

Public Service Announcements for Rural Roadway Safety:

Distracted Driving

Distracted driving is unsafe, irresponsible and in a split second can be devastating to you and your family - whether you're on a country road or the highway. This holds true for farm equipment operators and motor vehicle drivers. A texting driver is 23 times more likely to crash as the average time with your eyes off the road is five seconds. Traveling at 55 mph, this is the distance of a football field. Prevent a crash ...PLEASE don't text while driving! This important safety message is brought to you by Nationwide Agribusiness.

Left Turns

Farm machinery making left turns is one of the leading causes of deaths on country roads. Farmers need to be cautious of oncoming traffic and vehicles trying to pass from behind when making left turns. By looking twice and using physical arm signals along with turning lights, you may help prevent a crash that kills you or another person. Always double check your 'blind spots' before proceeding with your turn. Avoid busy roadways during hectic times of the day. This important safety message is brought to you by Nationwide Agribusiness

One Seat, One Rider

Injury data throughout North America show that many extra rider victims are young children. Tractor operators should resist carrying extra riders on farm equipment that has an operator's station for only one person. U.S. manufacturers add an instructional seat on tractors, combines and forage harvesters with enclosed cabs only. The tractors have a ROPS (Rollover Protective Structure) with seatbelts for both the operator and passenger. Be smart and just say NO to extra passengers. Stop! Think! Tractors are work implements, not passenger vehicles. It's easier to bury a tradition than a child. This important safety message is brought to you by Nationwide Agribusiness.

Safety Equipment

Farmers that rush their equipment into the fields without first checking equipment safety features may be asking for trouble. Rural roadway equipment lights and signage need to comply with state laws. Farm tractors must have two headlights and at least one red tail-light; pull-behind implements need two red tail-lights or two red reflectors; clearly visible slow-moving vehicle signs and reflective tape must be displayed, day or night. This important safety message is brought to you by Nationwide Agribusiness.

Dry Conditions Create Hazards

Dry seasonal conditions can increase the risk of fire during harvest.

A fire can start either in the crops near the harvesting activity or inside the harvesting machinery. Fires can be initiated by problems with failed bearings, brakes, electrical equipment, and rock strikes. Open lines of communication between harvester operators, truck drivers, and others are vital for a rapid response. Keep at least two dry powder extinguishers in place – one in the operator cab and one where it can easily be accessed from the ground. Long-handed shovels and rakes should be available at all times. This important safety message is brought to you by Nationwide Agribusiness.

Farm Equipment at Railroad Crossings

If you cross a railroad track... Always expect a train...regardless of the assumed schedule! Remember: a closed cab, an operating radio, or a headset will impair ability to hear an approaching train ...and never follow another piece of equipment across without looking and listening first. Approaching a crossing too fast may prevent a safe emergency stop. Be cautious of machinery equipped with front loaders or heads that may protrude over the track and be sure your equipment will not catch on the bottom or be too wide. This important safety message is brought to you by Nationwide Agribusiness.

ATV Safety

One-third of ATV-related deaths and injuries are to children under 16 years old. Only ride an ATV that is constructed for a person's age and size. Wear a CPSC recommended helmet, goggles, gloves, and clothing. Never ride on paved roads except to cross where legally permitted. ATVs are designed to be operated off-highway. Never ride under the influence of alcohol or other drugs. . and remember “**One Seat, One Rider**”. This important safety message is brought to you by Nationwide Agribusiness.

Be Alert and Alive

Don't let a long, exhausting day in the field end with a trip to the hospital because you fell asleep driving home. Accidents can occur when fatigue, stress and racing against Mother Nature are part of the end-of-season rush. In addition, prescription medications, over the counter drugs, and alcohol can factor into an unsafe operator. Pay attention to proper nutrition and encourage stretch breaks to refresh the body and mind. This important safety message is brought to you by Nationwide Agribusiness.

Traveling on Rural Roadways

Harvest season is here, which means many farm vehicles are sharing the rural roads with the flow of rapidly moving traffic. Machinery making left turns is a leading cause of injury and deaths on country roads. Operators need to be cautious of oncoming traffic and vehicles behind them. When making turns, use signals and always check your “blind spots” before proceeding with any turn. Roadway vehicle drivers – **please** be aware and slow down when approaching farm equipment. This important safety message is brought to you by Nationwide Agribusiness.

