

AG SAFETY **AWARENESS** PROGRAM WEEK



FEB. 28 — MAR. 6, 2021

Promotional Toolkit

A roadmap for agriculture safety.

#ASAP21 | #KeepFarmsSafe | #DrivingSafetyHome



Ag Safety Awareness Program Week

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Purpose

American Farm Bureau Federation's 2021 Ag Safety Awareness Program (ASAP) Week was created to bring awareness to safety and health issues facing the agriculture industry.


This promotional toolkit, through a coordinated effort with the U.S. Agricultural Safety and Health Centers, has been developed to promote specific topics and provide safety resources that fit with the daily themes of ASAP Week.

Themes

- ▲ **Overall Theme** – Driving Safety Home
- ▲ **Monday** – Farmer Roadway Safety
- ▲ **Tuesday** – Caretaker Support
- ▲ **Wednesday** – General Farmer Wellness
- ▲ **Thursday** – Mental Health
- ▲ **Friday** – Community Roadway Safety

Promotion Ideas

- ▲ Update your website and Facebook cover photo with the Ag Safety Awareness Program Week graphic.
- ▲ During Ag Safety Awareness Program Week, post the social media messages found on the following pages, or create your own posts using the hashtags
- ▲ Get involved in the conversation. Follow, retweet and share Ag Safety Awareness Program Week messages through Twitter and Facebook.
- ▲ Contact media outlets to have PSAs run on the local radio.
- ▲ Answer the phone with "Agricultural Safety Awareness Week."
- ▲ Write a letter to the editor or contact a local legislator to talk about the importance of agricultural health and safety.
- ▲ Post a video to your social media about what you are doing to stay safe and healthy on your farm.
- ▲ Use the ASAP Week logo in the signature of your email.



You can find the ASAP logo by clicking [here](#).

Customizable News Release

'Driving Safety Home' is Theme of Agricultural Safety Awareness Program Week, Feb. 28 - March 6

[CITY, STATE, Date] – Sharing resources that will help farmers and ranchers keep safety top-of-mind through the Agricultural Safety Awareness Program is a priority of county and state Farm Bureau leaders across the nation. As part of ASAP, Feb. 28 - March 6 has been designated as Agricultural Safety Awareness Week. U.S. Agricultural Safety and Health Centers will join Farm Bureau in promoting the week with its theme “Driving Safety Home.”

A different safety focus will be highlighted by [County/State] Farm Bureau and U.S. Ag Centers each day of the week:

Monday, March 1 – Farmer Roadway Safety
Tuesday, March 2 – Caretaker Support
Wednesday, March 3 – General Farmer Wellness
Thursday, March 4 – Mental Health
Friday, March 5 – Community Roadway Safety

During this week and throughout the year, Farm Bureau encourages farmers to make safety a priority on the farm.

[Optional quote]

“Safe practices on America’s farms and ranches should be a priority, not an afterthought,” said [County/State] Farm Bureau President [Name]. “Investing in safety and health in agricultural communities can help save lives and resources by preventing injuries and lost time on the job.”

The Agricultural Safety Awareness Program is a part of the Farm Bureau Health and Safety Network of professionals who share an interest in identifying and decreasing safety and health risks. For more information and resources, visit the [ASAP Facebook page](#).

Visit the Centers’ YouTube channel (www.youtube.com/user/USagCenters) for new content and fresh ideas about how to stay safe while working in agriculture, forestry and fishing. Join the movement to keep farms safe and share your own safety messages on social media using the hashtags #KeepFarmsSafe, #ASAP21 and #USAgCenters.

The 11 U.S. Agricultural Safety and Health Centers (www.cdc.gov/niosh/oep/agctrhom.html) are funded by the National Institute for Occupational Safety and Health.

Op-Ed

Cultivating a Farm State of Mind About Mental Health

[As part of your Ag Safety Awareness Week outreach, consider submitting the op-ed below during the last week of February to a publication such as your daily or weekly newspaper on letterhead, under the byline of your state president.]

For farmers and ranchers, stress is a way of life. We depend on many factors that are out of our control, like weather, commodity prices, availability of labor, trade markets and a lot more. With the impacts of the COVID-19 pandemic, our stress levels have gone even higher and in many cases are reaching the breaking point.

A [new survey](#) from the American Farm Bureau found that more than half of rural adults and farmers/farmworkers say they are personally experiencing more mental health challenges than they were a year ago. Two in three farmers/farmworkers say the COVID-19 pandemic has impacted their mental health, and two in three have experienced feeling nervous, anxious or on edge during the pandemic. The percentage of farmers/farmworkers who say social isolation impacts farmers' mental health increased 22% since April 2019, a significant finding given the long hours many farmers work alone.

This should be a wake-up call for everyone in the agriculture community, and we should all be doing our part to help.

As part of Agricultural Safety Awareness Week (Feb. 28 - March 6), [state] Farm Bureau encourages everyone to learn to recognize the warning signs of chronic stress, engage in conversations and lend a helping hand.

When loved ones, neighbors or others we care about are experiencing mental health challenges, they may not even realize it, so it's important to look for signs that they may be at risk. These include things like changes in routines or social activities, decline in appearance of the farm or the care of domestic animals, increase in farm accidents, increase in illnesses or other chronic conditions, or decreased interest in activities or events.

If you see any of these signs, it's time to show you care. It may feel like it's out of your comfort zone, but there are simple ways to start a conversation. Remind them of something they've said about what's concerning them, and express interest. Acknowledge what they're going through. Share a habit you've seen change. And if you're concerned, don't wait for them to ask for help. Offer to help connect them to the many resources that are available for support. What matters most is showing genuine care and empathy, and listening.

It's time we all took a stand to help those around us who may be experiencing the effects of chronic stress. Visit the Farm State of Mind website at farmstateofmind.org for more

information about the warning signs of stress, tips for helping someone in emotional pain, ways to start a conversation, crisis hotlines, treatment locators and additional resources for managing stress, anxiety or depression. If we all do our part to help, we can strengthen our rural and farming communities and shine a ray of hope on those we care about.

Sincerely,

[First Name/Last Name] President, [State Farm Bureau] [contact info]

Public Service Announcements

[Consider recording your own PSA and sharing it with your local radio station.]

Note – two versions of each 30-second PSA are below. The second version of each PSA may be personalized with a short sentence like the one below where indicated.

I'm _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Example: I'm Isabella Chism, an Indiana crop farmer.

FARMER ROADWAY SAFETY

As farmers begin planting this spring, the likelihood of farm vehicle crashes increases. Farmers, remember to mark your equipment with a Slow-Moving Vehicle emblem and outline your vehicle with reflective marking on the widest points. It's also a good idea to drive with your equipment lights on, even in daytime. And motorists, remember to be patient with slower-moving farm machinery, and only pass when it is safe to do so. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – February 28th through March 6th.

Farmer Roadway Safety - for personalizing

INSERT PERSONALIZED SENTENCE

I'm _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Farmers, remember to plant safely this spring. Mark equipment with Slow-Moving Vehicle emblems and consider driving with machinery lights on, even in daytime. And motorists, remember to be patient with slower-moving farm machinery, and only pass when it is safe to do so. Follow the hashtag #ASAP21 on social media to learn more. This message is a public

service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – February 28th through March 6th.

CARETAKER SUPPORT

Driving Safety Home – Caring for aging or ill family members is a role people in rural areas typically take on with little formal training, often on short notice. The role of caretaker is important, but can often be isolating. Offering a word of encouragement to the caretaker in a rural or farm family can brighten someone’s day and make a real difference. This message is a public service brought to you by Farm Bureau and the U.S. Ag Centers as part of Ag Safety Awareness Week – February 28th through March 6th.

Caretaker Support - for personalizing

INSERT PERSONALIZED SENTENCE

I’m _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Driving Safety Home – Caring for aging or ill family members is a role people in rural areas typically take on with little formal training, often on short notice. Offering a word of encouragement to the caretaker in a rural or farm family can brighten someone’s day and make a real difference. This message is a public service brought to you by Farm Bureau and the U.S. Ag Centers as part of Ag Safety Awareness Week – February 28th through March 6th.

GENERAL FARMER WELLNESS

Driving Safety Home – A busy planting season doesn’t mean you have to sacrifice nutrition. It’s easy to eat right, even from the tractor seat, with a few simple steps. Plan meals ahead, pack fruits and veggies for snacking and think about portion control. Also remember it’s important to stay hydrated! It is a good idea to drink 2 to 4 cups of water each hour. This message is a public service brought to you by Farm Bureau and the U.S. Ag Centers as part of Ag Safety Awareness Week – February 28th through March 6th.

General Farmer Wellness - for personalizing

INSERT PERSONALIZED SENTENCE

I’m _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Driving Safety Home – Proper nutrition is important, even during planting season. Plan meals ahead of time, pack lots of fruits and veggies for snacking and make sure to control your portions. It’s also important to stay hydrated! Remember to drink 2 to 4 cups of water each hour. This message is a public service brought to you by Farm Bureau and the U.S. Ag Centers as part of Ag Safety Awareness Week – February 28th through March 6th.

MENTAL HEALTH

Did you know that 50 percent of farmers and other rural Americans are experiencing more mental health challenges compared to a year ago? Feeling nervous, anxious or on edge during the pandemic is common. This Ag Safety Awareness Week, help end the stigma around mental health. Even asking a simple question such as “How are you doing today?” could be the invitation a loved one needs. Stop the silence, end the stigma around mental health. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

Mental Health – for personalizing

INSERT PERSONALIZED SENTENCE

I’m _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Did you know that 50 percent of farmers and other rural Americans are experiencing more mental health challenges compared to a year ago? This Ag Safety Awareness Week, help end the stigma around mental health by starting a conversation with those around you. Stop the silence, end the stigma. This public service message is brought to you by Farm Bureau and the U.S. Ag Centers.

COMMUNITY ROADWAY SAFETY

Driving Safety Home – Following safe driving rules, like not texting while driving, is even more important as spring planting gets under way. Farmers will be on the road with tractors and other slower-moving equipment. Be extra cautious around farm machinery and only pass when it is safe to do so. Follow the hashtag #ASAP21 on social media to learn more. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – February 28th through March 6th.

Community Roadway Safety - for personalizing

INSERT PERSONALIZED SENTENCE

I’m _____, a/an _____ farmer.
[First name, Last name] [state] [type of farm]

Driving Safety Home – Following safe driving rules, like not texting while driving, is even more important as spring planting gets under way. Farmers will be on the road with tractors and other slower-moving equipment. Follow the hashtag #ASAP21 on social media to learn more. This message is a public service brought to you by the U.S. Ag Centers and Farm Bureau as part of Ag Safety Awareness Week – February 28th through March 6th.

Social Media Links




Farm Bureau	@American Farm Bureau @AgSafety	@FarmBureau
U.S. Ag Centers	@cophunmc @CultivateSafety @GPCAH @CSUVetMedBioSci @nccrahs @farmmedicine @NYCAMH @PNASHcenter @SCAHIP @swagcenter @umashcenter @AgHealthUCD @unmccscash @SafeAgFishFor	@CultivateSafety @HICAHS @GPCAH @FarmMedicine @PNASHCenter @SCAHIP @SouthwestAg95 @umash_umn @AgHealthUCD @NCCRAHS

Hashtags

***Always use 2-3 red hashtags on twitter.*

#KeepFarmsSafe

#ASAP21

#USAgCenters

#DrivingSafetyHome

#farmsafety

#agneedsyou

Social Media Tips

1. Post consistently. Determine what your posting schedule will be and stick to it. Schedule posts ahead of time, if needed.
2. Post images and/or videos with your messages. Timing is important! Tailor your message to the audience you are trying to reach!
3. Sharing relevant content from other organizations is encouraged.
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.”)

Teasers

Through 2/28/21

Consider including the ASAP logo with your posts.



1. Where are you headed today? Home? Your parents? To better mental health? Wherever you go, help us in #DrivingSafetyHome during Agriculture Safety Awareness Program Week, Feb. 28-March 6. #USAgCenters @AmericanFarmBureau
 2. Who are you #DrivingSafetyHome for in 2021? Learn more about what you should look out for during Agricultural Safety Awareness Week, Feb. 28-March 6. #USAgCenters @AmericanFarmBureau
 3. Are you a caretaker looking for new resources and ideas to support you and your loved ones? Share your tips and learn new ones during Agricultural Safety Awareness Program Week, Feb. 28-March 6. #USAgCenters @AmericanFarmBureau
 4. Making sure that you and those around you are not struggling is essential going into 2021. Join us to learn about Mental Health resources, and how we can break the stigma during Agriculture Safety Awareness Program Week, Feb. 28-March 6. #USAgCenters @AmericanFarmBureau
 5. Looking for ways to keep your community safe during busy farming seasons? Join us in learning about different resources available to you during Agriculture Safety Awareness Program Week, Feb. 28-March 6. #USAgCenters @AmericanFarmBureau
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Farmer Roadway Safety

Monday, 3/1/21



1. Want to keep you and your community safe during busy season? Make sure to check your towed equipment! All loads should be balanced and secure.
<http://bit.ly/roadwaysafetywithfarmequipment>
#USAgCenters @AmericanFarmBureau
2. Have you checked your lights and flashers on your equipment recently? Lights and flashers are essential when it comes to getting the attention of your fellow motorists.
<http://bit.ly/USAGRoadwaySafety>
#USAgCenters @AmericanFarmBureau
3. Is your tractor and equipment stocked for the planting season ahead? Check out @northcarolinafarmbureau farm safety checklist before getting started this season.
<http://bit.ly/NCFBFarmChecklist> #USAgCenters @AmericanFarmBureau
4. Be aware of the height of your equipment. Powerlines, low bridges, and other overhead obstacles are common in rural areas. Make sure that your equipment can clear the space before trying it.
<http://bit.ly/roadwaysafetywithfarmequipment>
#USAgCenters @AmericanFarmBureau



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#DrivingSafetyHome #ASAP21 #USAgCenters @FarmBureau
3. Is your tractor and equipment stocked for the planting season ahead? Check out @NCFarmBureau farm safety checklist before getting started this season.
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<http://bit.ly/roadwaysafetywithfarmequipment>
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Caretaker Support

Tuesday, 3/2/21

facebook

1. Caring for a loved one can be tough. Be sure to take care of yourself! Diet and exercise are essential for your physical and mental wellbeing. Check out @nationalagrability Caregiver's Manuel for more tips.
<http://bit.ly/AgrabilityCaregiver>
#USAgCenters @AmericanFarmBureau
2. Change drives life. Have you thought about how change in your family farm could affect your way of life? Check out this @spartans.msu resource to make a plan for transitioning the farm.
<http://bit.ly/MSUTransitionFarm>
#USAgCenters @AmericanFarmBureau
3. Anyone who provides physical and/or emotional care for a family member with limitations is considered a family caregiver. This role comes with a lot of emotions. Learn how to cope with these emotions by visiting
<http://bit.ly/OSUCaregiver>
#USAgCenters @AmericanFarmBureau
4. Support groups can ease the stresses associated with being a family caregiver. Lean on a community that understands what you're going through.
<http://bit.ly/OSUCaregiver> #USAgCenters @AmericanFarmBureau

twitter

1. Caring for a loved one can be tough. Diet and exercise are essential for your physical and mental wellbeing. Check out @NatIAgrAbility Caregiver's Manuel for more tips.
<http://bit.ly/AgrabilityCaregiver>#ASAP21 #DrivingSafetyHome #USAgCenters @FarmBureau
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#ASAP21 #DrivingSafetyHome #USAgCenters @FarmBureau
4. Support groups can steer the stresses associated with being a family caregiver. Lean on a community that understands what you're going through.
<http://bit.ly/OSUCaregiver> #USAgCenters @FarmBureau

General Farmer Wellness

Wednesday, 3/3/21

facebook

1. @AgriSafeNetwork has launched its “Total Farm Health” program to train rural health care professionals and rural influencers to recognize potential signs and symptoms of stress, identify people who may be in need of mental health support, and connect them with resources for information and care. Go to <http://bit.ly/TotalFarmerHealth> to learn more! #USAgCenters @AmericanFarmBureau
2. Protecting your skin is especially important for farmers because they are often required to be in the sun to grow the food, fiber and fuel for the world. Be sure to equip yourself with the necessary PPE to protect your skin. <http://bit.ly/FBFinanceSunSafety> #USAgCenters @AmericanFarmBureau
3. Working in agriculture is not only difficult work, but it is also hard on your body. Ergonomics is the science of designing work to minimize the risk of injury. Learn more ways you can prevent injuries from @unmccscash <http://bit.ly/ErgonomicsUNM> #USAgCenters @AmericanFarmBureau
4. Do you have a COVID-19 Assessment and Control Plan to prevent and slow the spread of COVID-19 between agricultural workers? Complete this checklist of prevention, preparation and management measures. <http://bit.ly/CDCCovid19AgWorkers> #USAgCenters @AmericanFarmBureau

twitter

1. @AgriSafeNetwork has launched its “Total Farm Health” program to train 300 rural health care professionals and 200 rural influencers to recognize potential health concerns. Go to <http://bit.ly/TotalFarmerHealth> to learn more! #DrivingSafetyHome #ASAP21 #USAgCenters @FarmBureau
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Mental Health

Thursday, 3/4/21

facebook

1. If you, or someone you know, are struggling with anxiety, depression or another mental health challenge, you are not navigating alone. Check out the following resources <http://bit.ly/FBFSOM> #USAgCenters @AmericanFarmBureau
2. Are you trying to get off the starting line with someone in emotional pain? Know the 5 steps to helping them to seek help <http://bit.ly/NIMH5Steps> #USAgCenters @AmericanFarmBureau
3. A strong majority of farmers/farmworkers say the COVID-19 pandemic has impacted their mental health, and more than half say they are personally experiencing more mental health challenges than they were a year ago, according to a new American Farm Bureau poll. <http://bit.ly/MentalHealthPollAFBF> #USAgCenters @AmericanFarmBureau
4. The Rural Resilience Training was created to help individuals who interact with farmers and ranchers to understand the sources of stress, identify communication strategies, reduce the stigma of mental health and learn the signs of stress and suicide. <http://bit.ly/FBFSOM> #USAgCenters @AmericanFarmBureau @nationalfarmersunion @FarmCredit

twitter 

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Community Roadway Safety

Friday, 3/5/21



1. Planting season is near. Be sure to give tractors plenty of room to operate. Be aware of potential wide turns and travel in both lanes in order to get to work.
#USAgCenters @AmericanFarmBureau
2. Are you ready to hit the road? Complete @northcarolinafarmbureau auto checklist to make sure you're ready for the drive ahead. <http://bit.ly/NCFBAutoChecklist>
#USAgCenters @AmericanFarmBureau
3. Slow Moving Vehicle Signs or SMVs are bright, fluorescent orange triangle signs posted on farm equipment that will be driving under 25 mph. If you see one, slow down. <http://bit.ly/NASDSMV>
#USAgCenters @AmericanFarmBureau
4. Using a cell phone while driving creates enormous potential for deaths and injuries, especially when sharing the road with farm equipment. Your message can wait!
<http://bit.ly/DistractedDriving21>
#USAgCenters @AmericanFarmBureau



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Resource Summary

Farmer Roadway Safety	
Farm Bureau Financial Services	http://bit.ly/roadwaysafetywithfarmequipment
Great Plains Center for Agricultural Health	http://bit.ly/GPACRoadway
U.S. Agricultural Safety and Health Centers	http://bit.ly/USAGRoadwaySafety
North Carolina Farm Bureau	http://bit.ly/NCFBFarmChecklist
Caretaker Support	
Caring.com	http://bit.ly/caring-caregiversupport
Daily Caring	http://bit.ly/cargiversupportgroups
USAGov.	http://bit.ly/USAGovcaregiversupport
Agrability	http://bit.ly/AgrabilityCaregiver
Michigan State University	http://bit.ly/MSUTransitionFarm
Ohio State University	http://bit.ly/OSUCaregiver
General Farmer Wellness	
AgriSafe Network	http://bit.ly/TotalFarmerHealth
United States Department of Agriculture	http://bit.ly/farmerwellness
University of Arkansas Research and Extension	https://bit.ly/covid-19farmersstress
Farm Bureau Financial Services	http://bit.ly/FBFinanceSunSafety
Central States Center for Agricultural Safety and Health	http://bit.ly/ErgonomicsUNM
Center for Disease Control	http://bit.ly/CDCCovid19AgWorkers
Mental Health	
The Rural Health Information Hub	http://bit.ly/RHIHMentalHealth
American Farm Bureau Federation	http://bit.ly/MentalHealthPollAFBF
Farm State of Mind	http://bit.ly/FBFSOM
National Institute of Mental Health	http://bit.ly/NIMH5Steps
Community Roadway Safety	
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