



Partnerships to address seasonal hazards in agriculture

SEASONAL CAMPAIGNS FOR AGRICULTURAL SAFETY AND HEALTH

CONTACT: BRANDI-JANSSEN@UIOWA.EDU

Issue Addressed:

Hazards in agriculture vary by season and task

Activities:

There are numerous hazards on Iowa's farms, which vary by season, crop, and task. To call attention to the diverse risks farmers face, I-CASH began a series of seasonal campaigns to raise awareness and emphasize prevention practices.

Partnering with ISU Extension and Outreach offices and Farm Service Agency (FSA) Offices, I-CASH distributes materials such as visual PSAs, informational brochures, and practical items such as PPE and barn signage. These offices are frequent destinations for the agricultural population.

Campaigns have engaged other partners as well. The Iowa Farmers Market Association helped distribute information about hiring young workers, given that horticulture producers often hire high-school or college-aged employees.

Eleven FFA Chapters across the state helped distribute over 200 new Slow Moving Vehicle (SMV) Emblems to producers in their area who needed them. (See photo above)

Topics addressed:

- Skin cancer and heat stress prevention
- Rural Roadway Safety
- Farm Fire Prevention
- Slips and Trips
- Hiring Young Workers
- The Legacy of Farm Safety
- Mental and Behavioral Health
- Chemical Handling

Impact:

Four times per year, **I-CASH reaches every Iowa county** through the ISU Extension and Farm Service Agency Offices.

Extension offices have requested additional materials related to farm fire prevention, sun safety, and mental health resources to distribute during their own agricultural outreach programs, resulting in hundreds of additional resources distributed.

Media stories related to the mental health awareness campaign were reprinted in Nebraska and highlighted on Iowa Public Radio.

I-CASH partnered with Gempler's supply company to offer discounts on fire safety equipment, **resulting in 18 orders and \$2,292 worth of fire safety equipment to Iowa farms.**

Population:

Farm families and rural communities

“With county fair and many other summer programs occurring this is great information to get out to the community. Thank you for your efforts to spread the important information on such topics.” Shannon Bielicke, Johnson County, IA Extension Staff