products from those of others.

# What is a Brand?



How do you feel when you see these brands?



JOHN DEERE

*Coca-Cola*



Walmart 





# What does your brand say?



Full Logo

SOUTHEAST  CENTER  
FOR AGRICULTURAL HEALTH AND INJURY PREVENTION

Primary Full Logo formation.



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

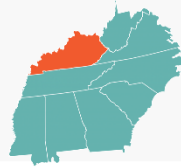
# SCAHIP Brand

## SOUTHEAST CENTER FOR AGRICULTURAL HEALTH AND INJURY PREVENTION

WHAT WE DO | WHO WE ARE | CENTER PROJECTS | RESOURCES | NEWS | EVENTS | **CAIP WORKSHOP**



The Southeast Center for Agricultural Health & Injury Prevention (SCAHIP) is located at the University of Kentucky College of Public Health in Lexington. Continuously funded by NIOSH since 1992, SCAHIP focuses on health and safety for workers in the Agriculture, Fish & Forestry Industries.



### What We Do

- PREVENT: Farm Injuries & Fatalities
- PROVIDE: Training & Education on Safe Farming
- PARTNERSHIPS: Family Farmers, Producers Community Groups & Schools
- IMPROVE: Farm Productivity through Health & Safety Practices
- RESEARCH & DEVELOP: New Methods & Technologies for Farm Safety & Health

### Who We Serve



## Full Logo

SOUTHEAST  CENTER  
FOR AGRICULTURAL HEALTH AND INJURY PREVENTION

Primary Full Logo formation.

SOUTHEAST  CENTER  
FOR AGRICULTURAL HEALTH AND INJURY PREVENTION



2018 Branding Guide

# The Conversation is Happening



**Will You Be Part of It?**

# Why Social Media?

Relationship building

Develop a community

Improve customer service

Increase exposure of your brand

Boost traffic to your website

Free (maybe)

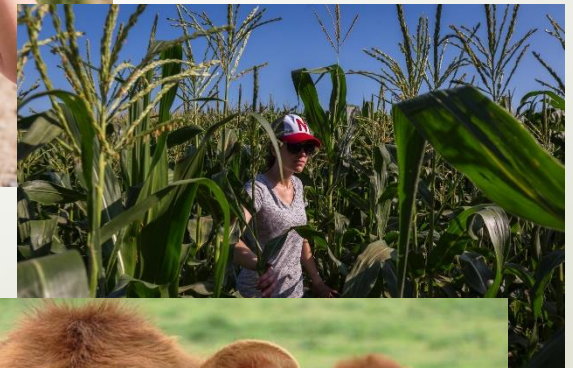


**How Social Media?**



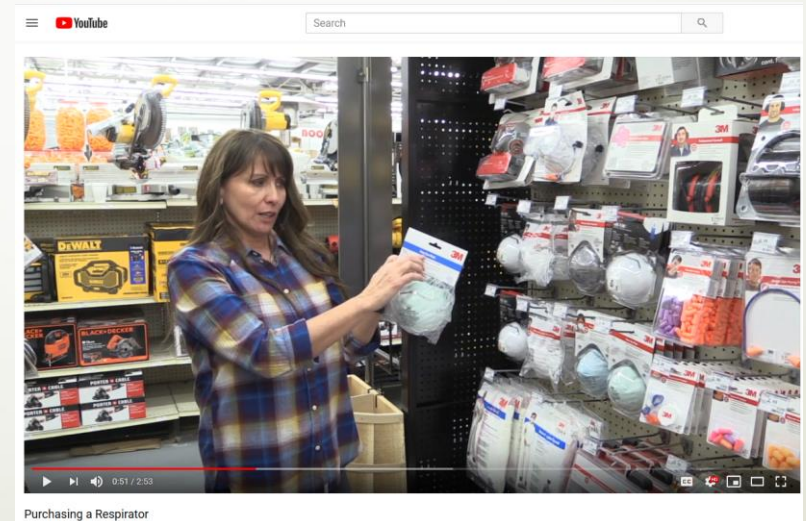
# Share-worthy photos

- Keep it simple and interesting
- Capture details
- Focus on subject matter
- Lighting
- Stock images
  - CS-CASH Photo Sharing



# Use Video

- Shock and Awe – doesn't have to be highly produced
- Tell them something
- Facebook: 1-2 minutes
- YouTube: 2+ Minutes
- Instagram: 30 Seconds



# Post Length

- Facebook - max engagement 40 characters
- Facebook live - Get creative and go longer 18-20 minutes
- YouTube – optimal length is 3 minutes
- Instagram posts - optimal length is 138-150 characters but focus on the visual.
- Tweet – optimal length 100 characters max is 280

# How often should I post?

- Post to **Facebook** twice a day (Buffer)
- Post on Facebook a minimum of **three times per week** while keeping your maximum posting frequency to 10 times per week (Constant Contact).
- **Facebook algorithm states the more consistent you post, the more they will share on pages of your followers.**

# How often should I post?

- Major brands share on **Instagram 1.5 times** a day, (Buffer)
- Post to Instagram a minimum of three times per week. (Dowsocial)
- YouTube is more about great content. Post when you have something good. But remember consistent posts brings people back.



# U.S Ag Center YouTube Channel



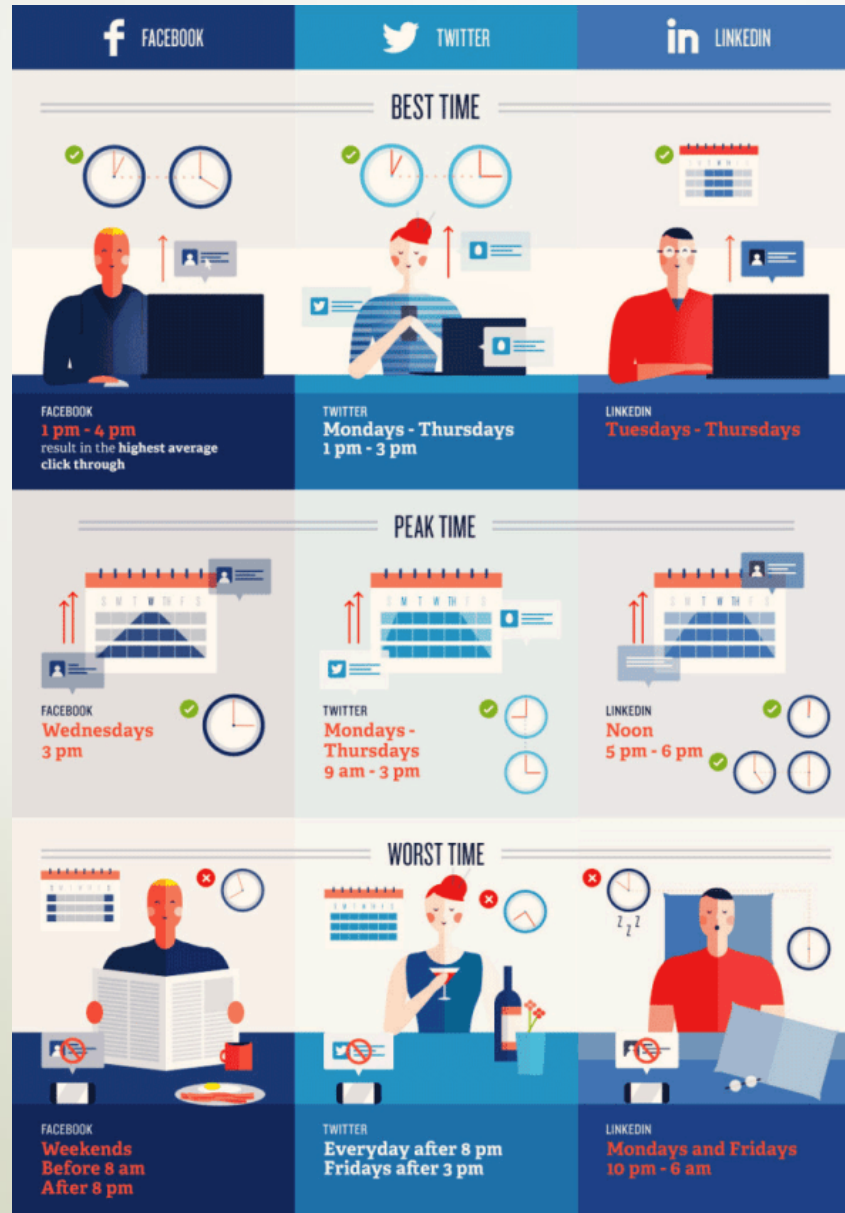
<https://www.youtube.com/user/USagCenters>

118 Ag Safety and Health Videos – reviewed and ready to share!

# How often should I post?

- **Twitter**, most retweets happen within an hour after tweeting, so a higher daily frequency is best. Start by tweeting **5–20 times** every day.

# When should I post?





**“Before one can do,  
One must Plan”**

# Make your plan, your way

Social Media Content Calendar								
Name								
Month								
Week								
Channel	Content Details	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Topic							
	Content							
	Keywords/ Hashtags							
YouTube	Topic							
	Content							
	Keywords/ Hashtags							
Instagram	Topic							
	Content							
	Keywords/ Hashtags							
Twitter	Topic							
	Content							
	Keywords/ Hashtags							



# Social Media Campaign Toolkits

## U.S. Ag Centers Mental Health Awareness Campaign: Promotional Toolkit

May 2019



#MentalHealthAwareness #USAgCenters #WhyCare #GreenRibbon #CureStigma



Are you interested in getting weekly reminders in May for updating your social media message content?

Contact Jenna Gibbs at [jenna-gibbs@uiowa.edu](mailto:jenna-gibbs@uiowa.edu) to sign up [Note: Reminders will only occur during the month of the campaign.]

1

## Week 1: Science of Stress and Suicide Risk

April 29 – May 5

This week, get ready to share the facts—the goal is to share the science about suicide risk and mental health in agricultural communities. We will also share some findings on how to recognize signs, symptoms, and the most common sources of stress on the farm. You may choose to highlight the “Signs and Stress” fact sheet generated by the UMASH Center, or co-brand it with your organizational logo.

During Week 1, use the following **hashtags**: #SuicideRisk #MentalHealthAwareness #WarningSigns #SymptomsofStress #USAgCenters #WhyCare #GreenRibbon #CureStigma #Coping #AgTwitter #MentalHealth #MentalHealthMonday (only on Monday) #MentalHealthMatters

### Week 1 Social Media Messages:

- ✓ Do you have a loved one who may be experiencing stress on the farm? Check the signs and symptoms here: <http://bit.ly/MHAM001> @umashcenter @NAMICommunicate
- ✓ Suicide prevention specialists and mental health care providers talk about the importance of suicide prevention among farmers: <https://youtu.be/rWDSKcNZWDA> @gncah @UACenterAgSafetyHealth @NAMICommunicate @gncah
- ✓ Pay attention to warning signs. There are many ways to become aware if an agricultural worker may be at risk for suicide. For information, visit <http://bit.ly/MHAM002>. @agrisafe.network
- ✓ Change in routine? Reduced care of livestock? Children showing signs of stress? These are all signs of chronic, prolonged stress in farm families. To learn more, go to <http://bit.ly/MHAM003> @iowastateuniversityextension
- ✓ Sean Brathersen, NDSU Extension family life specialist, talks about understanding and managing key stressors in farming and ranching. <https://youtu.be/M266Fd1vlfM> @NDSUCCV
- ✓ Sometimes you NEED help, and sometimes you ARE the help. Learn about signs and symptoms of stress on the farm, here <https://www.youtube.com/watch?v=Jt9Tt3CcljY&feature=youtu.be> @umashcenter @aghealthandsafety @NAMICommunicate
- ✓ Ted Matthews, director of rural mental health for Minnesota, says for every one suicide, 25 attempts go unreported. Check out the article in National Hog Farmer: <http://bit.ly/MHAM004> @NationalHogFarmer
- ✓ This 2017 **The Guardian** article shared two powerful stories of farmers in Iowa and Kansas who have been affected by or considered suicide. <http://bit.ly/americasfarmerssuicide>



# Group Activity

- Read the media piece provided to your group
- Using the media guidelines in your workbook, assess the release
  - What is good (“Do’s”)
  - What isn’t good (“Don’ts”)
  - What is missing?
  - How would you re-write this article?
- Share your article, assessment and “re-write” with everyone

# Additional Activities

- Additional suggestions for activities are included on the following slides for you to do as you have time.
- If you don't know how to do something, reach out to us!
- Remember, you have a whole new network of people who are happy to help.

# Press Release

- A sample press release is included in your workbook
- Customize the press release by filling in the missing information and “tweaking the content” as desired
- Send it to your media outlets!

# Make it Live

- We know that Facebook shares live videos on more pages than any other type of post.
- When you have a chance, take some time and find a quiet area to “Go Live”. Tell the world 3 things you learned at this event in the past day and a half.

# Create a new page



Instagram



facebook

- Don't have a page?
- Want to start one?
- When you have a few minutes, pull out your device and do it!

# Questions?





# Thank You to our Sponsors!



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**JOHN DEERE**



**National Farm  
Medicine Center**