

Agricultural Safety in Media

Instructions for setting up activity

Overview:

The agricultural stories we share in traditional and social media can make life safer for farm and ranch families and workers. While not intentional, what we write, say and the images we show can perpetuate – and even increase – unsafe farm practices.

To help minimize unsafe practices, the Childhood Agricultural Safety Network has compiled DOs and DO NOTs as reminders for all of us. Following them can help each of us be confident we are doing our part for farm safety.

Purpose of activity:

To help participants become advocates for the depiction and communication of safe agricultural practices.

Materials needed:

“Media Guidelines for Agricultural Safety” fact sheet, either hard copy or provide participants with the QR code to the right. This is easily accomplished by printing and using the Participant Instruction Sign.



Headlines -- samples of headlines from news reports of farm injuries and fatalities.

Photos – images depicting children or adults in agricultural settings, which, taken collectively, depict a mixture of safe and unsafe practices.

Participant Instruction Sign – this provides instructions for the participants

If desired, the participant instruction sign, headlines pages and photos can be downloaded from the “Tools of the Trade” webpage (scan QR code to right or go to www.cultivatesafety.org/tools-of-the-trade). We suggest you print them on 11X17 paper, and laminate if using more than once. There are also files available to create header signs for the headlines and photo activities.



Conducting the Activity:

Have the participants follow the instructions on the participant instruction sign. To help you facilitate the discussion, answers and things to consider are included below.