



Engaging the media to promote safe farm practices

I-CASH MEDIA OUTREACH AND ENGAGEMENT

CONTACT: BRANDI-JANSSEN@UIOWA.EDU

Issue Addressed:

Agriculture remains one of the most hazardous occupations, despite a perception that it is becoming safer.

Activities:

Agricultural media are a well trusted source of information for farmers and farm families. I-CASH has partnered with various media outlets to encourage effective reporting related to farm safety, and especially emphasizing prevention.

In 2015, I-CASH partnered with the Iowa FACE program to host a two-day journalist workshop. "Injuries and Agriculture: Telling the Story" was an interactive workshop and networking opportunity for journalists who focus on agriculture. Based on the work of the National Farm Medicine Center, this workshop addressed the complex, and sometimes controversial, issues surrounding agricultural injuries and fatalities. Seven journalists participated along with area farmers, first responders, and health and safety

professionals. The workshop included farm visits so that journalists could learn about safety directly from farmers (see above photo) and consistently emphasized that farm injuries are preventable.

In addition, I-CASH and other UI centers partner with *Iowa Farmer Today* to produce a monthly Safety Watch column. Topics have included safety as part of business planning, farming with chronic illness, and farmer suicide rates.

Impact:

Journalist participants in "Telling the Story" collectively wrote seven articles related to agricultural safety and health over the course of 2015 and 2016.

Safety Watch in *Iowa Farmer Today* is regularly shared by AgUpdate and other outlets on social media.

A recent article on farmer suicide rates was reprinted in The Grand Island

Independent (NE), the Center for Rural Affairs, and was highlighted on Harvest Public Media, Iowa Public Radio.

Population:

Farmers and rural residents throughout the Midwest.

"As a farmer, I think this information is so valuable. I've had so many close calls!" "Telling the Story" farmer participant

"Hearing from farmers who have experienced these safety issues and the discussions were very insightful" "Telling the Story" journalist participant