



The FarmSafe podcast creates a space to connect with farmers and their advocates to discuss agricultural safety and health topics while highlighting GPCAH research across the region.

INTRODUCTION

- Goals of the Great Plains Center for Agricultural Health (GPCAH) include:
 - Improving awareness of health and safety risk faced by ag workers
 - Disseminating impactful prevention tools to ag workers
- During the COVID-19 pandemic, interactions with farmers were restricted
- GPCAH developed a new podcast to stay connected with ag communities and to meet these goals

METHODS

- Reviewed existing ag podcasts
- Met with other podcast developers
- Developed core structure
- Incorporated feedback from regional advisors and community members

RESULTS

- 15-minute episodes
- Farmer-told stories
- Evidence-based recommendations
- Resources for implementation

EVALUATION (ONGOING)

- Tracking metrics on host platform
 - # downloads
 - # listeners
 - # subscribers
 - Listener locations
- Audience engagement
 - Reviews
 - Comments
 - Willingness to share stories

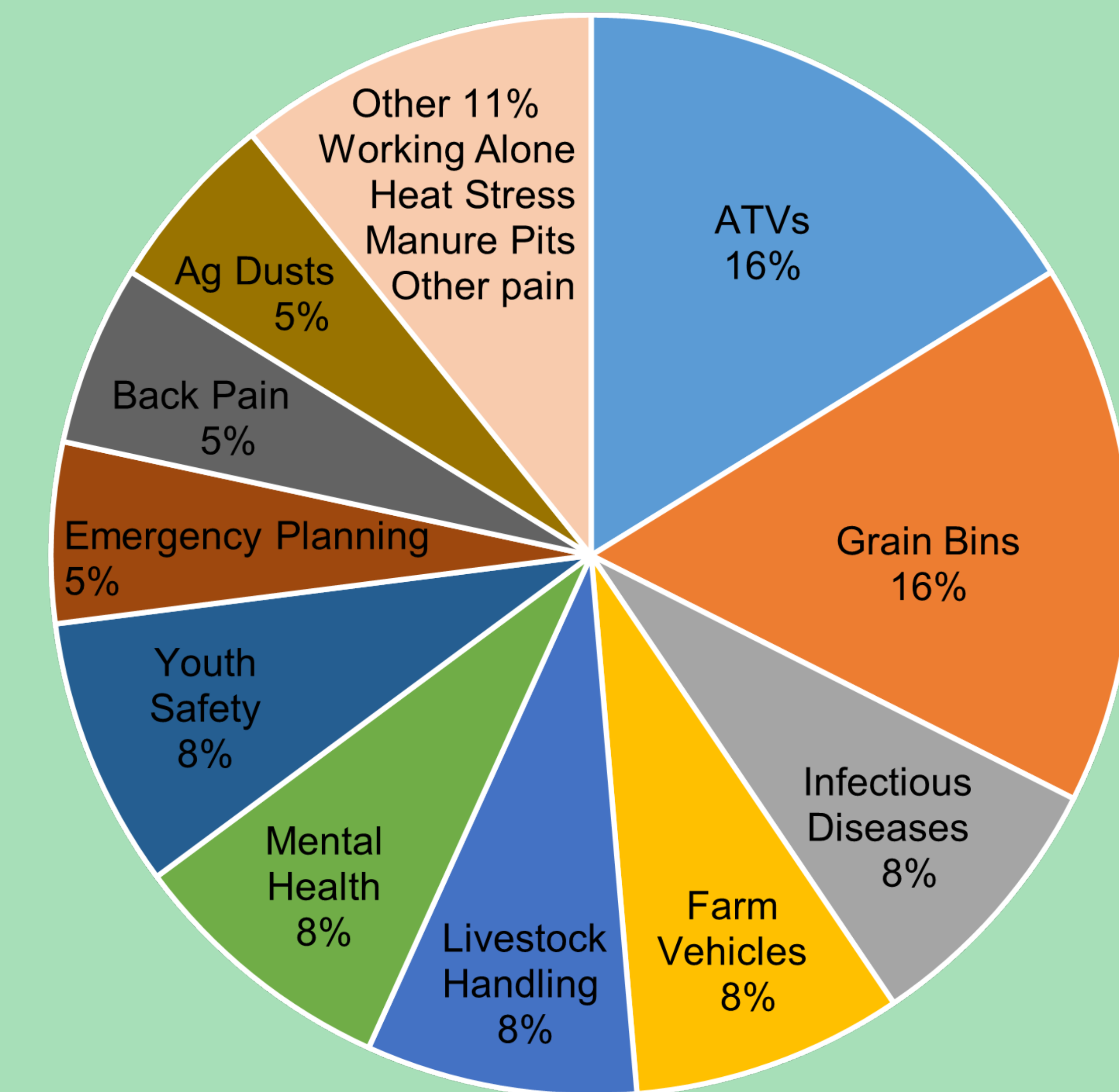


Fig. 1 Results from surveys on potential podcast topics (n=37 responses)

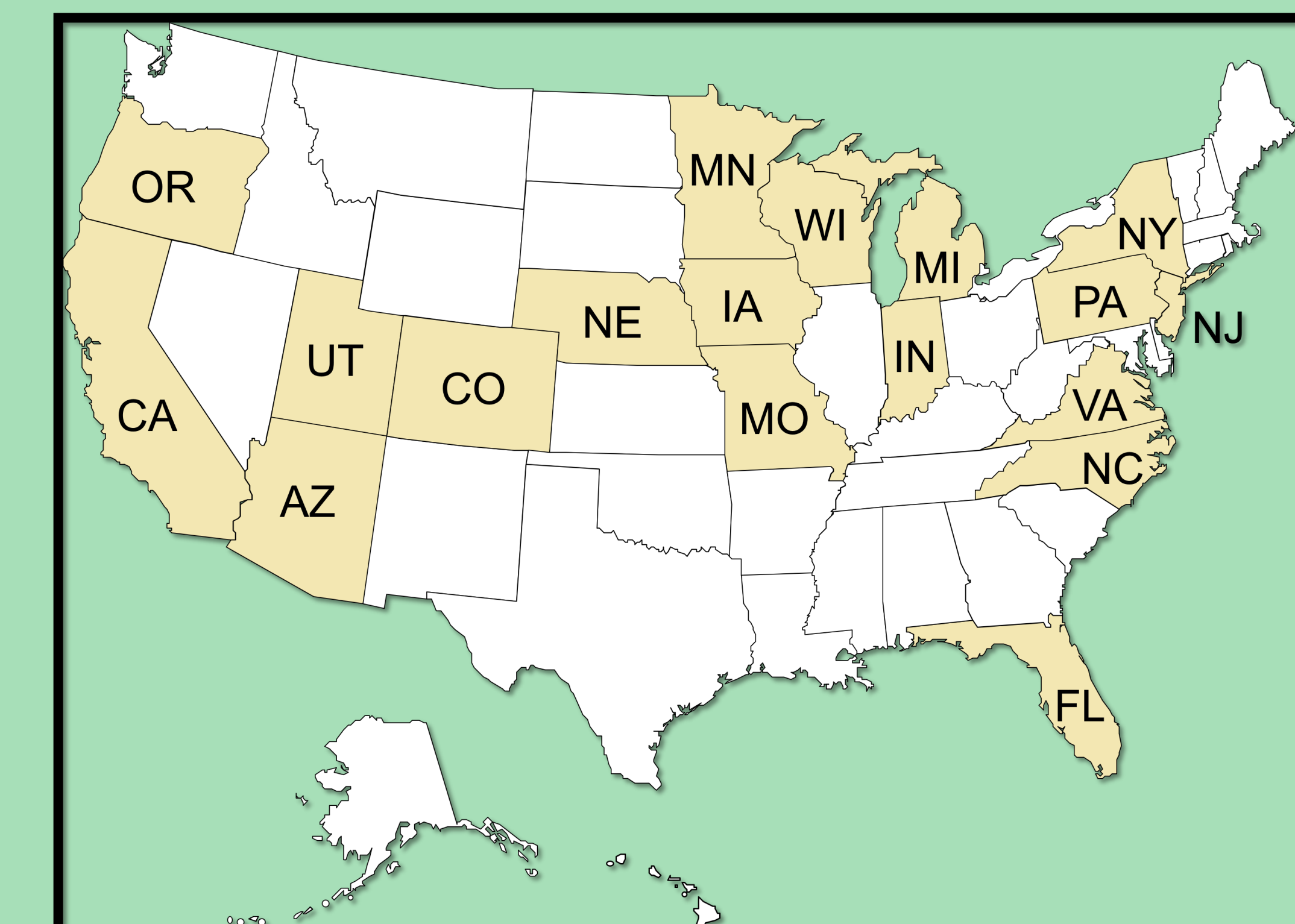


Fig. 2 Listener locations in the US reported by Buzzsprout host platform Oct. 2021. Other locations include Germany, Canada, and Finland.

ACKNOWLEDGEMENTS

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