



Childhood Agricultural Safety Network

Media Guidelines for agricultural safety – fact sheet

National Farm Safety and Health Week, September 19-25, 2010
Farm Safety and Health Day for Children and Youth, September 22, 2010

The stories we tell in the media can make life safer for farm and ranch families and workers. At the same time, while not intentional, what we write, say, and the images we show, can perpetuate and even increase unsafe farm practices.

To help minimize unsafe depictions, the Childhood Agricultural Safety Network (CASN) has compiled a fact sheet of do's and don'ts as reminders for media professionals, and all agricultural communicators and marketers. Following these guidelines can help each of us be confident that we are doing our part for farm safety.

Examples: Do show tractors with rollover protection structures; Do use the word “incident” rather than “accident”; Do not show children in proximity to large animals unless appropriate barriers are evident. To view the fact sheet, go to <http://www.marshfieldclinic.org/proxy/MCRF-Centers-NFMC-NCCRAHS-CASN-Media-Guidelines-7-19-10.1.pdf>.

The guidelines were compiled with input from media professionals as well as communicators from CASN member organizations. For more information, contact Scott Heiberger at nccrahs@mcrf.mfldclin.edu, 1-800-662-6900, ext. 7.

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The Childhood Agricultural Safety Network was formed to strengthen partnerships and collaborations of national organizations representing the agricultural community, child injury prevention, and minority-serving associations. The main goal of CASN is to raise awareness about issues in childhood agricultural safety in order to change behaviors that put children at risk on the farm. Funding is received from the National Institute for Occupational Safety and Health.