

Thank you for using this Lawn Mower Safety Media Kit.

Through this kit you will find

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## PRESS RELEASE

FOR IMMEDIATE RELEASE

Month XX, 2025

CONTACT:

Put your name, company, and email or phone number here

**What to know before you mow:**

**National mower safety campaign asks if youth are ‘Mow Ready’?**

Warm weather is upon us, and so is grass mowing season. The Childhood Agricultural Safety Network (CASN) urges parents and other supervising adults to ensure that young people are “Mow Ready” before tackling this potentially hazardous job.

Nearly 10,000 child/youth lawn mower injuries occur in the United States annually, with approximately 5 percent resulting in amputation. Despite improvements in engineering and safety features, pediatric lawn mower-related injury rates have remained constant over the past 40 years. Injuries include lacerations, burns and eye injuries. On farms, mowing is often the first job involving machinery that is assigned to young people.

“Before teens tackle lawn care and maintenance, it’s important for parents and guardians to make sure teens know how to properly and safely do it,” said Andrea Swenson, Ph.D., director of the National Children’s Center for Rural and Agricultural Health and Safety, which manages the network. “Supporting teens includes adults modeling safe behaviors and providing appropriate supervision.”

The Childhood Agricultural Safety Network’s [mower campaign website](#) contains fact sheets and posters for both youth and adults. Both sets of materials include illustrations of key safety topics covering supervision, personal protective equipment, appropriate shoes, child bystanders and debris in the grass. Resources are also available [in Spanish](#).

Among mower safety strategies on the CASN website:

- The American Academy of Pediatrics recommends that youth be 12 years old and older to operate a push mower, and at least 16 years old to use a riding mower.
- Always wear sturdy, closed-toed shoes. Do not mow in sandals or with bare feet.

- Before mowing, scan the lawn to remove toys, hoses, tools and large rocks — they could become projectiles.
- Keep children out of the mowing area.
- Stay alert to others entering the mowing area.

It's especially important to prohibit children from riding mowers as passengers, whether blades are engaged or not.

“Giving lawn mower rides acclimates young children to the loud noises of mowers, desensitizes them to their inherent dangers, and converts the mowers from working machinery to a riding plaything in children’s minds,” said Charles Jennissen, M.D., a pediatric emergency medicine specialist and researcher at the University of Iowa Carver College of Medicine. “Many of the children injured as bystanders in our study were approaching the lawn mower to get a ride.”

Jennissen said 73 percent of children injured as bystanders had previously ridden on a lawn mower as a passenger.

CASN is celebrating 25 years dedicated to children and youth growing up safely on farms and ranches. It is a coalition of nearly 250 individuals and organizations. Resources associated with [earlier CASN campaigns](#) (including ATVs and tractors) are available online. The [Childhood Agricultural Safety Network](#) offers free membership, an online community and use of all campaign materials.

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## Social Media Posts

### Instagram

- Mowing grass: a rite of passage for many young farmers, but it comes with risks! Annually, 10,000 youth face lawn mower injuries; let's change that! 🛑⚠️ Join the Childhood Agricultural Safety Network's campaign to promote safe mowing practices and protect our youth. Check out our resources for safe operation & supervision— together we can keep our future generations safe! 💪🌟 #YouthSafety #FarmSmart #MowingAwareness <https://cultivatesafety.org/campaigns/mowing/>
- 🌱🚜👀 Mowing grass might be one of the first jobs for youth on family farms, but did you know it comes with serious risks? Annually, 10,000 injuries occur—some leading to amputations! Let's prioritize safety! Check out the Childhood Agricultural Safety Network's campaign for resources on mower safety. Protect our children & keep them

safe! ❤️🌟 #MowerSafety #FarmLife #CASN

<https://cultivatesafety.org/campaigns/mowing/>

- Calling all young farmers and families! Mowing grass may be a rite of passage, but safety comes FIRST! Did you know there are 10,000+ lawn mower injuries every year? Let's change that! Join the Childhood Agricultural Safety Network's campaign for safer mowing practices. Check out our resources now & protect our next generation of farmers! #MowSafe #FarmSmart #YouthSafety  
<https://cultivatesafety.org/campaigns/mowing/>
- Giving children lawn mower rides might seem fun, but it can create a dangerous reality! Dr. Jennissen warns that while they acclimate to the noise, they risk seeing mowers as toys. 🚧🏠 73% of injured youth had taken a ride before—let's keep playtime safe! 💙 Choose safety first and educate your little ones instead! #SafetyFirst #ChildSafety #ParentingWisdom
- Ever wondered how giving lawn mower rides affects our little ones? While they might seem like a fun adventure, studies reveal it could lead to danger! Dr. Charles Jennissen warns: 73% of youth injured near mowers had ridden them before. Let's keep the joy in playtime safe! #SafetyFirst #PlaySmart
- Did you know giving lawn mower rides to children can have hidden dangers? According to Dr. Charles Jennissen, many young ones see mowers as fun toys after a ride—desensitizing them to their risks! Let's keep our little explorers safe! Opt for safer playtime activities instead. #SafetyFirst #PlaySmart #LawnCareAwareness

## Facebook

- 🌱🚜 Attention all families and young aspiring farmers! Did you know that mowing grass is often one of the first jobs for youth on family farms? While it's a great way to learn responsibility, we also need to prioritize safety! Every year, about 10,000 lawn mower injuries occur among teens and younger children, with 5% leading to amputations. ❤️ Introducing the #CASNLawnMowingSafety campaign! The Childhood Agricultural Safety Network is here to equip young mowers and their supervisors with vital safety resources. Remember: Safety First for everyone—#KeepKidsSafe Check out our resources & links to help ensure every mow is a safe one! #LawnMowerSafety #FarmFamily #YouthSafety <https://cultivatesafety.org/campaigns/mowing/>
- Mowing grass is a rite of passage for many young people, especially on family farms. But did you know there are about 10,000 lawn mower injuries each year? Let's keep our children safe! Check out the Childhood Agricultural Safety Network's latest lawn mowing safety campaign for tips & resources. Join us in spreading awareness—your child's safety is paramount! #LawnMowerSafety #CASN #FarmFamilySafety  
<https://cultivatesafety.org/campaigns/mowing/>  
Did you know mowing grass is often one of the first jobs for youth on family farms?

Sadly, there are around 10,000 lawn mower injuries annually, many affecting young operators and bystanders. That's why we're launching the Childhood Agricultural Safety Network's Lawn Mowing Safety Campaign! Join us in promoting safe practices with resources focused on riding mowers. Let's keep our youth safe while they help out at home! Check out links to academic articles, ATV safety tips, and more resources right here! #CASNSafety #MowingAwareness #FarmFamilySafety

<https://cultivatesafety.org/campaigns/mowing/>

- **\*\*Lawn Mower Rides: Fun or Danger?\*\*** Did you know that giving young children lawn mower rides can make them comfortable with loud noises and the machinery itself? However, statistics show a concerning link: 73% of injured bystanders had previously enjoyed a ride! Let's rethink this activity! Instead of joy rides, let's keep our little ones safe and educate them about the dangers. Safety first! #ChildSafety #StayAware  
<https://cultivatesafety.org/campaigns/mowing/>
- 🚗 ⚠️ Attention Parents! ⚠️ 🚗 Did you know that giving youth lawn mower rides can create unintended dangers? According to Dr. Charles Jennissen, 73% of children injured as bystanders had previously ridden on a mower! Let's keep playtime safe and rethink those rides. Safety first! #ChildSafety #MowerAwareness  
<https://cultivatesafety.org/campaigns/mowing/>
- Lawn mower rides may seem fun, but they're a hidden risk! According to Dr. Charles Jennissen, many children injured by lawn mowers were drawn in by the allure of a ride. With 73% of those hurt having previously hopped on as passengers, we need to rethink this dangerous activity (both with and without the blades running). Let's prioritize safety over thrills—keep our little ones safe and sound! ❤️ #SafetyFirst #ChildrenAndMowers  
<https://cultivatesafety.org/campaigns/mowing/>

## Linked In

- As youth are often tasked with mowing grass on family farms, it's crucial to recognize the associated risks. With around 10,000 lawn mower injuries annually—including amputations—we must prioritize safety. The Childhood Agricultural Safety Network's latest campaign offers vital resources for youth and supervisors, focusing on safe practices for gas riding and push lawn mowers. Let's protect our future generations while they learn essential skills! 🤝 What strategies do you think can enhance safety in these environments? Share your thoughts! #FarmSafety #YouthEducation #MowerSafety #CASN #AgricultureCareers #ChildSafety <https://cultivatesafety.org/campaigns/mowing/>
- 🚜 🌱 Exciting news for farm safety! The latest campaign by the Childhood Agricultural Safety Network targets lawn mower safety for youth, addressing the alarming trend of injuries. With about 10,000 reported yearly injuries and a significant percentage leading to amputations, awareness is crucial. The campaign offers vital resources for teens and their supervisors regarding traditional mowers. This initiative complements existing

campaigns on ATV/UTV safety and tractor awareness. Let's prioritize the safety of our future farm leaders! What are your thoughts on improving youth mower safety? Share below! 📌 #FarmSafety #YouthEngagement #CASN #LawnMowerSafety #AgriculturalEducation <https://cultivatesafety.org/campaigns/mowing/>

- Mowing grass is often the first job for youth on family farms, but it comes with risks: ~10,000 injuries annually, with 5% leading to amputations. The new Childhood Agricultural Safety Network lawn mowing campaign focuses on safety for teen operators and young bystanders. We're committed to prevention! Let's prioritize safety in every field. Have you seen or utilized any of these resources? Share your thoughts below! 📌 #FarmSafety #YouthEmployment #LawnMowerSafety #CASN #InjuryPrevention <https://cultivatesafety.org/campaigns/mowing/>
- A startling insight from Dr. Charles Jennissen highlights an emerging trend: giving young children lawn mower rides may desensitize them to the dangers of these machines. With 73% of bystander injuries linked to past rides, we must rethink safety practices! How can we prioritize fun while ensuring safety? Let's discuss! #ChildSafety #LawnMowerAwareness #ParentingTips <https://cultivatesafety.org/campaigns/mowing/>
- As we navigate the latest trends in child safety, it's crucial to address the alarming findings from Dr. Charles Jennissen's research on lawn mower rides. While these joyrides may seem harmless, they can desensitize youth to loud machinery and inherent dangers. Dr. Jennissen highlighted that 73% of children injured were previous passengers, illustrating how early exposure can lead to risky behaviors. We need a conversation about how such experiences shape children's perceptions and behaviors around machinery. Let's discuss: What are your thoughts on this trend? How do we balance fun with safety? Share your insights! #ChildSafety #Parenting #CommunityAwareness #Education <https://cultivatesafety.org/campaigns/mowing/>
- Recent research sheds light on a concerning trend: giving lawn mower rides to children may unintentionally desensitize them to the dangers of these powerful machines. Dr. Charles Jennissen highlights that 73% of children injured as bystanders had previously ridden as passengers. Let's prioritize safety over fun! How can we strike a balance between play and protection? Share your thoughts! #ChildSafety #Parenting #LawnCare #PublicHealth <https://cultivatesafety.org/campaigns/mowing/>

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- 🚜❤️ Mowing grass may be a rite of passage for youth, but safety is key! With 10k annual injuries, let's keep our children safe while they work. Explore CASN's campaign & resources for mowing! #YouthSafety #MowerAwareness <https://cultivatesafety.org/campaigns/mowing/>
- Mowing grass is a rite of passage for youth on family farms, but safety matters! With 10,000 mower injuries yearly, let's educate & protect! Check out CASN's campaign for

tips & tools to keep everyone safe! #LawnMowerSafety #YouthFarmers #CASN

<https://cultivatesafety.org/campaigns/mowing/>

- Mowing the lawn might be a rite of passage, but did you know it comes with risks? CASN's latest campaign raises awareness on safety! Let's protect our youth while they work. Check out our resources for safe mowing practices! #LawnMowerSafety #CASN <https://cultivatesafety.org/campaigns/mowing/>
- Think giving mower rides is fun? 😞 A study shows it desensitizes youth to danger! 🚫 Keep play safe & educate about mower risks instead! #SafetyFirst <https://cultivatesafety.org/campaigns/mowing/>
- Youth + lawn mower rides = danger! Dr. Jennissen warns that "joyrides" desensitize children to risks, increasing injury chances. Keep it safe! #ChildSafety #LawnMowerAwareness <https://cultivatesafety.org/campaigns/mowing/>
- Youth & lawn mowers: let's rethink those "rides!" Dr. Jennissen warns they desensitize young folks to danger. Safety first! #ChildSafety #ThinkBeforeYouRide <https://cultivatesafety.org/campaigns/mowing/>

## Images

To use images, press control and click on the image. Then click the save image as. Save the image to your computer and then you can use the image in your social media posts. If you are using a phone press and hold on the image, click save to photos. Then you can use the image in your social media post. Another way to use the images on your phone is to take a screenshot which will save to your photos. Edit the photo and use it in your media posts.





# PROTECTING YOUTH FROM MOWER INJURIES

<https://cultivatesafety.org/campaigns/mowing/>

ASSESS, TRAIN, SUPERVISE



## ARE YOUTH MOW READY?

PROTECTING YOUTH FROM MOWER INJURIES  
[HTTPS://CULTIVATESAFETY.ORG/CAMPAIGNS/MOWING/](https://cultivatesafety.org/campaigns/mowing/)







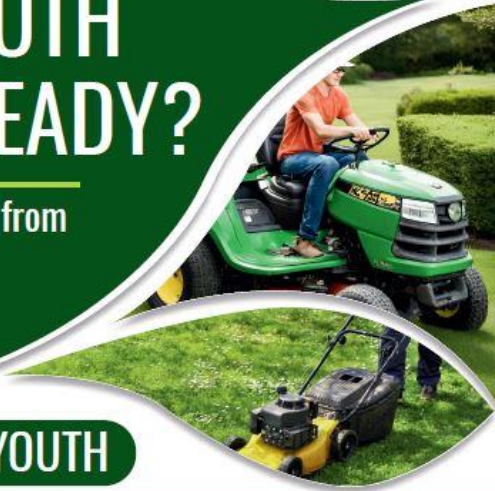
Childhood Agricultural  
Safety Network



Childhood Agricultural  
Safety Network

# ARE YOUTH MOW READY?

Protecting youth from  
mower injuries



## SUPERVISING YOUTH



Assess youth's ability  
to do the job safely



Train youth on how to  
operate a mower safely



Ensure good mowing  
conditions: daylight, good  
weather & dry grass



Ensure the mower is  
mechanically sound



Wear close-fitting  
clothes, sturdy shoes  
& sunscreen



Wear sun/safety  
glasses & hearing  
protection




Protect against  
bites & stings



Clear area of debris  
& bystanders



**Assess, train and supervise to save limbs and lives!**

Annually, there are about 10,000 child/youth lawn mower injuries,  
with 5% of them resulting in amputations. 

<https://cultivatesafety.org/campaigns/mowing>

Funding provided by the National Children's Center for Rural and  
Agricultural Health and Safety through the National Institute for  
Occupational Safety and Health (NIOSH Grant USA00019566)



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