

Agricultural safety in media – How To

Overview:

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 do's and do not's as reminders for all of us. Following them can help each of us be confident we are doing our part for farm safety.

Purpose of activity:

To help participants become advocates for the depiction and communication of safe agricultural practices.

Materials needed:

“Media Guidelines for Agricultural Safety” fact sheet, either hard copy or scan here:



Headlines -- samples of headlines from news reports of farm injuries and fatalities.

Photos – images depicting children or adults in agricultural settings, which, taken collectively, depict a mixture of safe and unsafe practices.

Instructions to participants:

Using the “Media Guidelines” fact sheet,

1) Look at the headlines. How many “do nots” and “do’s” can you see?

If you find either one “do not” or one “do” for each headline, you are ready to be a safety messenger for agriculture!

2) Look at the photos. How many “do nots” and “do’s” can you see in the:

- Photo of 8-year-old boy standing on bucket.
- Photo of adolescent girl sweeping.
- Photo of young boy on tractor.

If you find a combination of three “do nots” and “do’s” for each photo, you have a good eye for safety!

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