



National Children's Center
for Rural and Agricultural Health and Safety

Keep Kids Away from Tractors

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National Children's Center for Rural and Agricultural Health and Safety

Marshfield, WI



Marshfield Clinic



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Learning Objectives

- Describe the scope of the problem regarding child tractor-related injuries and fatalities.
- Describe recent “real life” injury incidents that illustrate the ongoing problem.
- Describe the process and products of the 2006-2008 CASN “Keep Kids Away from Tractors” campaign.
- Apply strategies to use and/or customize campaign materials for dissemination among local and regional stakeholders.



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Child Ag Deaths

- About every 3.5 days, a child dies in an agriculture-related incident
- The leading sources of fatalities are machinery (including tractors) and motor vehicles (including ATVs)



Child Ag Nonfatal Injuries

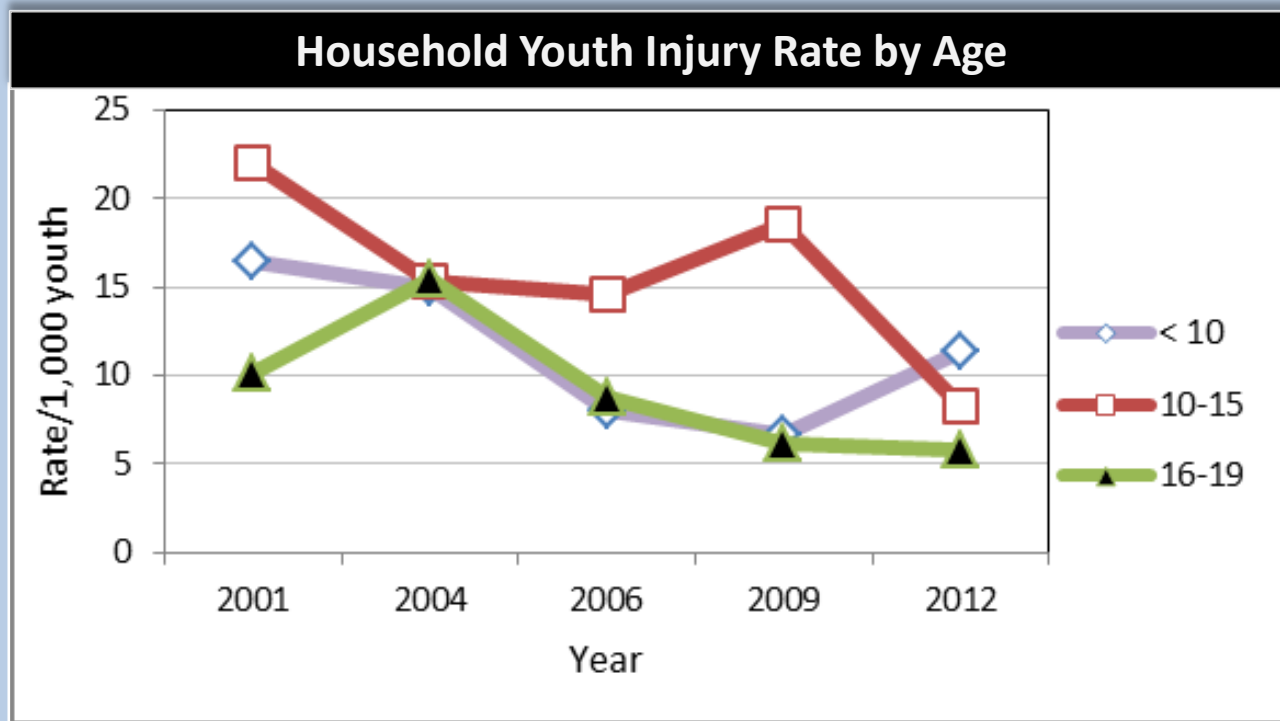
- Every day, about 38 children are injured in an agriculture-related incident
- Leading sources of injuries are falls, animals and vehicle/machinery



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Child Ag Injuries

- While overall rates of injuries to children on farms are declining, agricultural injuries among children under 10 years are increasing



Real-Life Incidents

Delano Herald

August 12, 2013

Fatal Tractor Accident Kills

Delano, MN - A John Deere Model B, driven by a 50 year old man was going through the ditch from the yard to the road when the tractor flipped over backwards onto the two occupants of the

tractor. The man was deceased at the scene. The 6 year old boy was taken to the hospital via air ambulance, but later died according to the Sheriff's department.

Atairy News

March 28, 2011

8 Year Old Killed in Tractor

Ararat, VA - An 8 year old boy was killed in a tractor accident. A 63 year old male was operating a small tractor and the child was riding with him. They had been bushhogging a field.

When they crossed the road and pulled into a side drive, the tractor turned over onto its side, pinning the child. The child was pronounced dead at the scene.



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Real Life Incidents

KY3 News

July 17, 2013

Boy Loses Leg After Fall

A boy lost his left leg after falling off a tractor and being run over by a brush hog. An aunt says the 6-year-old boy was riding on the tractor being driven by his uncle on the uncle's property. An air ambulance took the boy to the hospital, where he

underwent emergency surgery. The aunt says the leg was amputated because surgeons said it was too badly injured to save. The boy's right leg is injured, but surgeons were able to save it. Another surgery is scheduled.

The Local

November 30, 2012

2 Year old Dies Falling from

Eddyville, KY - A two year old child sustained injuries after falling off a skid steer loader that the child's grandfather was operating.

He was severely injured and taken to the hospital, where the child later died of a massive head injury.

Real Life Incidents

The Daily B

October 19, 2013

2 1/2 Year Old Dies in Farm

Saltcreek Township, OH - A 2 1/2 year old girl died Wednesday evening after she was run over by a tractor at her home.

She was pronounced dead

at 5:30 p.m. at the hospital, where she was transported by an emergency squad. Emergency personnel and a Sheriff's deputy had been dispatched to the family home around 4 p.m.

The Daily

April 11, 2012

Child Injured by Tractor

Bevent, WI - A 3 year old girl is in serious condition after getting run over by a tractor. She was riding in the front bucket of a tractor driven by her

father. She fell out of the bucket and was run over by the tractor, because her father was unable to stop it in time.

Real Life Incidents

SC Times

August 4, 2013

Tractor Rollover Kills 5 Year

Clearwater, MN - A local family is in mourning after a 50-year-old man and his 5-year-old grandson died after a tractor rollover this past weekend. They went on a tractor ride together Friday afternoon on the hobby farm.

According to the Sheriff's Office, deputies received a call that the tractor had flipped into a ditch, pinning the two. The

grandfather died at the scene; the 5 year old was airlifted to a nearby hospital and died.

"He was just a very energetic boy," his uncle said. "He loved following Grandpa around." The boy lived with his grandparents, and the two loved spending time together, he said. The boy liked being hands-on and helping his grandpa.

Omaha Mo

June 12, 2013

Boy Critically Injured in T

A 10-year-old boy was injured when he fell from a tractor and was run over. He was riding on the fender of a 1066 International with his father, when he fell. He was transported to the hospital by ambulance and then flown by medical helicopter to a larger hospital, where he was listed in critical condition yesterday morning.

Real Life Incidents: Farm Machinery

Marshfield

May 12, 2012

3 Year Old Dies in Farm

Bern, WI - A 3 year old was killed after he was run over by a skid steer loader driven by his 7 year old brother. The younger brother was riding in the bucket of the skid steer with two other siblings aged 4 and 5. The 3 year old fell out of the bucket and the skid steer ran him over before his older brother could stop the vehicle. The children's father was working a field 50 to 80 yards away. The boy was pronounced dead at the scene.

The Article

October 24, 2013

5 Year Old Killed In Farm

Dickinson County, KS - A five-year old girl was killed Wednesday evening in a farming accident. The accident occurred about 5pm.

The Sheriff said the girl was riding in a combine in a soybean field with her father. They hit a bump, the windshield shattered,

and the child fell forward through front window and landed on the machine's header. Emergency crews responded immediately, but she was pronounced dead at the scene.

The girl was a kindergartner at the local elementary school.

**These events were
100% preventable!**

Child-Tractor Facts

- Number of incidents increase time of year that tractors and machinery are more commonly used - planting, harvesting, etc.
- Presence of cab on a tractor, combine or other machine does not safeguard children.
- Presence of children accompanying adult on a tractor is a work distraction, thus, added danger to adult as well as child.
- Updated NAGCAT tractor guidelines have increased the minimum age of operator to 14 years.
(www.nagcat.org)



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- Loose knit coalition of organizations, started in 2003
- Formed to strengthen partnerships and collaborations of national organizations dedicated to keeping children safe on the farm
- **Mission:** "set a vision and provide leadership and coordination of childhood agricultural injury prevention efforts in a manner that is both geographically and ethnically diverse"
- In 2013, involved 38 organizations



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Keep Kids Away from Tractors (KKAT) Campaign 2006-2007

- Task Force (9 CASN members) teamed with Gunter Advertising Agency
- CASN members agreed:
 - “Children under 12 years should not be on or near tractors”
- Messages (e.g. Bury a Tradition) were confirmed and resources developed



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KKAT Campaign 2007-2009

- NCCRAHS facilitated dissemination by many CASN members
- Media pick-up and coverage was tracked
- Modification of original resources was monitored
- Occasional “sightings” of posters continue



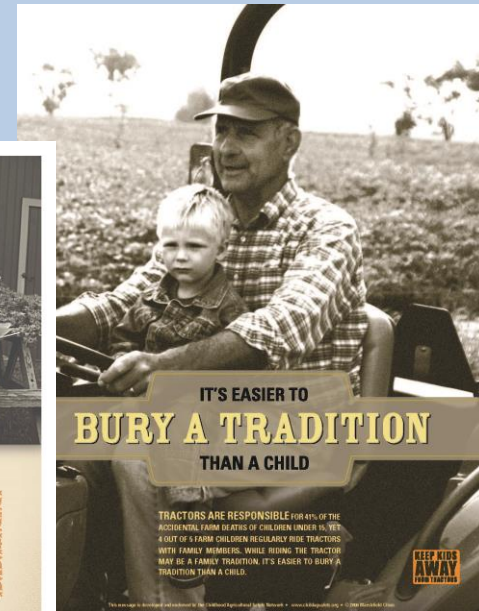
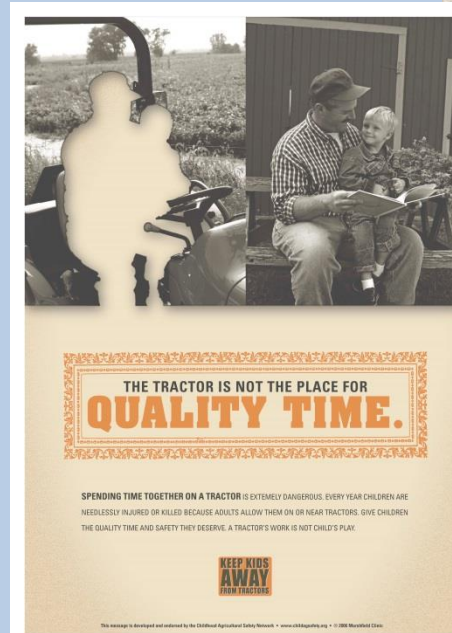
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KKAT Campaign Products



Michael
Peterson
recorded
Television and
Radio PSAs

Posters

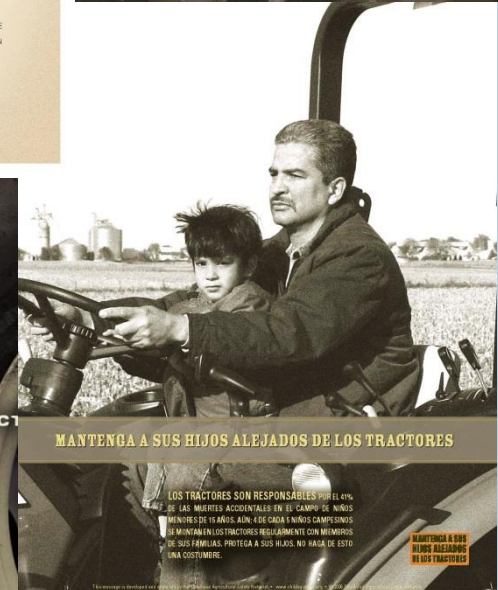
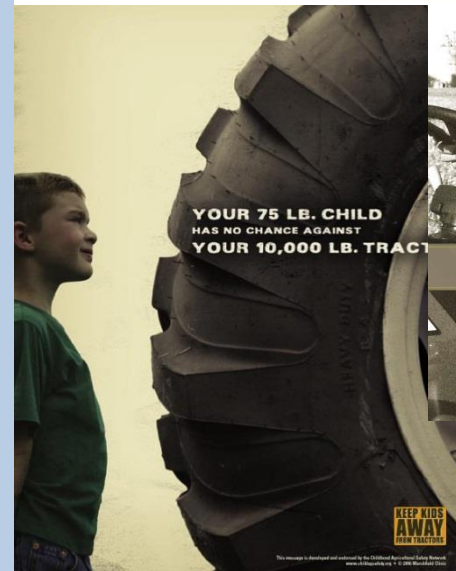


Logos

Illustrated



Warning



Still a problem today

- Why are we re-launching the campaign?
 - Spring 2013 – series of child-tractor fatalities
 - Heighten awareness among new child ag safety advocates of past efforts
 - Recommendation at CASN June 2013 meeting to re-launch the campaign.



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Campaign Re-launch

- **Goal:** Increase awareness and knowledge of hazards resulting from children being on or near farm tractors
- **Objectives:**
 1. Use previous dissemination findings to set strategies
 2. Use existing KKAT materials
 3. Identify dissemination links to organizations & events
 4. Disseminate information
 5. Evaluate efforts



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Logos

Illustrated

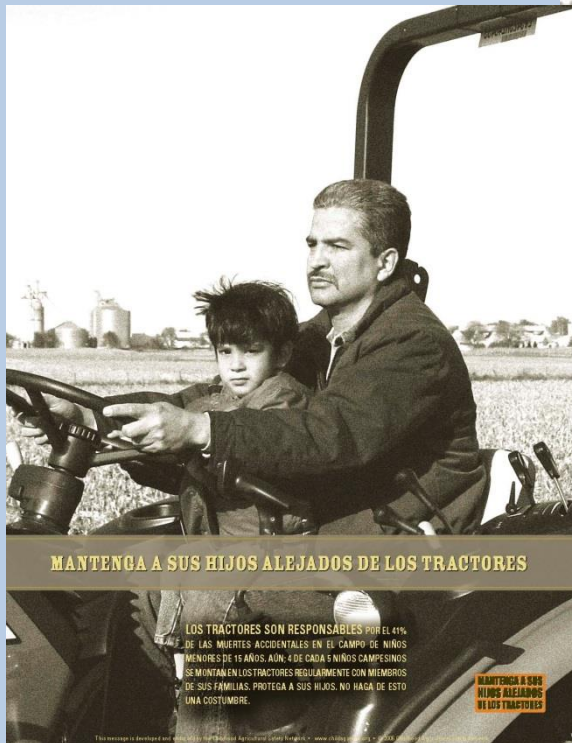


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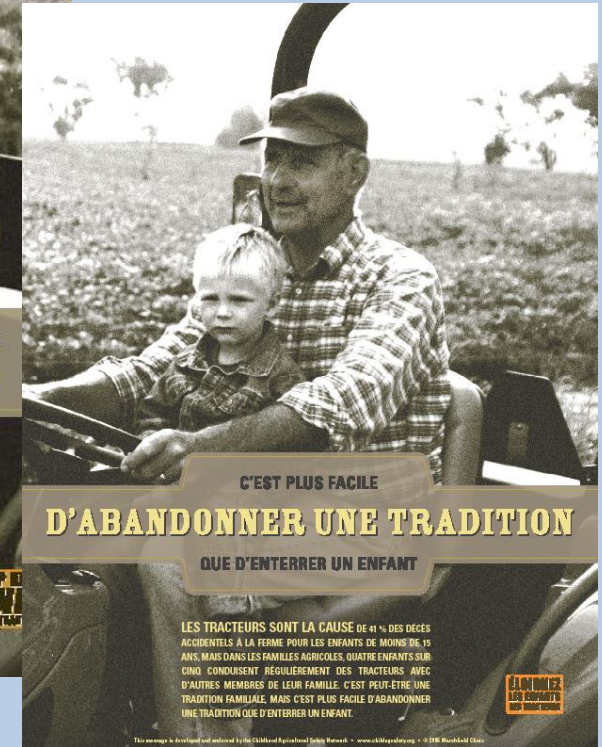
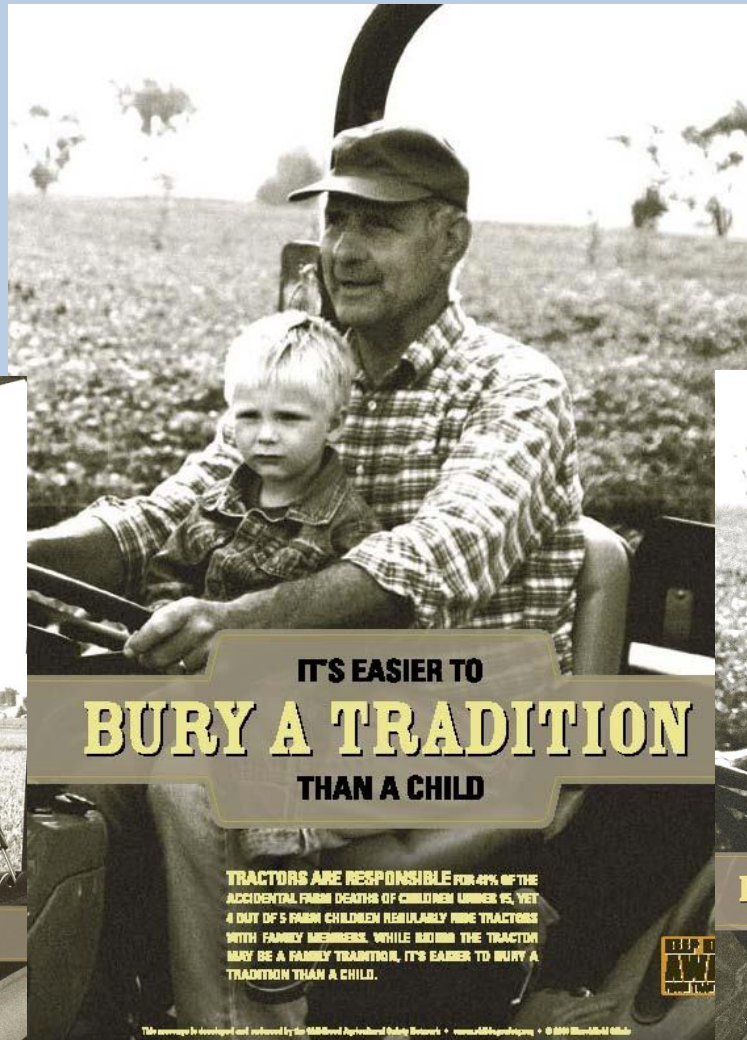


Bury a Tradition Poster

Spanish

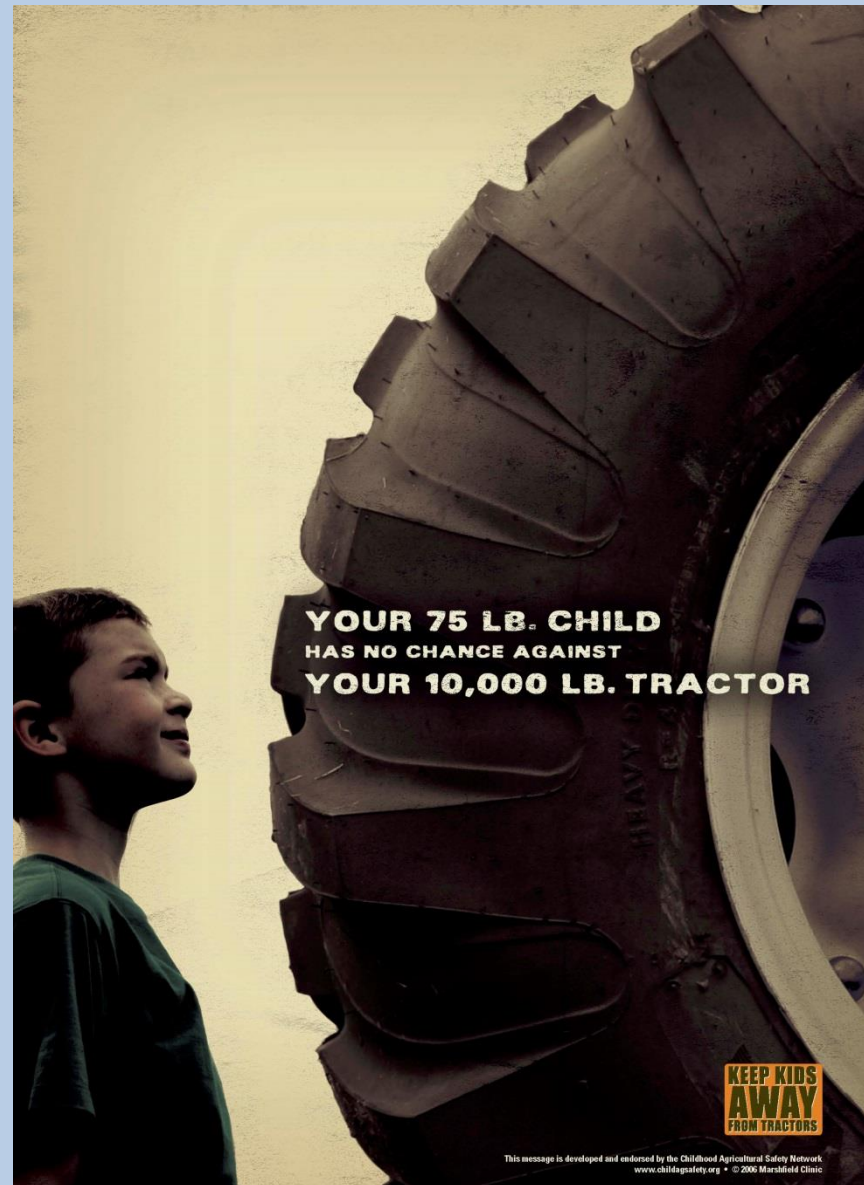


French



English

75 lb. Child Poster



Quality Time Poster

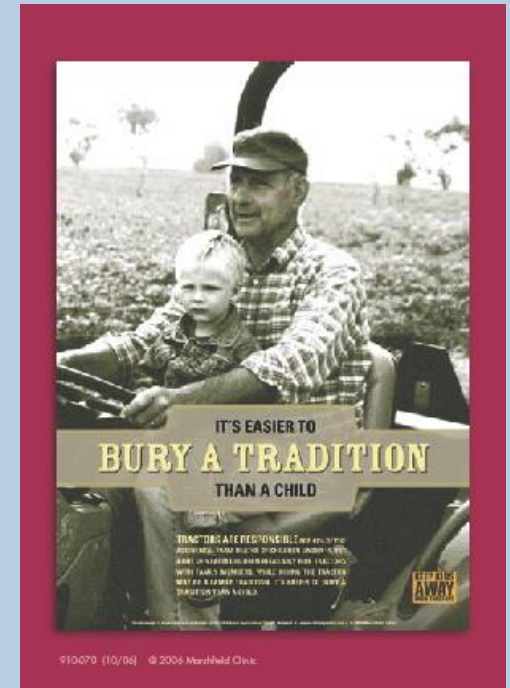


SPENDING TIME TOGETHER ON A TRACTOR IS EXTREMELY DANGEROUS. EVERY YEAR CHILDREN ARE NEEDLESSLY INJURED OR KILLED BECAUSE ADULTS ALLOW THEM ON OR NEAR TRACTORS. GIVE CHILDREN THE QUALITY TIME AND SAFETY THEY DESERVE. A TRACTOR'S WORK IS NOT CHILD'S PLAY.



Posters, Postcards & Banner-Up

- Posters
 - 8 ½" X 11"
 - 11" X 15"
- Postcards – “Bury a Tradition”
- Banner Up – “Bury a Tradition”
 - Willing to loan out



Radio & TV PSAs



- Radio & TV PSAs featuring Michael Peterson available:
 - Radio
 - 30 Second
 - 60 Second
 - TV/Video
 - Windows
 - Quicktime
 - YouTube



PLEASE HELP KEEP KIDS SAFE.



JOHN DEERE

KEEP THEM OFF AGRICULTURAL EQUIPMENT.

Personalize Products

IT'S EASIER TO
BURY A TRADITION
THAN A CHILD

TRACTORS ARE RESPONSIBLE FOR 41% OF THE ACCIDENTAL FARM DEATHS OF CHILDREN UNDER 15, YET 4 OUT OF 5 FARM CHILDREN REGULARLY RIDE TRACTORS WITH FAMILY MEMBERS. WHILE RIDING THE TRACTOR MAY BE A FAMILY TRADITION, IT'S EASIER TO BURY A TRADITION THAN A CHILD.

YOUR
LOGO
HERE

**KEEP THEM
AWAY
FROM TRACTORS**

This message is developed and endorsed by the Childhood Agricultural Safety Network • www.childagmsafety.org • © 2011 Marshall Clinic

What has been done

3. Identify dissemination links to organizations & events
 - CASN & other organizations
 - March ag safety events
 - Webinar

4. Disseminate information
 - Press release
 - Contacted organizations/event organizers
 - Listserv
 - Social media

Future

- Meetings with industry representatives
- Willing to meet with others
- Provide posters/ads/products
- Evaluate efforts

Call to Action

- Discuss strategies to use and/or customize campaign materials for dissemination among stakeholders.
 - What is your role?
 - Options to personalize, add logo, company name, etc.
 - How can we help you and others pass on the message?



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Ultimate Goals

- “Bury the Tradition” of children on tractors
- Change social norms
- Improve the reputation of American agriculture
- Save children’s lives

Conclusion

- Child injuries/fatalities related to tractors/machinery are still happening
- Materials from the KKAT campaign are still relevant and timely
- It's easier to **Bury A Tradition** than a child
- You can make a difference!



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- Access Posters & Radio/Video PSAs:
 - www.childagsafety.org
 - Email: nccrahs@mcrf.mfldclin.edu
 - Phone: 1-800-662-6900
 - Attached to this webinar