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

Summary Annual Report
September 30, 2011 – September 29, 2012

NIOSH: U54 OH009568-04

Submitted by:

Barbara C. Lee, RN, PhD
Center Director
Marshfield Clinic Research Foundation
Marshfield, WI 54449

JANUARY 2013

SECTION I: Center Overview

Center's Summary

The National Children's Center for Rural and Agricultural Health and Safety (Center) has enjoyed a long history of developing, testing and sustaining projects associated with children who live on, work on, and visit farms and ranches across the U.S. Unlike the regional NIOSH Agricultural Centers, this Center has a national focus with a national network of partners and project collaborators. Funded since 1997, the Center has a major emphasis leadership (e.g., setting the national agenda) and on knowledge mobilization (research to practice) activities.

Relevance

Several of our Center's initiatives have evolved into enduring programs and we feel obliged to maintain and enhance these endeavors. Most notably, the Center remains the "hub" for safety guidelines associated with youth working on family farms, youth employed for agricultural work, children playing on farms, safe Agritourism operations, and media/journalist relations.

Key Personnel:

Name	Role	Phone	Email
Barbara Lee, PhD	Director	715.387.9182	Lee.barbara@mcrf.mfldclin.edu
Barbara Marlenga, PhD	Deputy Director	715.389.3021	Marlenga.barbara@mcrf.mfldclin.edu
Marsha Salzwedel, MS	Youth Safety	715.389.5226	Salzwedel.marsha@mcrf.mfldclin.edu
Scott Heiberger, BS	Communications	715.389.7541	Heiberger.scott@mcrf.mfldclin.edu
Tammy Ellis	Outreach.	715.389.5387	Ellis.tammy@mcrf.mfldclin.edu
Kathy H Dzikowich	Center Manager	715.389.3517	heintz-dzikowich@mcrf.mfldclin.edu
Kathleen Smith	Admin. Sect.	715.389.3755	smith.kathleen@mcrf.mfldclin.edu
Amy Liebman, MA	Migrant youth	410.599.5493	aliebman@migrantclinician.org

Center Web Link**:** **http://marshfieldclinic.org/nccrahs/**

SECTION II: Highlights of Projects with High Impact

Agritourism Safety

Project Description: *Agritourism Health and Safety Guidelines for Children* were developed by the Center to give farm owners the information necessary to reduce the risk of illness and injuries to children visiting farms. The resource contains information on a variety of different topics, as well as sections pertinent to all operations (such as parking and signage). Based upon these guidelines, an interactive website, "*Integrating Safety into Agritourism*", was developed that features interactive walkthrough scenarios with printable checklists and resources that owners can use to identify and address health and safety issues on their own operations.

Outputs and Impact: The Agritourism Health and Safety Guidelines booklet and the Supplemental Guides continue to be one of the top requested resources. 860 sets of these resources were requested and 541 were downloaded from the website. In addition, a new website, "Integrating Safety into Agritourism" was released in August and has received 883 visitors, with 14,000 page views (in the two months since release). Press releases on the new website have resulted in excellent media coverage. Articles ran in influential agricultural media such as Capital Press, Country Folks, Agri-View, Hoard's Dairyman, Lancaster Farming and Farm Progress publications. The information was also utilized on blogs, websites, and newsletters such as the American Farm Bureau Federation website "Rural Community Building," the Networking Association for Farm Direct Marketing and Agritourism (NAFDMA) newsletter and website, and the Louisiana Agritourism Association blog. These activities have resulted in increased interest in agritourism safety, resulting in presentations and material distribution at meetings including the 2012 NAFDMA Conference, the 2012 International Society for Agricultural Safety and Health and the 2012 Nordic Conference. The importance of safety on agritourism operations is being increasingly recognized; Charlie Touchette, the Executive Director of NAFDMA said, "*The work you are doing is hugely important to the operators and the public that drives the growth of the industry we are ALL part of...*" (Personal communication, 3/27/2012).

Childhood Agricultural Safety Network (CASN)

Project Description: Since 2000, the Childhood Agricultural Safety Network (CASN) has worked to speak with one voice, advocating safety for farm children. CASN was formed to strengthen partnerships and collaborations among national and regional organizations dedicated to keeping children safe on the farm. These organizations represent the agricultural community, child injury prevention, and minority-serving associations. The network works together to develop safety messages and campaigns on childhood agricultural disease and injury prevention. Currently, thirty-six organizations participate in CASN.

Outputs and Impact: CASN activities include sponsoring a webinar titled "Proposed Changes to the Ag Child Labor Regulations", which was developed and presented by CASN member, Mary Miller. Ninety sites attended the live webinar and an additional 395 viewed the recorded webinar. On another project, twenty-four of the CASN member

organizations worked together to create a 2013 calendar with a different illustrated child agricultural safety message each month. 5000 of these calendars were distributed. Products with safety messages developed in past campaigns are also still being requested including Bury a Tradition" tractor campaign posters and the "I didn't KNOW" ATV safety campaign materials. The Media Guidelines were translated into French at the request of Iowa State University in partnership with Canadian Agricultural Safety Association (CASA) and are now available on the CASA website. Other activities involve various CASN participants sharing exhibit space and working together to promote child agricultural safety messages at various meetings, such as American Public Health Association and International Society for Agricultural Safety and Health.

Blueprint for Knowledge Translation

Program Description: The 2012 National Action Plan took advantage of lessons learned from previous efforts and relied heavily on a core group of six individuals. Over an 18-month period an assessment of published research was conducted, childhood agricultural injury data were analyzed, and changing patterns of agricultural production and demographics of workers were reviewed. Scholars in various disciplines authored papers on related topics and generated recommendations for research, programs, policy and dissemination. Advisors guided the process and reviewed preliminary drafts of the proposed Goals and Strategies. For six weeks, the draft plan was posted on the Internet for public feedback. Journal articles and the core document were finalized in early 2012.

Outputs:

- A dedicated issue of *Journal of Agromedicine: Practice, Policy & Research* Vol. 17(2) was released in April 2012 with 15 peer-reviewed manuscripts on topics related to children, agriculture, safety, policy and interventions.
- A 36-page, fully illustrated 2012 National Action Plan was published in May 2012.
- Dissemination strategies to inform the public of the 2012 National Action Plan were launched in June 2012. 651 copies of the Blueprint were mailed and 542 were downloaded from the website.

Guidelines for Children's Work in Agriculture

Program Description: The North American Guidelines for Children's Agricultural Tasks (NAGCAT) are a collection of guidelines designed to assist parents and others in assigning age-appropriate tasks for children ages 7–16, who live or work on farms and ranches across North America. NAGCAT were released in 1999 and have become a key resource for safety professionals working with farm parents. In response to the demise of updated child labor laws and the call for more accessible educational resources, we engaged an agricultural marketing firm to assist us in refreshing the "look" of the NAGCAT website and to propose strategies to market and disseminate NAGCAT to farm parents.

Outputs: Three marketing ads have been developed with a media slogan of "Parents First, Farmer Second" and a new, visually appealing internet site is being developed with the farm parent in mind. The new "Cultivate Safety" website will include injury stories, short video clips, and simplified information on developmental stages of children that put them at risk of injury.

Media Communications

Program Description: This Center is fortunate to have a Communications Specialist to proactively engage journalists in the discussion of issues germane to children and agricultural injury prevention. In addition to the Center's website and Facebook presence, the Center issues an annually updated Child Agricultural Injury Fact Sheet to share the most current injury data and relevant intervention approaches with the public. The Communications Specialist is active with the media via the National Association of Farm Broadcasters and the American Agricultural Editors Association.

Outputs: This year was unique in terms of media interactions, largely in part because of the public interest in the proposed, then withdrawn, updates to the Child Labor in Agriculture regulations. Inquiries to our Center by media were notably increased, including major news outlets such as the Associated Press, Wall Street Journal, USA Today and the Minneapolis Star Tribune. In addition to responding to media requests for information and interviews, our Communications Specialist edited a Center fact sheet comparing the proposed Agricultural Child Labor Hazardous Occupations Orders to present rules. He also published an editorial in the Journal of Agromedicine, "Lessons Learned from the Child Agricultural Labor Law Debate" (J Agromedicine. 2012;17(4):351-353). The editorial was based on interviews he conducted with attendees of the Agricultural Media Summit, the largest annual gathering of crop and livestock publications professionals in the United States.