The U.S. Agricultural Centers are promoting the 2019 National Farm Safety and Health Week through social media. This social media kit has been developed to promote U.S. Ag Center YouTube videos and other safety resources that fit with the daily themes of National Farm Safety and Health Week.
Daily Themes

Monday - Tractor Safety & Rural Roadway Safety
Tuesday – Farm Health & Opioid/Suicide Prevention
Wednesday – Safety & Health for Youth in Agriculture
Thursday – Confined Spaces in Agriculture
Friday- Safety & Health for Women in Agriculture

Event Promotion

Update your website and Facebook cover photo with the National Farm Safety and Health Week graphic.
During National Farm Safety and Health Week, post the social media messages found on the following pages, or create your own posts using the hashtags #NFSHW and #USAgCenters. Other hashtags may also be appropriate.

Get involved in the conversation. Follow, RT and share with Twitter and Facebook accounts that message about National Farm Safety and Health Week.

**Hashtags**
*Use multiple, common hashtags to drive more attention to your posts.*

#USAgCenters
#NFSHW
#necasag
#confinedspace
#tractorsafety
#farmerstress
#opioids
#farmersuicideprevention
#farmerhealth
#roadwaysafety
#sharetheroad
#SMV
#noextrariders
#womeninag
#womenfarmers

**News Articles**
To find news articles on the daily topics, visit [www.AgInjuryNews.org](http://www.AgInjuryNews.org).
Social Media Links

colphunmc
CultivateSafety
GPCAH
HICAHSAgCenter
nccrahs
FarmMedicine
nycamh
PNASHcenter
SCAHIP
swagcenter
umashcenter
AgHealthNewsUcDavis
neiowacc
agrisafe.network

@CultivateSafety
@HICAHS
@GPCAH
@FarmMedicine
@PNASHCenter
@SCAHIP
@SouthwestAg95
@umash_umn

@neiowacc
Social Media Tips

1. Post consistently. Determine what your posting schedule will be and stick to it. Schedule posts ahead of time, if needed. Three tools available for scheduling your social media posts are listed below.
   a. HootSuite: hootsuite.com/
   b. Klout: klout.com/home
   c. FutureTweets: futuretweets.com/

2. Post images and/or videos with your messages.

3. It’s OK to share content from other organizations. Some recommended ratios are below.
   a. 4-1-1 – 4 pieces of content from others, 1 reshare, 1 self-serving post
   b. 5-3-2 – 5 pieces of content from others, 3 from you, 2 personal updates
   c. Golden Ratio – 60% others’ content, 30% your content, 10% promotional
   d. Rule of Thirds – 1/3 posts about you, 1/3 curated content, 1/3 conversations

4. Practice the “Three A’s”.
   a. Appreciation
   b. Advocacy
   c. Appeals

5. Tell stories to humanize the daily topics. Use news articles or personal anecdotes to appeal to the audience’s emotional side.

6. Ask questions in your posts. Start a conversation.

7. Leave your audience with cliff hangers at the end of the day. (i.e., “Stay tuned tomorrow to learn how to keep your kids safe on the farm.”)

8. Create a Facebook Event for National Farm Safety and Health Week.

9. Refer to the infographic on page 5 for peak times for posting.

References

blog.bufferapp.com/social-media-non-profits


www.pcworld.com/article/2461824/3-tools-to-schedule-your-social-media-posts.html
Teasers
9/8/19-9/14/19

1. Did you know that 36% of US farmers are women? Women count in agriculture. #USAgCenters #NFSHW #necasag #womeninag

2. ‘Shift Farm Safety into Hight Gear’ during National Farm Safety & Health Week. #USAgCenters #NFSHW #necasag #farmsafety

3. 3 in 4 farmers have been impacted by opioid abuse. It is time to talk about it and get the right help. Check out National Farm Safety & Health Week to learn more. #USAgCenters #NFSHW #necasag

4. How can your child safely help and grow on the farm? Learn more during National Farm Safety and Health Week. #USAgCenters #NFSHW #necasag #childagsafety

5. Share the road so everyone goes home safely. #USAgCenters #NFSHW #necasag #ruralroadsafety

6. Grain engulfment happens in seconds and results in a lifetime of pain. Learn more about #grainsafety during National Farm Safety & Health Week. #USAgCenters #NFSHW #necasag
1. Good lighting and marking on your implement could reduce farm vehicle traffic accidents by more than half. [http://bit.ly/AgVehMark19](http://bit.ly/AgVehMark19) #USAgCenters #NFSHW #necasag #roadwaysafety

2. Your SMV sign could save your life and it’s required by law! Read more about slow moving vehicle responsibilities at [http://bit.ly/RdAgVeh19](http://bit.ly/RdAgVeh19) #USAgCenters #NFSHW #necasag #SMV

3. Nearly half of all incidents between motorists and farm implements involve either a left-hand turn or a rear-end collision. #USAgCenters #NFSHW #necasag #roadwaysafety

4. Even tractor drivers can get distracted and cause incidents. Put the phone down! #USAgCenters #NFSHW #necasag #donttextanddrive


6. Usar buenas luces y señales en su maquinaria de trabajo podría reducir los accidentes de tráfico a más de la mitad. [http://bit.ly/AgVehMark19](http://bit.ly/AgVehMark19) #USAgCenters #NFSHW #necasag #roadwaysafety (Same as #1)
1. Take care of what matters! Use this checklist to make sure you are safe and healthy:
   http://bit.ly/HS Checklist 19. #USA Centers #NFSHW #necasag
2. Are you worrying more, feeling anxious or irritable, or just forgetting important things? Learn to recognize the signs and symptoms of stress:
   http://bit.ly/StressSym19. #USA Centers #NFSHW #necasag #stress
3. “Suicide is never, ever the answer.” These teens ask their friends and family to think of them before attempting suicide. Help is available. http://bit.ly/Farm Sui Prev19. #USA Centers #NFSHW #necasag #suicide prevention

(Translated)

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1. Every 3 days, a child dies in an agriculture-related incident. Hear from a mother who paid the ultimate price: http://bit.ly/GrowSafe19. #USAgCenters #NFSHW #necasag #childagsafety

2. Animals are the leading source of injury for kids who live on farms. Learn how to interpret livestock ‘sign language’: http://bit.ly/LivestockSafeKids19 #USAgCenters #NFSHW #necasag #childagsafety #livestockinjuries

3. About 40,000 kids under the age of 16 are treated in U.S. emergency departments for ATV related injuries each year. Know more: http://bit.ly/ATVSafeET19 #USAgCenters #NFSHW #necasag #ATVsafety

4. Find ATV resources to share at http://bit.ly/ATVResource19. #USAgCenters #NFSHW #necasag #ATVsafety

5. Is your child ready to help on the farm? Check out the Youth Work Guidelines to learn about age appropriate tasks: http://bit.ly/YouthWork19 #USAgCenters #NFSHW #necasag #childagsafety

6. Check out these resources for preventing injuries to at-risk teens in rural communities- http://bit.ly/EcoAgnInj19. #USAgCenters #NFSHW #necasag

7. ¿Su hijo está listo para ayudar en la granja? Revise las Guías de Trabajo para Jóvenes, y aprenda sobre la edad apropiada para cada tarea. http://bit.ly/YouthWork19 #USAgCenters #NFSHW #necasag #childagsafety (Same as #5)
Confined Spaces in Agriculture
Thursday, 9/18/19

1. Did you know you can be engulfed in a grain bin in less than 60 seconds? Watch this video. Stay safe in grain: http://bit.ly/GrainEntry19 #USAgCenters #NFSHW #necasag #grainsafety
2. 5 seconds--That’s how quickly a person can become entrapped in flowing grain and unable to free themselves. Hear from the survivors of a grain bin tragedy: http://bit.ly/GrainEntrap19. #USAgCenters #NFSHW #necasag #grainsafety
3. Manure gas can be fatal even when you can’t smell it-Don’t go in without a monitor. http://bit.ly/ManureSafe19 #USAgCenters #NFSHW #necasag #confinedspace
4. An 18 year old died after becoming trapped in a grain bin in June 2018. More than ¼ of grain entrapment incidents involve people under 21. Watch http://bit.ly/GrainEntry19 to learn safe entry procedures. #USAgCenters #NFSHW #necasag #confinedspace
5. ¿Sabía que puede hundirse en un contenedor de grano en menos de 60 segundos? Vea este video y manténgase seguro trabajando con grano. http://bit.ly/GrainEntry19 #USAgCenters #NFSHW #necasag #grainsafety (Same as #1)
Safety & Health for Women in Agriculture
Friday, 9/19/19


2. The majority of farm tools were designed for men. Learn more about tool selection and usage for women at [http://bit.ly/WomenAgErgo19](http://bit.ly/WomenAgErgo19). #USAgCenters #NFSHW #necasag #womeninag

3. Women are health and safety leaders for the family and the farm. Check out helpful videos for ag safety and health at [http://bit.ly/AgCtrYouTube](http://bit.ly/AgCtrYouTube). #USAgCenters #NFSHW #necasag #womeninag

4. Ag Safety & Health Centers are looking for community volunteers to promote best practices. Find the Ag Center in your region at [http://bit.ly/NIOSHAgCtr19](http://bit.ly/NIOSHAgCtr19). #USAgCenters #NFSHW #necasag #womeninag

5. Las mujeres son líderes en salud y seguridad para la familia y la granja. Revise los videos que pueden ayudar en salud y seguridad en [http://bit.ly/AgCtrYouTube](http://bit.ly/AgCtrYouTube). #USAgCenters #NFSHW #necasag (Same as #3)
Images

Images for the social media posts can be found on the U.S. Agricultural Centers’ Google Drive: https://drive.google.com/drive/u/2/folders/1VMOslhC_PKbrLfhUYuO_r3os-__Ot_gU.

There are folders for each day of the week and some general images. The general images are previewed below. You can find additional images on the CS-CASH Flickr site: https://www.flickr.com/photos/cscash/.
Mastering Media

Reach out to local, state and national media outlets to share information about NFSHW. Remember the news moves fast and you will be in competition for limited space or airtime. The more sensational the story, the more likely it is to be covered by media outlets. Pitch stories that will garner broad interest. Not all pitches will be successful, but do not let that discourage you.

Media Musts

- Make sure your target media outlet has an interest in rural/agricultural issues.
- Know who you are going to connect with at the media outlet. Get a name!
- Prepare to suggest several story ideas.

Basic Tips

Print
- Target print media publications that serve rural communities.
- Visit http://www.50states.com/news/ to find print media outlets in your state.
- Consider trade publications for agricultural associations.
- Write a Letter to the Editor for a local newspaper or trade publication.
- Distribute the press release and highlight a local event focused on farm safety and health.

Radio
- Most radio stations are syndicated or part of a larger network.
- Visit http://publicradiofan.com/statsearch.html to find radio stations in your state.
- Find a content expert to talk about one of the daily topics. Mental health is popular in the media right now.
- Describe NFSHW in general and describe the resources available for agricultural safety and health, e.g. Ag Centers’ YouTube Channel.

TV
- In every major and secondary market, there are network affiliates that reach rural communities.
- Visit http://mondontimes.com/tv/usa to find a list of network affiliate stations by state.
- Producers are looking for human interest stories with broad appeal.
- Find a content expert to participate in an interview about an agricultural safety and health topic.
- Feature a local person/family who had a personal experience with one of the daily topics from NFSHW.

Interview Guides

If you are asked to do a radio or television interview, you can use the talking points below. These are only suggestions. Feel free to compose your own notes.

Remember these interview tips:

- Keep your answers short and to the point.
- Prepare your answers ahead of time.
- Provide instructions on how to access resources, like the joint Ag Centers’ YouTube channel.
- Mention the name of the campaign, the organizers and the Ag Centers.

Monday: Tractor Safety & Rural Roadway Safety

Each year incidents involving tractors and other agricultural machinery occur on rural roads. Did you know that only 19% of Americans live in rural areas; however, 55% of highway deaths occur on roads that are considered rural? Nearly half of all incidents between motorists and farm implements involve either a left hand turn or a rear-end collision. As you would expect, these collisions follow seasonal trends coinciding with planting and harvesting and are most likely to occur at dusk. Tractor operators need to ensure they have a clean SMV (slow moving vehicle) emblem on the back of their tractor and implement. They also need to use appropriate hand signals and install lighting according to their state laws. Motorists, on the other hand, need to exercise patience and understanding. The bottom line is we all have places to be and we have to share the road. You don’t want to be the reason someone doesn’t make it home to their family tonight.

More safety information is available from the U.S. Agricultural Safety and Health Centers. There are 11 Centers located across the country to promote the health and safety of agricultural, forestry and commercial fishing workers. Find the Center closest to you by entering NIOSH Ag Centers in your search engine.

Tuesday: Farmer Health & opioid/Suicide Prevention

Over the last couple years, reporters have been publishing on the startling suicide rate among farmers in the U.S. Farmers are no strangers to stress. Their livelihood depends upon the weather, political climate and market prices—all of which are out of their control. They work long hours and weeks on end without a day off. They don’t have paid vacation or sick leave. However, rural communities are often tight knit. They come-together and pitch-in when someone needs help. As a member of a rural community you can reach out to your neighbors and talk about stress, suicide and opioids. Overcoming the stigma of mental strain and opioid abuse is the first step to avoiding further tragedy and reducing the suicide rate in rural America.
More safety information is available from the U.S. Agricultural Safety and Health Centers. There are 11 Centers located across the country to promote the health and safety of agricultural, forestry and commercial fishing workers. Find the Center closest to you by entering NIOSH Ag Centers in your search engine.

**Wednesday: Safety & Health for Youth in Agriculture**

Rural American is a great place to grow up. Learning the value of hard work and appreciating the land instills good work ethic and sets a young person up for success. However, the agricultural workplace can be dangerous. It is up to the parents to make smart choices about the tasks assigned to children. There are many jobs on the farm that children can perform safely. The updated Youth Work Guidelines available from the National Children’s Center for Rural and Agricultural Health and Safety is a practical tool for parents to use in assessing child readiness. For younger children, parents should designate a safe play area separate from the worksite and supervise their activities.

Wonderful resources are also available from the U.S. Agricultural Safety and Health Centers. Visit YouTube.com/usagcenters for health and safety videos on equipment safety and child development.

**Thursday: Confined Spaces in Agriculture**

Grain bins, silos, grain wagons and manure pits are among the most common agricultural confined spaces. Confined spaces are places large enough for a person to enter; however they are not designed for frequent occupancy. Confined spaces have limited entry and exit points and pose a serious risk. More than 900 cases of grain engulfment have been reported in the last 50 years. In fact, it only takes 5 seconds for a person to be entrapped in flowing grain to the point where they cannot free themselves. Don’t become a statistic! Proper training, use of effective lifeline systems and adherence to grain bin entry procedures including lockout/tagout will greatly reduce the number of fatalities in grain bins.

Visit YouTube.com/usagcenters for health and safety videos on grain bin entry procedures.

**Friday: Safety & Health for Women in Agriculture**

Women are taking on more and more responsibility on and off the farm. In a given day, a woman may work on the farm, work at an off-farm job, do laundry, clean house, care for the children and put dinner on the table. It is almost impossible to balance life and work when they take place on the same land. The collective burden of these responsibilities and lack of time off can really weigh on a person and create tremendous strain. To maintain your physical and mental well-being, talk about your concerns, get adequate rest and know your limits. Even superheroes need sidekicks!

Visit YouTube.com/usagcenters for health and safety videos.