

Farming the Message: How Media Can Cultivate Ag Safety Awareness

A Workshop for Journalists – July 9, 2025

Room C217
College of Public Health Building
145 N. Riverside Drive, Iowa City, IA

“Farming the Message: How Media Can Cultivate Ag Safety Awareness” is a ½ day story-generating workshop designed to help journalists cover complex safety and injury issues related to Midwestern agricultural production. The objective of this workshop is to build networks for communicators and researchers to strengthen agricultural safety and health reporting while raising awareness of agricultural injuries and illnesses.

Journalists will be selected to participate in the workshop, which includes roundtable discussions with farmers, safety and health professionals, and community members with first-hand experience in farm fatalities and injuries.

There is no cost to attend the workshop. Application deadline is June 13, 2025.

Workshop schedule:

Wednesday, July 9, 2025

7:30 am	Check-in
8:00-8:30	Introductions
8:30-9:00	Locating and understanding up-to-date injury and illness data
9:00-10:00	Roundtable discussion with local farmers
10:00-10:15	Break
10:15-11:00	Best practices in agricultural injury & illness reporting – accident v. incident
11:00-11:30	Safety & health demonstrations: ATV simulator, Respirator fit testing, EarFit Check, Gas monitor training
11:30-12:00	Networking & wrap up



To apply or learn more:

Visit: <https://gpcah.public-health.uiowa.edu/journalist-workshop/>

Questions?

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