**PODCAST Media Tool Kit for January 2025 FarmSafe Bundle Drop**

Text to include in an EMAIL: Please use the information below to send information on the FarmSafe Podcast to your partners via email. Blue highlighted text should probably be customized; Yellow highlighted text is informational only and should be cut when sending out information that follows.

A green barn with a microphone and white text

Description automatically generatedDear [Partner’s Name],

We are excited to announce the release of new podcast episodes from the Great Plains Center for Agricultural Health. The latest episodes continue the exploration of important topics to protect agricultural safety and health by bringing in expert insights and practical advice for those working on the farm.

**What’s New?**  
The Winter 2025 episodes provide valuable information on how messaging impacts safety perceptions, fire safety, medication-related falls, succession planning, and youth safety on the farm. Each episode offers actionable tips and best practices to enhance safety and health on the farm. Specific conversations include:

* **“Farming the Message: Reporting Agricultural Incidents”** – with Dr. Barbara Lee, Senior Research Scientist at the Marshfield Clinic Research Institute & Associate Director of the National Children’s Center for Rural and Agricultural Health and Safety, and Melissa Ploeckelman, Outreach Specialist for the National Farm Medicine Center & the National Children’s Center for Rural and Agricultural Health and Safety

*Explores the important role that terminology plays in how agricultural injuries and fatalities are reported in the media.*

* **“Burning Issues: Fire Safety on Farms”** – with Jerry Minor, Chief of the Pittsville Fire Department in Wisconsin

*Discusses the unique fire risks that farmers face and offers expert advice on how to minimize those dangers.*

* **“Falls on Farms: The Medication Connection”** – with Dr. Ryan Carnahan, Epidemiologist & Psychiatric Pharmacist at the University of Iowa College of Public Health

*Delves into the issue of medication-related falls among farmers, highlighting the risks that medications pose when mixed with the physically demanding nature of farming.*

* **“The Seed of Success: Growing Your Farm’s Future”** – with Joy Kirkpatrick, Farm Succession Outreach Specialist at the University of Wisconsin-Madison, Division of Extension

*Provides expert advice on navigating the often complex process of transferring farm ownership and leadership to the next generation and how to address the stressors of succession planning.*

* **“The Farm-Kid Paradox”** – with Dr. Barbara Lee, Senior Research Scientist at the Marshfield Clinic Research Institute & Associate Director of the National Children’s Center for Rural and Agricultural Health and Safety, and Melissa Ploeckelman, Outreach Specialist for the National Farm Medicine Center & the National Children’s Center for Rural and Agricultural Health and Safety

*Discusses the significance of age-appropriate tasks, best practices for educating young farm workers, and proper supervision while fostering a positive farm experience for children and youth who are living and working on the farm.*

These episodes provide valuable information on reporting agricultural incidents, fire safety, medication-related falls, succession planning, and youth safety on the farm, offering actionable tips and best practices to enhance safety and health on farms.

**How to Listen:**  
The FarmSafe Podcast episodes are available on all streaming platforms. You can share these conversations by topic also by using the links below:

**S4E2 | “Farming the Message: Reporting Agricultural Incidents” –** <https://gpcah.public-health.uiowa.edu/farming-the-message/>

**S4E3 | “Burning Issues: Fire Safety on Farms” –** <https://gpcah.public-health.uiowa.edu/burning-issues/>

**S4E4 | “Falls on Farms: The Medication Connection” –** <https://gpcah.public-health.uiowa.edu/falls-on-farms/>

**S4E5 | “The Seed of Success: Growing Your Farm’s Future” –** <https://gpcah.public-health.uiowa.edu/the-seed-of-success/>

**S4E6 | “The Farm-Kid Paradox” –** <https://gpcah.public-health.uiowa.edu/the-farm-kid-paradox/>