

# Nurture

Quarterly Newsletter of the National Children's Center for Rural and Agricultural Health and Safety

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## Social marketing campaign begins

Tractor safety first target of 3-year CASN plan to deliver unified safety message

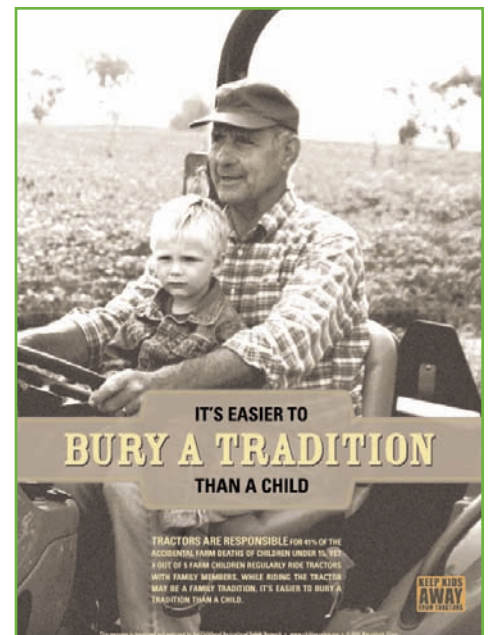
"It's easier to BURY A TRADITION than a child."

If those words sound strong, they're supposed to. The Childhood Agricultural Safety Public Awareness Campaign, a project of the Childhood Agricultural Safety Network (CASN), is trying to change social norms so that farmers and the general public come to view unsafe practices as unacceptable.

"BURY A TRADITION" refers to the practice of allowing children to ride on tractors as passengers. The ad is at the forefront of a three-year campaign featuring messages about childhood agricultural health and safety.

CASN members have chosen "Youth and Tractor Safety" as the focus of year 1 of the campaign, which will be featured from October 2006 to September 30, 2007. Year 2 will focus on all-terrain vehicles, and year 3 will possibly address safe play areas.

The ad kicks off a multi-faceted social marketing effort. The campaign will include a logo and slogan, print advertisements, public service announcements, public relations kits and radio/television advertisements. An evaluation of the campaign's effectiveness has been written into the project.



The exciting "story behind the story" is that child safety advocates representing many national groups have agreed to speak with a unified voice – giving the same strong message to farm owners, parents, and grandparents.

"We're serious about keeping kids younger than 12 years old away from tractors, all the time," said Susan Reynolds, executive director – programs, Progressive Agriculture Safety Days™.

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

"The National Children's Center for Rural and Agricultural Health and Safety strives to enhance the health and safety of all children exposed to hazards associated with agricultural work and rural environments."

## Social marketing campaign begins *(continued from page 1)*

CASN members are guiding the entire campaign, from initial concepts through major dissemination and evaluation. They have met in-person twice with representatives of the Gunter Agency, Verona, WI.

Feedback from farm mothers and fathers after seeing initial concepts for advertisements was mixed. Some people liked the soft approach ("quality time"), while most indicated that the tough approach ("killed child") was needed to grab attention.

"It's that awful awareness of a potential fatality of your own child or grandchild that is likely to motivate behavior change," said Barbara Lee, Ph.D., director, National Children's Center. "One farm father said, 'you better hit me with a brick if you want me to change.'"

Working with the Gunter Agency, the group will develop advertising materials, including slogans and logos, to promote each year's message. Each message will launch in September during national Farm Safety and Health Week. A dedicated Web site, [www.childsafety.org](http://www.childsafety.org), has been established so that anyone can download print ads and related materials for their own programs. The Web site also includes links to all CASN organizations.

CASN members represent: AgriSafe Network; American Farm Bureau Federation (safety); Canadian Agricultural Safety Association; Farm Safety 4 Just Kids; Migrant Clinicians Network; National 4H Council; National Center for Farmworker Health; National Children's Center for Rural and

Agricultural Health and Safety; National Education Center for Ag Safety; National FFA; National Safety Council; Progressive Agriculture Foundation; Safe Kids Canada; Safe Kids Worldwide; and the Washington Department of Labor and Industries.

The project is also intended to expand individual CASN members' efforts related to child agricultural health and safety, and to enhance current working relationships across CASN organizations while building capacity of CASN for future endeavors. For example, the process raised awareness about the growing number of Hispanic farm owners who have had minimal exposure to childhood farm safety programs to date. As a result, some materials will be available in Spanish. Canadian participants will also have resources translated into French.

The National Children's Center will track the appearance of messages in media as well as compile a quarterly report of messages disseminated, with input from CASN members. In addition, visits to the project's Web site will be analyzed to identify trends in usage.

### CASN Calendar

*CASN is producing a 2007 safety calendar. Each month will represent a different group or organization, while each promotes a different aspect of safety and health for children in agriculture. The National Children's Center is coordinating production. To request a free calendar, or to purchase multiple copies, contact the National Children's Center, 1-800-662-6900, or [nccrahs@mcrf.mfldclin.edu](mailto:nccrahs@mcrf.mfldclin.edu).*

## Children's Center hosts NIFS meeting



**Nearly 160 safety professionals from across North America attended the National Institute for Farm safety meeting, in June 2006, at Sheboygan, WI.**

This past June, the National Children's Center/National Farm Medicine Center hosted the annual meeting of the National Institute for Farm Safety (NIFS). Nearly 160 agricultural safety and health professionals from across North America attended at the Blue Harbor Resort and Conference Center in Sheboygan, marking the first time the meeting had been held in Wisconsin since 1978.

The conference theme, "Meeting Challenges Together," reflected the importance of researchers connecting appropriately and adequately with farmers and safety professionals, said Barbara Lee, Ph.D., director of the National Children's Center.

Participants attended educational sessions and viewed posters and displays on such varied topics as the impact of litigation on the development of farm safety practices, reducing farmers' risk for hearing loss, incentives to encourage ergonomic behavior in Latino farmworkers, youth ATV behavior, and injuries to farm women over age 50. Optional tours included the CNH tractor assembly plant in Racine as well as a package tour of several Sheboygan-area dairy farms.

John Howard, M.D., director of the National Institute for Occupational Safety and Health, spoke during the opening session.

The 2007 NIFS conference will be hosted by the Farm and Ranch Safety and Health Association in Penticton, British Columbia, June 24 – 28, 2007.

The NIFS, established in 1962, is an independent, non-profit professional society of individuals who devote all or a major portion of their work to agricultural safety.

## News in brief

### Childhood asthma less likely for farm residents: study

Preliminary results of a study involving 570 children in central and northern Wisconsin indicate that children who grow up on farms are less likely to develop allergic or atopic conditions and, to a lesser degree, asthma, than their city and town counterparts.



The study is part of a pilot investigation into the potential influence of farming and other exposures on the development of asthma and other atopic conditions among children, according to Principal Investigator Steve Kirkhorn, M.D., M.P.H., medical director of the National Farm Medicine Center.

Results also indicate that there is a positive association between childhood asthma and family history, second-hand smoke and respiratory infection before age 2; and an inverse association with daycare and household pets. No association was found with breast feeding, number of animals, pesticide use, primary occupation and administering antibiotics to animals.

### Pesticide comic book now available in English

"Pesticides Nearby...But Staying Healthy," a guide to prevention of pesticide exposure, has been translated from Spanish to English. This 16-page, full color comic book targets migrant and seasonal farmworker families and helps educate parents about children's risks to pesticide exposure and ways to minimize these risks. It was developed in 2003 by Migrant Clinician Network (MCN) and Farm Safety 4 Just Kids (FS4JK) and funded by the National Children's Center. The 40,000 plus copies that were distributed after its first printing have been extremely well received. Thanks to funding from the Paso del Norte Health Foundation and the National Children's Center, this comic book is now available in English. Both the Spanish and English versions are available from Migrant Clinicians Network, <http://www.migrantclinician.org/>, 512-327-2017 phone, [info@migrantclinician.org](mailto:info@migrantclinician.org)

### Resource kit for agricultural safety available online

The Ag Teacher's Resource Kit, originally developed for majors in the University of Florida's Agricultural Education and Communication Department, is now packaged online at [www.flagsafe.ufl.edu/publications/res-kit.html](http://www.flagsafe.ufl.edu/publications/res-kit.html). Teachers are encouraged to submit ideas for how they have adapted materials – especially as relates to teaching to competencies and other core requirements. If you do a lab and have any questions as to finding out what the answers are, e-mail Carol Lehtola, Ph.D., at [clehtola@ufl.edu](mailto:clehtola@ufl.edu).

### New safety Web site for kids

The High Plains Intermountain Center for Agricultural Health and Safety (HICAHS) at Colorado State University launched a new Web site focusing on children and farm safety. The web site contains action packed comic strips, games and photos to help children learn to be safe on the farm. HICAHS faculty Vicky Buchan, Ph.D., and Juhua Liu, Ph.D., along with graduate research assistants, developed the site. The site is for elementary school-aged children. Visit [www.hicahs.colostate.edu/childrencorner/childrenwebsite/](http://www.hicahs.colostate.edu/childrencorner/childrenwebsite/).

### Child psychologist studies supervision

We all know that child supervision is important, although defining "proper" supervision isn't easy. Barbara Morrongiello, Ph.D., is a child psychologist and researcher at the University of Guelph, Ontario, who studies



**Barbara Marlunga, Ph.D. with Barbara Morrongiello, Ph.D. (left)**

supervision. Dr. Morrongiello presented on the subject at Marshfield Clinic, Marshfield, WI, in August as a guest of the National Children's Center.

Her current research includes a study of the beliefs of parents who have children ages 2 – 5. The study is designed to determine at what age parents believe a child can do simple daily activities without constant supervision.

Another study in progress examines older siblings looking after younger siblings (18 – 24 and 30 – 36 months) in their homes. Dr. Morrongiello is interested in learning about how much of the time older siblings look after younger ones when at home together, and to determine when this is most likely to happen.

Dr. Morrongiello's basic research interests include advancing knowledge of how young infants learn new information, remember this information over time and apply this knowledge to new learning situations. Her applied research interests include issues relevant to adolescent well being (e.g., eating disorders, peer and parental influences on risk taking behaviors), determining best approaches to teaching young children about injury risk and safety practices, and identifying factors that lead parents to adopt or ignore safety precautions that could prevent in-home injuries. She is currently testing out several interventions to reduce children's risk taking behaviors on playgrounds and to increase parents' supervision of young children at home.

## Mini-grants recipients named for fiscal year 2007

For the sixth year in a row, the National Children's Center has made available funding up to \$15,000 to support small-scale projects and pilot studies that address prevention of childhood agricultural disease and injury. Awardees for FY 2007 are:

- Teaching Agricultural Safety to Latino Farmworker Youth Through Theater. PI: Melinda Wiggins, M.S., executive director, Student Action with Farmworkers, Durham, NC.

- Safe Play Areas and Rural Childcare Assessment. PIs: Lynn Kananen, R.N., B.S.N.; Jennifer Pravecheck, B.S.N., University of Wisconsin-Oshkosh Family Nurse Practitioner Program.
- Anabaptist Farm-Related Injury Prevention Tool. PI: Kay L. Moyer, R.N., Pennsylvania State University, extension educator, Lancaster County.

## Schedule of upcoming events

### **October 19 – 20, 2006**

Noise-induced Hearing Loss in Children at Work and Play, Conference sponsored by NIOSH and partners Cincinnati, Ohio

### **October 19 – 21, 2006**

19th annual East Coast Migrant Stream Forum Myrtle Beach, South Carolina

### **October 20 – 21, 2006**

'Children and Agriculture: Telling the Story' Journalists Workshop Wenatchee, Washington

### **November 3 – 10, 2006**

National Safety Council Congress & Expo San Diego, California

### **November 9 – 11, 2006**

The 16th annual Midwest Stream Farmworker Health Forum Albuquerque, New Mexico

### **January 26 – 28, 2007**

16th annual Western Migrant Stream Forum Sacramento, California

**Nurture** is a publication of the National Children's Center for Rural and Agricultural Health and Safety, a program of Marshfield Clinic, Marshfield, Wisconsin.

It is published four times each year to disseminate children's rural health and safety information to professionals in the fields of health and safety, agri-business, policy-making and the media.

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