

2024 MRASH Program

Wednesday, November 6

1:00 – 3:30 p.m. Pre-conference Workshop at Best Western Plus University Park Inn and Suites, 2500 University Blvd, Ames, Iowa. **Working with Media to Communicate Agricultural Health and Safety Messaging**. Cheryl Tevis will lead a panel of communicators through how to effectively share your stories in the modern media climate.

Thursday, November 7

7:30 – 9:00 a.m. **Registration, Exhibit and Poster Set-up**. Breakfast at your hotel.

9:00 a.m. – Noon **Keynote Session:**

- **Messaging Matters: Amplify Communications with Generative AI** by Kris Baldwin, Educational Technology Resources Specialist for Iowa State University Extension and Outreach. Providing a unified message that reaches every segment of our audience can be a challenge. Discover how generative artificial intelligence (AI) is revolutionizing the way we connect and engage to make our messaging more coherent and effective. Together, we will explore strategies for using AI applications to enhance communication and collaboration. You will leave this keynote with a working knowledge of AI resources you can use to create messages that are accessible to a wider audience. Join us as we explore the evolving landscape of generative AI and consider its influence on the future of communication.
- Keynote Panel moderated by Aaron Yoder from the University of Nebraska Medical Center discussing on pros and cons of using AI including concerns such as ethics, disclosures, intellectual property rights.

Noon – 1:15 p.m. Choose between Student Networking Luncheon and regular Luncheon

1:15 – 2:45 p.m. **Messaging in Minutes** small group mini-workshops on topics such as creating infographics, using a dashboard to communicate, targeting specific audiences, social media tips and more

3:00 – 4:15 p.m. **Commodity Panel** moderated by Rich Gassman, Iowa's Center for Agricultural Safety and Health and Josie Rudolphi, University of Illinois, Champaign/Urbana

4:30 – 6:00 p.m. **Poster and Networking Session**

Posters:

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| <i>Display: Farm and Ranch Learning Lab Kit</i> | Dee Jepsen, PhD, The Ohio State University |
| <i>Adverse health outcomes from pesticide exposure in the female agriculture workforce</i> | Muhammad Zahid, PHD, MPH, Department of Environmental, Agricultural, and Occupational Health College of Public Health University of Nebraska Medical Center |
| <i>Agricultural Injuries and Dementia</i> | Kanika Arora, University of Iowa |
| <i>Agricultural Stress, Mental Health, and Coping among Illinois Farmers</i> | Samantha Iwinski, University of Illinois |
| <i>Assessing the Impact of Traumatic Injury News Articles on Farm Parents</i> | Roger Aby, PhD, National Farm Medicine Center, Marshfield Clinic Research Institute |
| <i>Design and Fabrication of Ergonomic Auxiliary Handles for Agricultural Tools</i> | Oguche Felix Michael, PhD Student, University of Missouri |
| <i>Development of Occupational Safety Indicators for Breweries in Selected Regions</i> | Dr. Jaime Thissen, MInstP, MIET, Monmouth College |
| <i>Engaging Young Adults in Ag Health & Safety – “What We Want to Know” and “Biggest Takeaways”</i> | Jenna Gibbs, MPH PhD |
| <i>Enhancing Agricultural Safety Training Through Virtual Reality (VR) Simulations: Virtual Reality Training Simulations to Advance Agricultural Safety Curricula for Safer and Immersive Learning Experiences</i> | Salah F. Issa and Mahmoud M. Nour, Department of Agricultural and Biological Engineering, University of Illinois, Urbana Champaign, IL, U.S. |
| <i>Ethnographic Assessment of Feedyard Culture and Worker Safety</i> | Ryan Klataske, PhD, University of Nebraska Medical Center |
| <i>Farming Without Fear: Strategies for Treating & Preventing Accidents and Injuries</i> | Dan Witten, Morningside University |
| <i>FarmSafe Podcast: Impact Evaluation</i> | Mandy Archer, B.A., Great Plains Center for Agricultural Health, University of Iowa |
| <i>Harvesting Preparedness: Safeguarding Agriculture through Emergency Preparedness Planning</i> | Matison Howard, PhD Student, University of Iowa |

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| <i>Health care utilization among Latino migrant farmworkers in Nebraska and acceptability of health fairs to increase access to preventive services</i> | Maria Jose Sanchez R., MD, MPH, PhD-c, University of Nebraska Medical Center |
| <i>I-CASH Youth Grants</i> | Tabitha Kuehn, I-CASH |
| <i>IMPACT OF ATRAZINE ON PARKINSONS DISEASE RATES IN RURAL NEBRASKA</i> | Alex Egbuchiem MD, University of Nebraska Medical Center, College of Public health |
| <i>Media Messaging Matters: Quantifying the Use of “Accident” and Related Terms to Describe Agricultural Incidents in U.S. News Media</i> | Jakob Hanschu, MA, National Farm Medicine Center |
| <i>Rural Adolescent Attitudes and Use of Bicycle Helmets in Iowa</i> | Brianna Iverson, BS, University of Iowa Carver College of Medicine |
| <i>Simulated Farm Emergency Response Program: Decreasing Cattle-Related Trauma among Farm Families</i> | Teresa Allen DNP, RN, Saint Anthony College of Nursing |
| <i>State and Federal Legal Action Regarding Xylazine</i> | Chase Lovercheck, BS of Public Health, University of Iowa |
| <i>Surveillance of Needs, Wants, and Perception of Agriculture Health and Safety Programs in Kansas</i> | Tawnie Larson, Kansas State University |
| <i>The Effects of Collective Trauma on Iowa Farmers, Their Communities, and Sustainability Outcomes</i> | Chris Morris, Ph.D., Iowa State University |
| <i>The value in trust: An exploration of personal values in relation to trust in science</i> | Erica D. Summerfield, PhD, South Dakota State University |
| <i>We’re on This Road Together: Building a Toolkit for Enhancing Rural Road Safety around Farm Vehicles</i> | Rafia Tasnim, BPH, Purdue University |

Dinner on your own

Friday, November 8

8:00 – 9:00 a.m. ***Mixed Messaging About Mixed Exposures: How to Communicate Agricultural Exposures and Cancer Risk Effectively*** by 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

9:00 – 10:00 p.m. **Breakout Session 1**

Room A:

- *The use of injury and fatality narratives to convey agricultural safety and health messages and to develop effective resources through collaborative, multi-disciplinary approaches: Tell a Story, Save a Life.* Scott Heiberger, MS, National Farm Medicine Center/National Children's Center for Rural and Agricultural Health and Safety
- *Knowledge Mobilization for Rural and Agricultural People in Canada.* Matthieu Girard, PhD, University of Saskatchewan – Canadian Centre for Rural and Agricultural Health.

Room B:

- *Low-cost measurement of whole-body vibration during agricultural machine operation.* Nathan Fethke, PhD, University of Iowa.
- *Using Fuzzy Fault Tree Analysis and Monte Carlo Simulation on Risk Assessment of Grain Bin Engulfment and Entrapment.* Yan Jiang, MS, Iowa State University.

Room C:

- *Looping Research through Interventions: Community-Driven Improvement of RF-DASH.* Jakob Hanschu, MA, National Farm Medicine Center.
- *Contributing factors for pediatric bystander lawn mower-related injuries: A qualitative study.* Mikayla Gibson, Mikayla Gibson, BS, University of Iowa Department of Emergency Medicine.

10:15 – 11:15 p.m. **Breakout Session 2**

Room A

- *Farm Progress Show Attendees' Use of ATVs and UTVs on Public Roadways and Their Knowledge and Attitudes Regarding These Vehicles on Roads.* Charles Jennissen, MD, University of Iowa Department of Emergency Medicine and Stead Family Children's Hospital Department of Pediatrics.
- *Utility Task Vehicle Crashes and Injuries in Iowa.* Parker Sternhagen, Undergraduate, University of Iowa.

Room B

- *Prevalence of Asthma Conditions Among Farm Operators in the Central United States: Insights from CS CASH Surveillance Data.* Ikenna Orji, MSc, University of Nebraska Medical Center.
- *Hearing Loss and Physical Activity in Aging Farmers.* Jan Moore, PhD, University of Nebraska Kearney.

Room C

- *In the Safety Zone: Sharing new strategies to delivery hands-on safety and health programming aimed at youth and families living in rural and agricultural communities.* Jana Davidson, M.Ed, Progressive Agriculture Foundation.
- *Innovative Curriculum on Pesticide Safety for Young Adults: A PERC Ag CBP Project.* Carolyn Sheridan, RN, BSN, Ag Health and Safety Alliance™; Jenna Gibbs, MPH, PhD.

11:30 – 12:30 p.m. **Breakout Session 3**

Room A

- Roundtable: *Learn with us as we shape our tools and then our tools shape us.* Melissa Ploeckelman, National Children’s Center for Rural and Agricultural Safety and Health, session organizer. Also Cassie Edlund, MPH, CHES: Senior Communications Manager and Evaluation Specialist for the Upper Midwest Agricultural Safety and Health Center. MyChale Cooper: Marketing Communications Manager for Progressive Agricultural Foundation Kelsey Irvine, MPH: Public Health Professional for the UNMC Central States Center for Agricultural Safety and Health.

Room B

- Roundtable: *Perspectives on Swine Barn Dust Injury.* Todd A. Wyatt, PhD, CS-CASH, session organizer. Also Xufei Yang; PhD; South Dakota State University Chandrashekhar Charavaryamath; PhD; Rowan University Jose Zamora Sifuentes; MD; University of Nebraska Medical Center; Zonggang Li, PhD, University of Illinois at Urbana.

Room C

- *CALM (Counsel on Access to Lethal Means): Removing the How from the Shadows to preserve a life, a farm family, a legacy.* Linda Emanuel BSN, RN. AgriSafe Network, Community Health Director, AgriSafe Network.
- *AgInjuryNews in 2025: An Overview of Available Data, Collaborations, Usage, Outputs, and Potential.* Roger Aby, PhD, National Farm Medicine Center, Marshfield Clinic Research Institute.

12:30 – 1:30 p.m. **Awards Luncheon – Outstanding Ag Youth Grant Project**