



News from Iowa's Center for Agricultural Safety and Health (I-CASH) Volume 30, Issue 4 September 2024

Messaging Matters! MRASH 2024

by Gayle Olson, MS, CHES, I-CASH Assistant to the Director

Effective messaging in agricultural safety and health can literally save lives! We will be investigating how to improve our efforts at this year's Midwest Rural Agricultural Safety and Health (MRASH) Conference, held November 6-8, 2024, in Ames, Iowa. Conference details and registration links are available on the [MRASH conference website](#).



Midwest Rural Agricultural Safety and Health Conference

Messaging Matters

November 6-8, 2024
ISU Alumni Center, Ames, Iowa



The Great Plains Center for Agricultural Health (GPCAH) is kicking off the event with a pre-conference skills development workshop titled "Working with Media to Communicate Ag Health and Safety Messaging." It will be held on Wednesday, November 6 from 1:00-3:30 pm at the Best Western Plus University Park Inn and Suites in Ames. Cheryl Tevis, farmer, founding member of Iowa Women in Ag, and former managing editor of Successful Farming magazine will lead a panel of media representatives focused on ways to effectively share stories, guidance on creating press releases, and tips on helpful and timely communication. **There is no cost for the pre-conference workshop, but [registration](#) is required to attend.**

Cheryl Tevis, will lead a panel of media representatives at the GPCAH pre-conference.

You will want to attend the full conference! Some sessions will focus on the "Messaging Matters" theme, but breakout sessions and posters will cover a wide variety of topics giving a taste of leading edge research and outreach efforts. The venue for November 7-8 conference sessions is the beautiful Iowa State University Alumni Center. Consider participating as a conference attendee, exhibitor or sponsor, there is even still time to submit an abstract to present a poster! October 8 is the deadline for poster abstracts and to reserve a room in the hotel block. **Registration to attend the conference is due by October 28.** Cost to attend the full conference is \$175; students and farmers can attend the full conference for the reduced rate of \$100 (thank you, sponsors and exhibitors!).

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Whether you are a creator or a consumer of messaging, you don't want to miss the keynote session on November 7, focusing on how artificial intelligence (AI) is used. Keynote presenter Kris Baldwin, Educational Technology Resources Specialist for Iowa State University Extension and Outreach (ISUEO) will explore strategies for using AI applications to enhance communication and collaboration. Her presentation will be followed by a panel discussion on pros and cons of using AI, including concerns such as ethics, disclosures, and intellectual property rights.



Kris Baldwin, ISUEO will provide the MRASH keynote and explore strategies for using AI.

After the student networking and regular luncheons, conference attendees will build their skills by selecting up to four "Messaging in Minutes" mini-workshops in small groups,



Director's Message

by Rich Gassman, MS

It is hard to believe we are in September already. It seems like yesterday we were watching new calves be born and corn and soybeans being put in the ground. Fall is a magical time of year, as it's a time to see all our hard work come to fruition. We will soon be harvesting crops produced on some of the most productive farm ground in the world. Fall is a time to be thankful, thankful for the bountiful harvest, thankful for our family and friends, and thankful for our health.

Fall is also a time to revisit your safety plan, and if you do not have a safety plan in place it's time to create one. Having a safety plan allows you to be prepared in the event of an emergency and can help bring you piece of mind. It is equally important that you communicate your safety plan to all family members and employees.

I-CASH has had a busy spring and summer. We are working with Dr. David Brown from Iowa State University on a training program titled "Relationships Can Heal: Knowing the Farmer Client." This training for healthcare and mental health professionals helps them learn more about the culture of farm and ranch producers, as well as the challenges and barriers when seeking care. We completed two trainings this spring and have two more coming up on October 17 in [Dubuque](#) and October 24 in [Fort Dodge](#). So far, the reviews of the program have been overwhelmingly positive. If you want to know more about the program, please reach out to me at richard-gassman@uiowa.edu.

In August, I-CASH had a booth in the Health and Safety Tent at the Farm Progress Show in Boone, Iowa. You can read more about the show on page 3. I also had the opportunity to talk farm safety with Dr. Adam Janke in his Podcast "[Habitat University](#)." In the podcast we discussed safety measures during habitat management and restoration. Later in the month I had the opportunity to participate in a webinar sponsored by the Iowa Cancer Consortium to discuss agricultural safety and health issues.

National Farm Safety & Health Week is September 15-21 and reminds us all of the importance of safety and health in agriculture. Visit the [NECAS website](#) for helpful resources, links to webinars and daily areas of focus.

As we head into harvest season, remember that I-CASH is a great resource to help with your safety plan and to help you determine what PPE is right for you and for the task. Our seasonal campaign materials are all on the [I-CASH website](#) and you can contact us with any questions.

Rich Gassman
I-CASH Director

Rich Gassman directs I-CASH, housed in the Department of Occupational and Environmental Health of the College of Public Health. He can be reached at 319/467-0327 (richard-gassman@uiowa.edu).



Rich Gassman, MS

Find us on Facebook at www.facebook.com/IaCenterAgSafetyHealth



The University of Iowa ■ Iowa State University
Iowa Department of Agriculture and Land Stewardship
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kay-mohling@uiowa.edu

I-CASH at the Farm Progress Show

by Tabitha Kuehn, BS, I-CASH Outreach Coordinator

After years of sponsoring refreshments at the Farm Progress Show, I-CASH was finally able to greet show visitors from our own table within the Health and Safety Tent. I-CASH brought multiple examples of past seasonal campaigns and distributed safety information on combine and tractor fires, chemical storage, and needlestick injury prevention. I-CASH also debuted a new promotional item at this year's Farm Progress Show! We gave away I-CASH branded tape measures that people can use for all sorts of tasks on and off the farm. The display was themed around the idea of your **farm safety measuring up**. Other slogans included **Don't stretch the truth, your farm safety should be precise!** and **Measure more than just distances, measure your commitment to safety!** The tape measures were widely popular and we had attendees from around the show coming to find our display so they could pick up a tape measure and safety information.



I-CASH Director Rich Gassman, and Outreach Coordinator Tabitha Kuehn at the Farm Progress Show in Boone, IA



The 2024 Farm Progress Show was held August 27-29 in Boone, IA.

Along with the tape measures, people were also very interested in the chemical storage and the needlestick injury prevention resources, and we heard many stories about personal experiences with combine and tractor fires. The conditions and technology at the show itself sparked many other farm health and safety conversations at our table. One of the other topics that came up (outside of the materials that we brought) was the financial and mental health issues of farming. This was especially top of mind as large, high-dollar equipment was all around at the farm progress show. As always, the weather was also a discussion topic! The weather at the Farm Progress Show was very hot and humid, which opened up many conversations about the heat, adequate hydration, and proper clothing to keep farmers cool and safe in summer months.

Over the course of the three-day show, we met with attendees from many places! Iowa was well represented, of course, as well as many other Midwest states including Nebraska, Illinois, Missouri, and more. We also connected with farmers from much further away including Pennsylvania, North Carolina, all the way up to Canada, and all the way down to South America, with folks coming from as far as Brazil, Argentina, and Paraguay. It was also very exciting to visit with a wide variety of ages at our table! Toddlers to great-grandparents all appreciated the tape measures and the safety information we were providing. Seeing parents and children connect over farm safety and explore all the phenomenal safety topics within the Health and Safety Tent was a personal highlight. The Farm Progress Show also provided multiple networking opportunities, and it was well worthwhile to be able to connect with many of the great organizations and companies that were present. We look forward to attending the show again in two years when it is back in Boone!

Visit www.I-CASH.org for information on I-CASH programs.

Great Plains Summer Events

by Marsha Cheyney, MPH, GPCAH Evaluation and Outreach Coordinator

Ag Safety Days, National Education Center for Ag Safety (NECAS) ● Peosta, IA (June 6, July 9)

GPCAH outreach staff presented sun safety lessons to over 250 students (elementary and high school) and adults at the Ag Safety Days hosted by NECAS this summer. We used our “sun-smart animals” curriculum to present the basic concepts of sun safety and guide the discussion. Although the youth were familiar with most of the basic concepts (use sunscreen, wear hat/sunglasses/sun safe clothing, take breaks in the shade to cool down), they were less confident about specific details like identifying the “peak hours” when the sun’s rays are strongest, when protection is most needed, and how often to reapply sunscreen. The youth enjoyed the animal-based curriculum, and even the adults said they learned something!



GPCAH outreach staff used the “sun-smart animals” curriculum at NECAS Ag Safety Days.

Minnesota Farmfest ● Redwood Falls, MN (August 6-8)

GPCAH outreach was an exhibitor in the Upper Midwest Agricultural Safety and Health Safety & Wellness Pavilion at the 2024 Minnesota Farmfest. Along with outreach staff from Central States Center for Agricultural Safety and Health (CS-CASH) and Minnesota Extension, we piloted a Progressive Ag Foundation Safety Zone at the farm show. GPCAH focused on sun safety, having participants dress the “Flat Farmers” for chores and recreational activities outdoors “on a day like today” (warm and breezy). An estimated 670 people came through the Safety Zone over three days. On the last day of the show, approximately 40 commercial manure applicators completed their annual training by visiting the booth, where we reminded them about year-round sun safety practices, and discussed adding respirators and gas monitors to the Flat Farmers’ PPE selections. Needs assessment surveys were collected from attendees who lived and/or worked on a farm to learn about their health and safety concerns, experiences of stress on the farm, and how technology affects their overall well-being.



Marsha Cheyney, GPCAH Evaluation and Outreach Coordinator helps a participant with the Flat Farmer activity at Minnesota Farmfest.

Farm Progress Show ● Boone, IA (August 27-29)

GPCAH was once again in charge of coordinating the Farm Progress Show Health & Safety Tent, which hosted 15 organizations dedicated to improving health and safety on the farm, two lactation rooms, and the Farmers’ Corner (an area to take a break and enjoy coffee, cold water, and light snacks). Along with outreach staff from CS-CASH and ISU Extension staff and students, we brought a Progressive Ag Foundation Safety Zone to the show. GPCAH focused on sun safety, having participants dress the “Flat Farmers” for chores and recreational activities outdoors for the day (which meant very hot and humid). We estimate that about 540 people came through the entire Safety Zone over three days, with many others who visited only one or two stations. GPCAH continued our needs assessment surveys among those who lived and/or worked on a farm. Dr. Arora joined the outreach team on Tuesday to introduce her project, “Farm Safety for Rural Families Coping with Dementia” to Farm Progress Show attendees and answer questions about dementia among farmers.



Tyler Guzowski, U of I College of Public Health graduate student, helped with the Safety Zone at the Farm Progress Show.

Visit [GPCAH](#) for upcoming events.

Season 4 of FarmSafe Podcast

by Libby Ritchie, MPH, GPCAH Research Assistant

We will be switching it up for [Season 4 of FarmSafe](#)! Instead of dropping a new episode biweekly, we will be dropping a bundle of episodes four times throughout the remainder of 2024 and through 2025. For the first drop of episodes, we will be promoting episodes from Seasons 1-3 in September, highlighting the topics of National Farm Safety and Health Week (September 15-21).

Monday, September 16 • *Equipment and Rural Roadway Safety*

- ATVs on Roadways (S1E2)
- Lighting and Marking in Agricultural Vehicles (S1E9)
- Safely Sharing the Road with Farm Vehicles: SaferTrek Project (S2E15)
- Research Spotlight: Farm Vehicle Crashes on Public Roads (S1E15)

Tuesday, September 17 • *Health and Wellness*

- What's Your Normal? (S2E7)
- Women in Agriculture and Stress (S2E3)
- Pilot Spotlight – Stress on the Farm: Strategies to Help Each Other (S1E17)
- Pilot Spotlight – Examining Support Systems for Farmers' Mental Health (S1E19)
- Pilot Spotlight – Job Demands and Health Outcomes for Beginning Farmers (S1E20)
- Sleep (S1E6)

Wednesday, September 18 • *Generations of Farming*

- Exploring the Multi-Generational Perspective on Health and Safety with the Millennial Farmer (S3E13)
- Support for Farmers' Mental Health and Well-Being (S3E14)

Thursday, September 19 • *Confined Spaces*

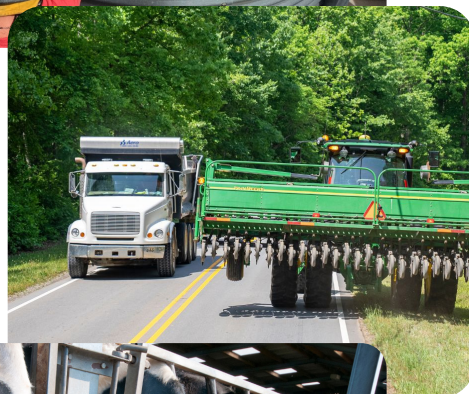
- Grain Bin Safety, Part 1: Motivation and Tips to Prevent Engulfment (S3E5)
- Manure Gas Safety (S1E21)
- Gas Monitors (S1E22)

Friday, September 20 • *Reporting Agricultural Injuries*

- Poisons, Part 2: Exposure Response (S3E10)
- Community Building for Rural Response to Emergencies (S3E12)
- Cattle Feedyard Safety: Stop, Think, Then Act (S2E10)
- Cattle Feedyard Safety: Safety Climate Improvement Strategies (S2E11)



Libby Ritchie hosts the FarmSafe Podcast - Season 4.



New episode bundles are anticipated to drop in January, April, and July of 2025. The episode drops will include brand new episodes featuring seasonally relevant topics. Visit the [FarmSafe website](#) for updates.

Agricultural Safety and Health Training Held for AUB Students

by Kay Mohling, MA, Agricultural Safety and Health Course Coordinator

Visitors from the American University of Beirut (AUB) had the opportunity to take a modified version of the GPCAH [Agricultural Safety and Health Core Course](#) during the summer. The nine trainees are part of two training grants funded by the Fogarty International Center and came to Iowa to learn about agricultural safety and health, focusing on injury prevention and pesticide exposure.

Students completed [Ag Health 101](#) and [Intermediate Ag Health](#) prior to arriving in Iowa. While at the University of Iowa, Dr. Diane Rohlman



Kim McMichael, GPCAH Coordinator, shares a display on lighting and marking with AUB visitors.

provided lectures on occupational safety and health, safe pesticide handling, vulnerable populations, and prevention of injury and illness in agricultural populations. Following the lectures, the class traveled to Cinnamon Ridge Dairy Farms in Donahue, Iowa to see a robotic dairy operation. As part of the training, the Great Plains Center for Agricultural Health shared outreach methods used to promote safety, including the “Flat Farmer” activity, an equipment lighting and marking display, and gas monitor information. The session also included PPE demonstrations on earplug use and respirator seal checks.



AUB trainees selected appropriate PPE with the “Flat Farmer” activity.

MRASH continued from page 1

covering topics such as creating infographics, using a dashboard to communicate, targeting specific audiences, social media tips and many more. Late afternoon will feature representatives from a number of ag commodity organizations sharing their wish list on how we can better collaborate to reach farm audiences with safety and health messages that they consider important. Our poster session and networking reception will close out the day.

Ag exposures and cancer risks are the first topic on the agenda for **Friday, November 8**. Audrey Tran Lam, Environmental Health Program Manager at the University of Northern Iowa’s Center for Energy and Environmental Education, and Caroline Powell, Environmental and Occupational Health Coordinator at the Iowa Cancer Consortium, will provide tips on how to acknowledge the health-promoting, cancer-preventing behaviors that agricultural workers already practice, while also highlighting the unique and mixed exposures that may be increasing their risk of certain cancers such as leukemia, non-Hodgkin’s lymphoma, multiple myeloma, skin cancer, and prostate cancer. Conference attendees can then choose from over 15 different breakout sessions covering diverse topics from asthma to respiratory hazards, from ATVs to grain quality, from surveillance to outreach. The conference will end with an awards luncheon, recognizing the outstanding youth safety grant in Iowa.

The MRASH Conference is a great opportunity for farmers, researchers, educators, students, and ag business and health representatives to learn from one another about the resources, needs and ideas to help make farms healthier places to live and work. **Join us and be part of the conversation!**



The 2024 MRASH Conference will be held at the Iowa State University Alumni Center, Ames, IA.

NEWS AND UPDATES



Midwest Rural Agricultural Safety and Health Conference *Messaging Matters!*
November 6-8, 2024 ISU Alumni Center, Ames, Iowa

REGISTRATION IS NOW OPEN

The Midwest Rural Agricultural Safety and Health (MRASH) Conference will be held November 6-8 at the ISU Alumni Center in Ames, Iowa. Conference details and registration links are available on the [MRASH conference website](#). The Great Plains Center for Agricultural Health is kicking off the event with the pre-conference workshop, ***Working with Media to Communicate Ag Health and Safety Messaging***. The workshop will be held from 1:00-3:00 pm on Wednesday, November 6 at the Best Western Plus University Park Inn and Suites, Ames, IA. Cheryl Tevis, farmer, founding member of Iowa Women in Ag, and former managing editor of Successful Farming magazine, will lead the panel of media representatives. There is no cost for the pre-conference workshop, but **registration is required**.



Register [here](#) to attend the MRASH Conference **AND** Pre-conference workshop.



Register [here](#) to attend **ONLY** the Pre-conference workshop.

Visit the [MRASH website](#) for conference details.

The Central States Center for Agricultural Safety and Health is currently accepting proposals for their Pilot/Feasibility Projects Program. Pilot project duration is limited to 18 months and funding is limited to \$20K per project. Letter of intent is due October 1, 2024; proposal due date is November 4, 2024. View the RFP [here](#).

Upcoming Events

September 15-21
National Farm Safety and Health Week

October 1-4
World Dairy Expo 2024
Madison, WI

October 4-6
Ozark Fall Farmfest
Springfield, MO

October 23-26
National FFA Convention & Expo
Indianapolis, IN

October 27-30
American Public Health Association Annual Meeting & Expo
Minneapolis, MN

November 1-2
Annual Emerging Farmers Conference
Minneapolis, MN

November 6-8
Midwest Rural Agricultural Safety and Health Conference (MRASH)
Ames, IA

November 21
National Rural Health Day

December 10-12
Nebraska Ag Expo
Lincoln, NE

National Farm Safety & Health Week - September 15-21

Monday, September 16, 2024 -- Equipment and Rural Roadway Safety

Tuesday, September 17, 2024 -- Health and Wellness

Wednesday, September 18, 2024 -- Generations of Farming

Thursday, September 19, 2024 -- Confined Spaces

Friday, September 20, 2024 -- Reporting Ag Injuries

Visit www.necasag.org for more information



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