

# Farm Families ALIVE & WELL

I-CASH | Iowa's Center for  
Agricultural Safety and Health  
The University of Iowa • Iowa State University  
Iowa Department of Agriculture and Land Stewardship  
Iowa Department of Public Health • Non-profits for Farm Health

News from Iowa's Center for Agricultural Safety and Health (I-CASH)

## Safety Messaging and Persuasive Strategies in I-CASH Seasonal Campaigns

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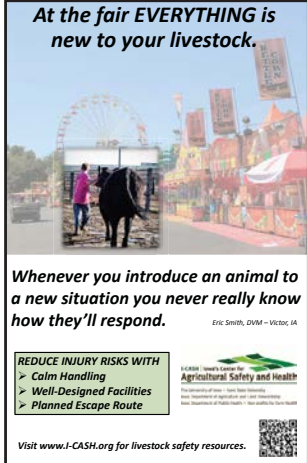
by Brandi Janssen, PhD

In 2016, the I-CASH seasonal campaign committee, a sub-group of our advisory board, prioritized the topics for upcoming seasonal campaigns, designating summer 2017 as Livestock Safety. They wanted to emphasize both safety on the farm and at the fair, as summer is the time when 4-H members across the state spend a week in fair barns with their sheep, cattle, horses, or small livestock

Communications experts often first ask, “who is the audience?” for a given message. This made the livestock campaign tricky—would we be talking to experienced farmers, or young people? Perhaps both. We struggled to come up with content and prevention strategies that might appeal to such a diverse group. During a staff meeting discussion, program assistant DeAnn Scott-Harp mused that her veterinarian commented about “complacency” as an underlying contributor to injury. Farmers get too relaxed, and they think they know their animals well enough to let their guard down.

A collective light bulb went off around the table. We’ve all seen those kids lounging with their livestock in the barns and napping on top of their steers. This too suggests a bit of complacency, especially in a fair barn where a popping balloon, flapping bag, or suddenly crying toddler could startle even the gentlest animal. Thus, avoiding “complacency” seemed like a good central message for all ages of livestock handlers.

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**At the fair EVERYTHING is new to your livestock.**

**Whenever you introduce an animal to a new situation you never really know how they'll respond.**


ERIC SMITH, DVM – VMDiv IA

**REDUCE INJURY RISKS WITH**

- Calm Handling
- Well-Designed Facilities
- Planned Escape Route

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Visit [www.I-CASH.org](http://www.I-CASH.org) for livestock safety resources.



## Director's Message

by Brandi Janssen, PhD

As mentioned above, I-CASH is gearing up for summer with the launch of our summer campaign focusing on livestock safety. This summer marks the third year of our seasonal campaigns and we continue to get positive feedback from across the state. Most recently, I received a call from the USDA representative for Northeast Iowa, who had picked up our roadway safety materials from the Elkader FSA office. He recounted two recent near misses, one with a farm implement and one with an Amish buggy, on the curvy roads in Northeast Iowa that made him grateful for our attention to this issue.

I also recently heard from the Story County Extension office requesting future programming on chemical safety following their receipt of our “Handle Chemicals with Care” materials. For that campaign, in spring 2017, we sent information cards about chemical glove use to all ISU Extension and FSA offices, and sent chemical resistant gloves for 50 offices to distribute. In September we will be at a Safety Day in Story County to provide more resources about this topic.

This summer I-CASH staff and student employees will be working on collaborative projects with the Iowa Concern Hotline and the State Office of Rural Health. We will update their provider databases and conduct needs assessments that will help each organization better serve their rural populations.

So far this year, we have also been busy with events and outreach across the state, including presentations for the Sawmill Museum in Clinton, the DuPont-Pioneer growers banquet in Durant, and



Brandi Janssen, PhD

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The Great Plains Center for Agricultural Health (GPCAH) **Agricultural Safety and Health Course** was held June 12-16 in Iowa City, IA. Founded by researchers at the University of Iowa, the course has grown to become a national and international resource on agricultural safety and health. Presenting current research with an emphasis on prevention, the course brings together participants from a range of backgrounds, utilizing case studies, field trips and hands-on activities. This year participants toured the Ag programs at Kirkwood Community College and the National Education Center for Agricultural Safety. The 2018 course is scheduled for June 11-15. Visit [www.gpcab.org](http://www.gpcab.org) for details.



The GPCAH is pleased to announce a Request for Proposals for Pilot Grants to both researchers and community groups. The objective of this small grant program is to serve as an incubator for new agricultural health and safety research, prevention, intervention, community outreach, and translation projects. Funding up to \$30,000 per project is available; **the deadline for proposals is August 14, 2017**. Visit [www.gpcab.org](http://www.gpcab.org) for more information.

Nominations are being accepted for the **I-CASH Agricultural Safety & Health Hall of Fame Award**. This annual award recognizes individuals or organizations in the public or private sector who have made substantial or long-term contributions to the health and safety of Iowa's agricultural community. The recipient will receive a plaque and cash award at the 2017 Midwest Rural Agricultural Safety & Health Conference in Pella, IA. Visit [i-cash.org](http://i-cash.org) for details.



Join the **Summer 2017 Beat the Heat** campaign to prevent heat illness and deaths in agriculture. GPCAH is joining forces with other agricultural health centers and the National

Institute for Occupational Safety and Health to share critical information for farming, fishing, and forestry industries. Key information and activities (English and Spanish) are available at [nasdonline.org](http://nasdonline.org)

*Seasonal Campaign continued from page 1*

Because we wanted to reach all Farm Service Agency and ISU Extension Offices this summer, we opted for a poster, or “visual PSA” as they’re often called. The aim of the poster is not just to convey information, but to persuade the viewer into a new frame of mind or behavior. The art of rhetorical persuasion rests on three pillars: ethos (an appeal based on the credibility of the author), pathos (an appeal to emotion or values), and logos (an appeal to logic). Once we had defined our audience and our central argument, we began building a visual piece that included these persuasive elements to make our point.

Eric Smith, a large animal veterinarian in Victor, IA, became a central feature of this campaign. His quotes fulfill the credibility requirement, given his ten years of practice. We also included short and straightforward injury prevention strategies (logic). Finally, to provide an appeal to emotion, we included large photographs (also courtesy of DeAnn) to draw the viewer’s eye. We are especially pleased with the poster that targets fair participants by juxtaposing a photo of a young person leading a steer in a home pen with a busy fair scene, all under the heading “At the fair EVERYTHING is new to your livestock.”

We used these elements to create five posters, now available online and distributed across the state. We realize that our posters will not single-handedly result in a broad change on Iowa’s farms; but we want to recognize the work that goes into the messaging. Persuasion is sometimes under-appreciated in public health, where we focus more on evidence-based content than the art of presenting it in a way that will resonate with our audience. Even a basic poster can, in fewer than 50 words, convey a logical argument, backed up by a credible source, that emotionally engages the viewer.

Visit [www.i-cash.org](http://www.i-cash.org) for additional campaigns.



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Kay Mohling, Ed.  
319/335-4219  
[kay-mohling@uiowa.edu](mailto:kay-mohling@uiowa.edu)

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Find us on Facebook at [www.facebook.com/IaCenterAgSafetyHealth](https://www.facebook.com/IaCenterAgSafetyHealth)

To receive this newsletter through the US Mail send email to [kay-mohling@uiowa.edu](mailto:kay-mohling@uiowa.edu)

## I-CASH Awards 10 Agricultural Youth Grants

**Cherokee County Farm Bureau, Cherokee** - Educational outreach on chemical safety and tractor safety is planned for 4th grade students.

**Clayton County Extension and Outreach, Elkader** - A Safety Day for 4th graders will focus on safety with propane gas, ATV use, fire, electricity, animals, and PTOs.

**Davis-Rodgers FFA Chapter, Shenandoah** - Elementary students will construct a *Hidden Hazards on the Farm* display to be shared at the school and county fair.

**Ida County Farm Bureau, Ida Grove** - Partnering with local organizations, a farm safety event is planned focusing on safety with animals, chemicals, equipment, grain bins, ATVs, and anhydrous warnings and cautions.

**Miles Mavericks 4-H Club, Maquoketa** - 4-H youth will purchase and distribute warning signs for manure pit gases to producers. Educational displays will be developed with ISU Extension specialists for use at county fairs and producer banquets.

**Mitchell County 4-H, Osage** - High school students will plan and deliver educational outreach to 4th grade students. The sessions will involve demonstrations and activities focusing on ATV and lawn mower safety.

**Nemaha 4-H Club, Nemaha** - Animal handling and syringe safety will be the focus of a display created for the county fair's Ag Learning Barn. The display will also be used for educational presentations and events.

**Poweshiek County Extension and Outreach, Montezuma** - An Ag Safety Day with 10 different stations will be held at the Poweshiek County Fairgrounds. Topics will include fire, ATV and lawn mower safety.

**Washington County 4-H and Extension, Washington** - *Stay Safe, Take a Break* focuses on the fall harvest season. The 4-H County Council youth will select, purchase and deliver items to farmers in the fields promoting safety and encouraging farmers to take a break.

**Wright County Farm Bureau, Clarion** - The Safety Day Camp for 3rd graders will focus on how to call 9-1-1, safety around large equipment, and chemical safety.

For more information on the I-CASH Agricultural Youth Grant program visit [www.public-health.uiowa.edu/icalash/programs/agricultural-youth-grants](http://www.public-health.uiowa.edu/icalash/programs/agricultural-youth-grants)

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### Director's Message continued from page 1

at the spring meeting of the Advisory Board for the Leopold Center for Sustainable Agriculture.

As you can read about in this issue, the MRASH conference will be in Pella on November 14 and 15; planning is in full swing. We have excellent keynote speakers scheduled to discuss building safety into farm management and the changing demographics in the rural Midwest. We are still accepting poster abstracts and welcome sponsors and exhibitors.

There will be a lot of folks putting in long hours cutting hay this summer. The NIOSH Ag Centers are launching a **Summer 2017 Beat the Heat Campaign**, check out their resources at [nasdonline.org](http://nasdonline.org)

*Dr. Brandi Janssen directs I-CASH, housed in the Department of Occupational and Environmental Health of the College of Public Health. She can be reached at 319/335-4190 ([brandi-janssen@uiowa.edu](mailto:brandi-janssen@uiowa.edu)).*

## calendar

July 9-13

**National Association of County Agricultural Agents Annual Meeting**  
Salt Lake City, UT  
[www.nacaa.com](http://www.nacaa.com)

July 11-14

**Agricultural Health and Safety Course for Medical and Safety Professionals**  
Omaha, NE  
[www.unmc.edu/cce/catalog/clinic-med/agmed/index.html](http://www.unmc.edu/cce/catalog/clinic-med/agmed/index.html)

July 16-19

**2017 ASABE Annual International Meeting**  
Spokane, WA  
[www.asabe.org/meetings-events.aspx](http://www.asabe.org/meetings-events.aspx)

July 22-26

**Agricultural Media Summit**  
Snowbird, UT  
<http://agmediasummit.com>

August 1-3

**Minnesota Farmfest**  
Redwood Falls, MN  
[www.ideagroup.com/farmfest](http://www.ideagroup.com/farmfest)

August 29-31

**Farm Progress Show**  
Decatur, IL  
<http://farmprogressshow.com>

September 12-14

**Big Iron Farm Show**  
West Fargo, ND  
<http://bigironfarmshow.com>

September 18-20

**Midwest Stream Forum for Agricultural Worker Health**  
Grand Rapids, MI  
[www.ncfh.org/midwest-stream-forum.html](http://www.ncfh.org/midwest-stream-forum.html)

November 14-15

**Midwest Rural Agricultural Safety & Health Conference**  
Pella, IA  
[www.public-health.uiowa.edu/icalash/programs/mrash-conference/2017-mrash](http://www.public-health.uiowa.edu/icalash/programs/mrash-conference/2017-mrash)

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RETURN SERVICE REQUESTED

## The Conference that is more than a conference

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



A hallmark of the Midwest Rural Agricultural Safety and Health (MRASH) Conference is the diversity of perspectives that come together, all interested in some aspect of health and safety on the farm. Several years ago, the planning group asked themselves - If we are indeed about “rural”, why weren’t we holding our conference where it would help support rural communities and engage local farm families and organizations? In a strategic change, Decorah became our host community in 2015 and we experienced the amazing hospitality of small town America. We worked closely with the Department of Nursing at Luther College, the Decorah Chamber of Commerce, ISU Extension specialists and area farmers. Last year we journeyed to Sioux Center where the Dordt College agriculture department, Sioux Center Health Center, Promise Community Rural Health Center and area grain elevator personnel were heavily involved.

On November 14-15, 2017, we will travel to the Central College campus in Pella where “Best Practices For New Horizons” is the theme for this year’s Conference. What do farm management practices have to do with farm health and safety? Everything, according to conference keynote speaker Dick Wittman, a well-known agricultural business consultant and Idaho rancher. Safety and health considerations must be integrated into a farm’s culture and business practices for the operation to be successful financially, as well as to take care of the workers. In addition to Wittman’s keynote, researchers from throughout the Midwest will present their results on the first afternoon of the conference through concurrent breakout sessions and posters. The second day will feature Iowa Youth Grant recipients, a small group workshop on best messaging practices and farmer panel discussions. To close the conference, immigrant farmworker health and safety will be addressed by two University of Northern Iowa faculty: Michele Devlin, founder and director of the Iowa Center on Health Disparities and Mark Grey, founder and director of UNI’s New Iowan’s Center.

Visit [www.i-cash.org/2017-MRASH](http://www.i-cash.org/2017-MRASH) for conference details, abstract submission and sponsor/exhibitor opportunities.