

Nurture

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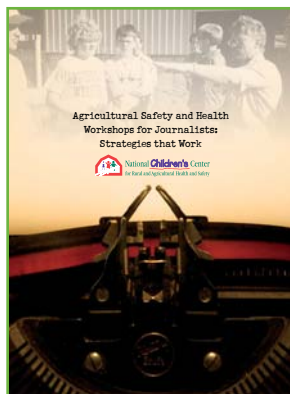
National Children's Center
for Rural and Agricultural Health and Safety

"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."

Media relations: new publication can aid in hosting a workshop for journalists

If you're trying to promote agricultural safety and health, helping the media understand what you do is vital. Yet forging good relationships with journalists isn't always easy. One successful tool you can use is the Journalists' Workshop.

The National Children's Center has conducted four such workshops, and has published lessons learned in *Agricultural Safety and Health Workshops for Journalists: Strategies that Work*. The 20-page resource is intended for organizations and government entities that want to improve journalistic coverage and enhance delivery of accurate safety and health messages to the public.



former newspaper reporter.

There are tips on choosing a workshop site, planning an agenda, recruiting journalists and faculty, and evaluation.



Scott Heiberger

Appendices lay out the workshop in easy-to-follow agendas and timelines, and include a resources page.

The National Children's Center's 1½-day workshop is

a story-generating event that gathers farm safety researchers, child safety advocates, medical professionals, agricultural producers, and journalists for field trips and discussion focused on leading causes of childhood injuries on farms and effective interventions to prevent these injuries. The overall goal of this initiative is to build a cadre of journalists who understand the broad scope — and preventability — of childhood agricultural injuries.

A total of 40 selected journalists (10 at each workshop) have participated. They represent media outlets that include Successful Farming, Hoard's Dairyman, Capital Press, Northwest Public Radio, Lancaster Farming, Lexington Herald-Leader and Spokane Spokesman-Review.

The 2008 Journalists' Workshop is scheduled for June 5-6, in Texarkana, on the Arkansas-Texas border. The National Children's Center is co-hosting with the Southwest Center for Agricultural Health,

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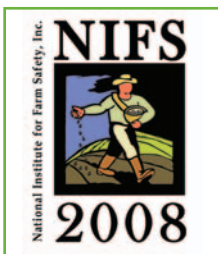
News in brief

NORA AgFF draft plan: your comments needed

The National Occupational Research Agenda (NORA) Sector Council on Agriculture, Forestry and Fishing has posted its draft strategic plan on the NIOSH Web site. You are encouraged to review the plan, particularly as it relates to priorities addressing children's issues. To review the draft and add comments, go to <http://www.cdc.gov/niosh/nora/comment/public>.

The deadline for submitting comments is June 30.

The strategic plan's goals include issues such as surveillance to enumerate workers and their adverse exposures, with special attention on workers considered "vulnerable" because of age, language, migration, culture or disability. Other goals are to reduce farm machinery deaths, musculoskeletal disorders related to repetitive job movements and emerging issues including infectious diseases. Issues pertinent to children are primarily integrated within the agricultural safety section (Goal 4).



Child safety to be featured at NIFS meeting

The National Institute for Farm Safety (NIFS) annual meeting is scheduled for June 22-26, 2008, at Eden Resort Inn, Lancaster, Pennsylvania. Its theme: "Sowing the Wind with Safety and Health."

Agenda highlights include child safety: "Sowing the Wind: an innovative approach to youth education," and "USDA CSREES Youth Farm Safety Program."

Go to <http://www.eventsmeetingsandmore.com/> for more information. Or contact Sally Maud Robertson (smr145@psu.edu, 814-865-9966) or Dennis Murphy, Ph.D., (djm13@psu.edu, 814-865-7157).

- The Childhood Agricultural Safety Network (CASN) will meet during the NIFS conference, Monday, June 23, 5 p.m. to 9 p.m., in room Grande 3 at Eden Resort. If you'd like to attend, or want more information about CASN, contact Regina Fisher, M.S., at the National Children's Center, 1-800-662-6900 or fisher.regina@mcrf.mfldclin.edu.

Safe Kids Canada promotes 'Keep Kids Away from Tractors'

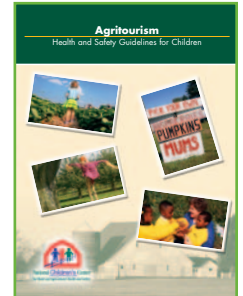
Safe Kids Canada has launched the Ontario Children's Rural Safety Program, a public awareness and education campaign designed to facilitate environmental and behavioral changes to create safe rural environments for children.

Featuring the Childhood Agricultural Safety Network's "Keep Kids Away From Tractors" message, the Ontario Children's Rural Safety Program addresses the area of primary prevention and provides a unique opportunity for Ontario, as the first province to undertake a coordinated dissemination strategy in

this domain, to play a leadership role and pave the way to a national uptake of the program. The program received support from the Ontario Ministry of Health Promotion. For information visit <http://www.sickkids.ca/safekidscanada/> and click on the link to the "Rural" page, or e-mail Kevin de Souza, kevin.desouza@sickkids.ca.

Agritourism guidelines popular at farmers' conference

Free copies of *Agritourism Health and Safety Guidelines for Children* were given to all attendees of the North American Farmers Direct Marketing Association annual conference, held in February at Wisconsin Dells, Wisconsin. "This audience was very welcoming and receptive to health and safety information," said Tammy Ellis of the National Children's Center, who delivered a keynote talk about the guidelines. "After my presentation I had a large number of agritourism operators visit the National Children's Center booth and share their health and safety concerns."



There are an estimated 52,000 agritourism operations in the United States, with more than 85 million visitors each year.

Agritourism Health and Safety Guidelines for Children was published by the National Children's Center in 2007. It's the first publication of its kind, and contains more than 25 topics (e.g., hygiene, pedestrian safety, barriers, child development characteristics, hayrides, petting zoos) and associated recommendations. The guidelines are available online www.marshfieldclinic.org/agritourism or by contacting our National Children's Center at 1-800-662-6900.

NECAS takes its classes on the road with trailer

The National Education Center for Agricultural Safety (NECAS) is using a new truck and trailer to take its agricultural rescue training classes to emergency responders in their



The new NECAS trailer is used for agricultural rescue training classes.

respective communities, thanks to a grant from the State of Iowa. The two NECAS rescue classes, tractor rollover and combine/auger extrication, have been accredited through the Iowa Fire Service Training Bureau (IFSTB). The trailer contains the Jaws of Life, airbags, cribbing, rescue struts, manikins, generator, and rescue saws. NECAS will soon add a flatbed trailer with a grain bin entrapment simulator and adding a grain bin rescue course. NECAS is working with the IFSTB to create an instructional DVD for fire departments. For information, contact Dan Neenan 1-888-844-6322 or Neenan@nicc.edu.

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'Hometown Hero' Marilyn Adams honored with Volvo for Life Award



Marilyn Adams

Marilyn Adams, founder of Farm Safety 4 Just Kids, has been named "America's Greatest Hometown Hero" — the top award given through the largest-ever national search for, and celebration of, everyday heroes.

Volvo made the announcement on March 20 in New York at the sixth annual Volvo for Life Awards ceremony. Adams received a handcrafted award from Tiffany and Company and a

new Volvo automobile of her choice every three years for life. She also received a \$100,000 donation on behalf of Farm Safety 4 Just Kids. The money will be contributed to the organization's endowment fund to ensure FS4JK's financial future.

"I am extremely proud, honored, and grateful to have accepted the Volvo for Life Award on behalf of Farm Safety 4 Just Kids and in loving memory of my son, Keith," Adams said. "The media publicity that Volvo generates helps spread our farm safety and health messages and bring heightened awareness to rural families."

It's been nearly 22 years since Adams' 11-year-old son suffocated in a gravity flow wagon on the family's farm in Iowa. Determined to find a constructive outlet for her grief, she was inspired to create a nonprofit organization working to educate children about farm safety and health.

"Marilyn Adams' determination to keep kids safe on farms makes her a true hero, setting an example we can all strive for," said Anne Belec, president and chief executive officer for Volvo Cars of North America.

"Many, many thanks to everyone who voted for me and Farm Safety 4 Just Kids," said Adams.

Media relations: new publication (continued from page 1)

5 Months Before Workshop

- Update Web site (ongoing)
- Create a press release and brochure or flyer to marketing the workshop to journalists and faculty
- Identify potential faculty ("faculty" includes all p members, presenters, experts who may accomp journalists on the field trips, etc.)
- Begin marketing to individual journalists and to journalist organizations; send release to media and to agricultural safety and health colleagues
- Generate list of sites as potential field trip destin

4 Months Before Workshop

- Continue marketing to journalists
- Schedule/reserve facilities
- Arrange meal/lodging options. Journalists resp

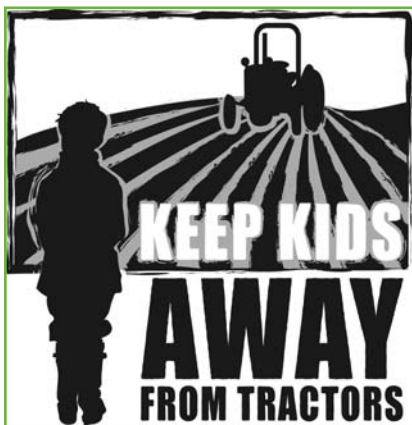
Injury Prevention and Education located at the University of Texas Health Science Center at Tyler. To learn more, go to www.marshfieldclinic.org/nfmc. On the lefthand side, click "Education and Training," and "Journalists Workshop." Or contact Heiberger

(heiberger.scott@mcrf.mfldclin.edu) at the National Children's Center, 1-800-662-6900, press 7.

Funding for the Journalists' Workshop is provided by the National Institute for Occupational Safety and Health. Previous workshops have been held in Marshfield, Wisconsin; Cooperstown, New York; Wenatchee, Washington; and Harrodsburg, Kentucky.

'It's Easier to Bury a Tradition' campaign wins public relations award

The Childhood Agricultural Safety Network campaign, "It's Easier to Bury a Tradition than a Child," was a big winner in the National Agri-Marketing Association (NAMA) Region IV competition in January.



The campaign, which urges that children younger than 12 not be allowed on or near tractors, was judged "Best of Show in Public Relations," one of three "Best of Show" awards chosen from a field of 53 category winners. NAMA Region IV includes Wisconsin, Illinois, Indiana and Michigan. Entries

included those from Archer Daniels Midland, Bayer CropScience, Case IH, Caterpillar, Dow AgroScience,

John Deere, Pfizer Animal Health, Smithfield Foods and other global companies. Complete Region IV award listings can be found at <http://nama.org/amc/bon/reg4winners.pdf>.

The campaign also won a "merit," or second place, for best television commercial. The commercial, a public service announcement

from country music artist Michael Peterson, can be viewed by going to <http://www.childsafety.org/media.html>. Campaign marketing materials (including posters in Spanish and French) are available free at <http://www.childsafety.org/media.html>.



