



Put ROPS On Every Tractor- Yes You Can!



“Social Marketing ROPS”

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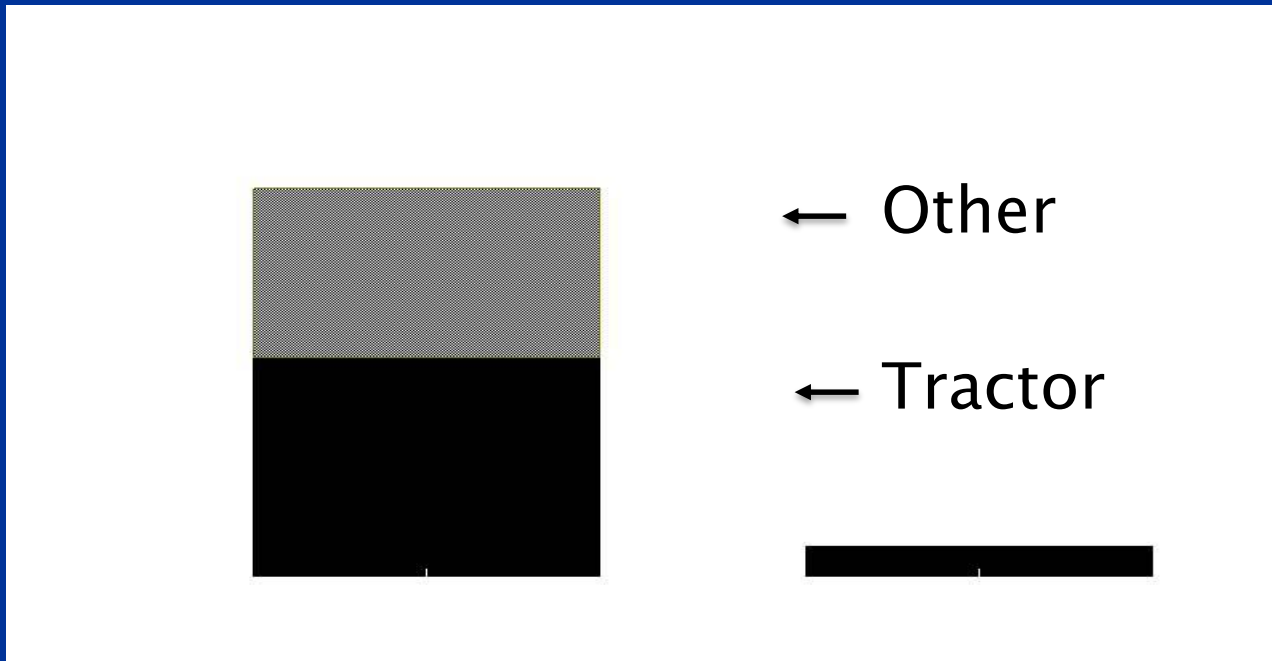


Research • Outreach Education • Information Services
• Clinical Consultation



Agricultural Fatalities in New York*

Tractors Account for Roughly Half of NY Fatalities



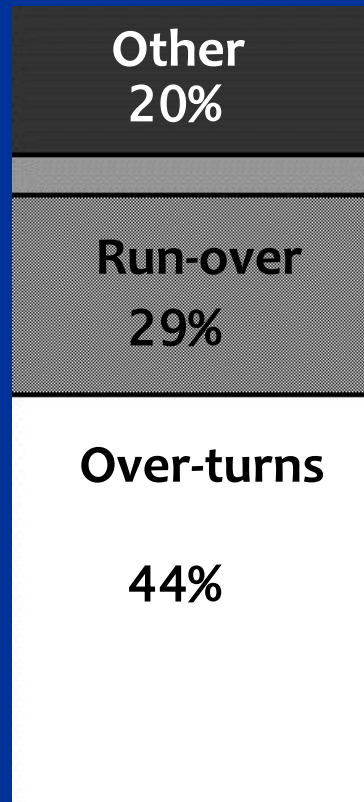
*Deaths per
100,000 workers*

*NY Injury Data
1988-1996



Overturns Account for 44% of U.S. Tractor Fatalities*

Power take-off 7%

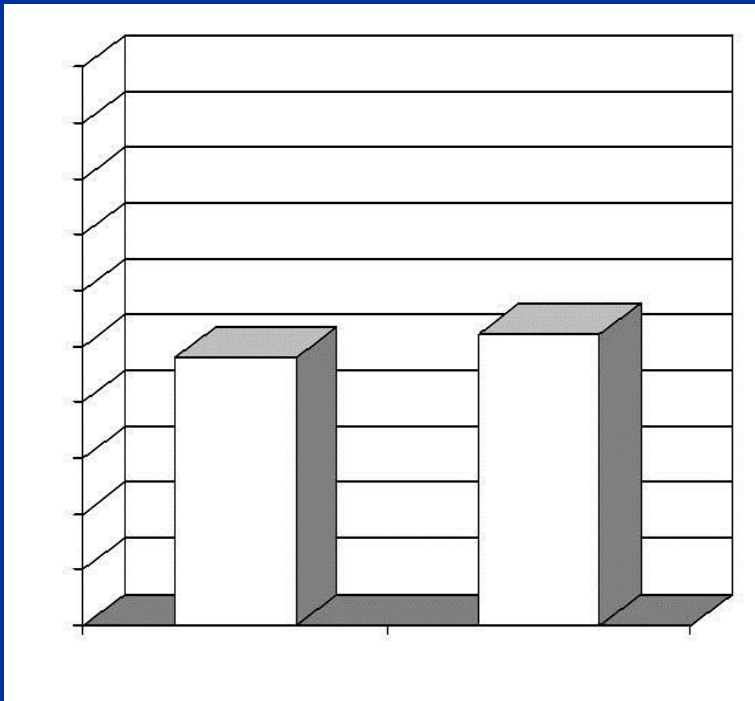


*National Safety Council 2001, *Injury Facts*



ROPS Are 99% Effective

52% of New York Tractors Lack ROPS

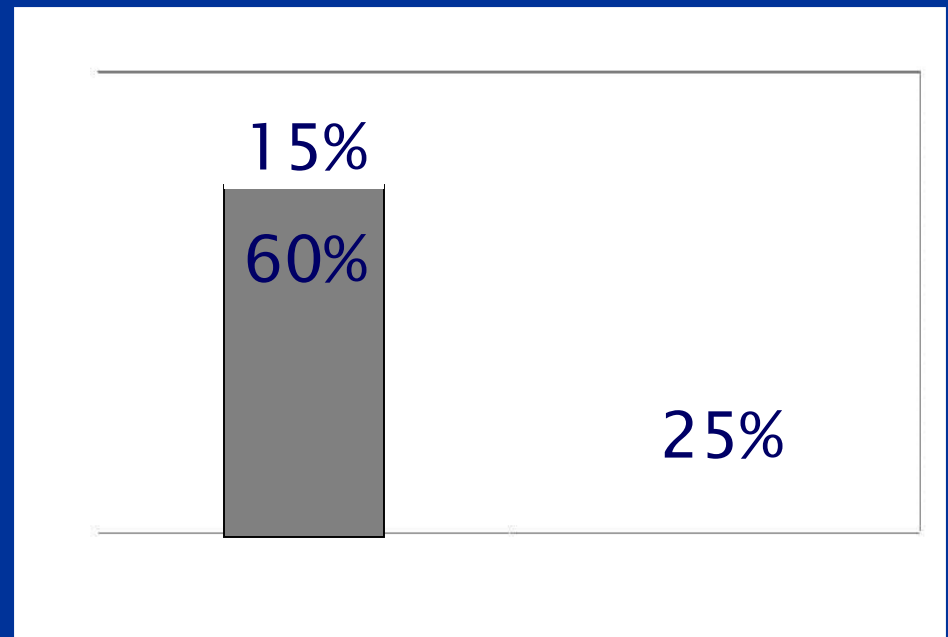
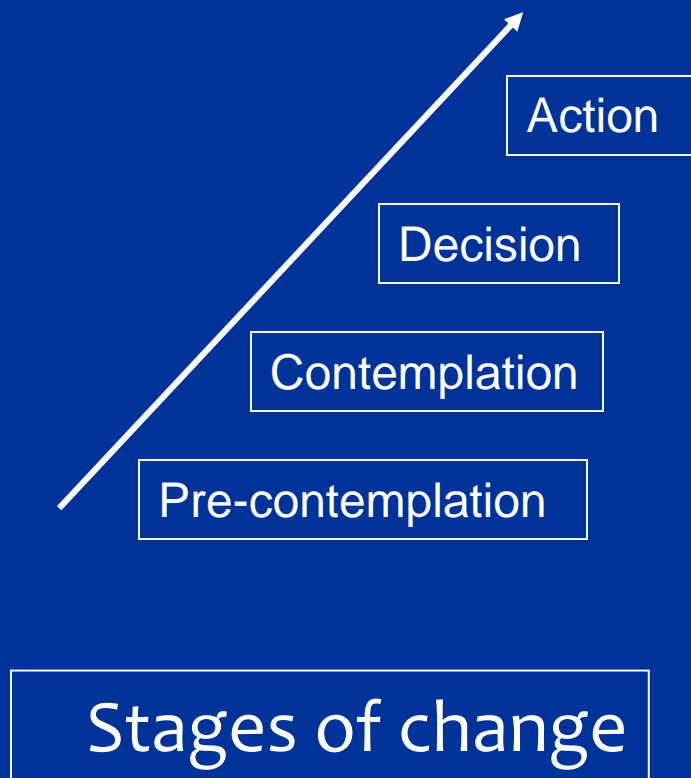


Why has this percentage remained relatively unchanged for almost four decades?



Farmers Aren't Interested

Only 25% of New York Farmers Have Considered Retrofitting



n=561



Social Marketing: A Process of Negotiation

Action is undertaken whenever individuals believe that the benefits they receive will be greater than the costs they incur.

“costs” = money, time, effort, comfort, reputation, etc.



Social Marketing: Requires An Understanding of...

- Attitudes
- Barriers
- Motivators
- Alternatives
- Homogeneity of perspectives





Social Marketing: The Four “P’s”

- PRODUCT
- PRICE
- PLACE
- PROMOTION





Designing a Social Marketing Campaign

Segment the population



Assess risk factors, readiness to change



Choose a segment for the intervention



Formative research (interviews)



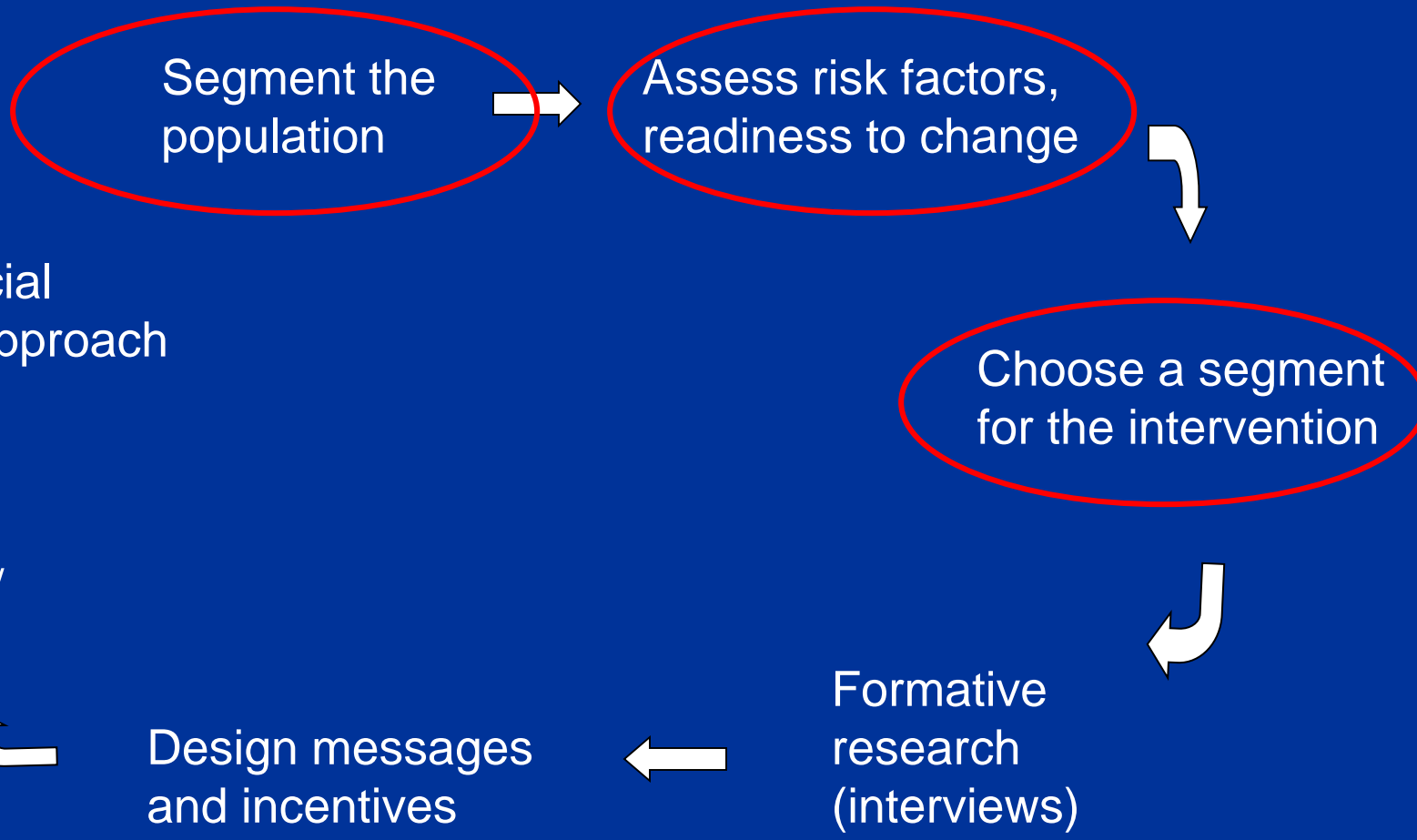
Design messages and incentives



Evaluate messages/ incentives



Pilot the social marketing approach





Identifying an Intervention Target: Risk Exposures/Readiness to Retrofit

*Small crop and livestock farms:
disproportionate number of unprotected tractors*





Understanding the Intervention Target: Interviews and Focus Groups

- NY small crop/ livestock farmers
- 21 interviews
- 3 focus groups
- 1-2 hour discussions
- Randomly selected



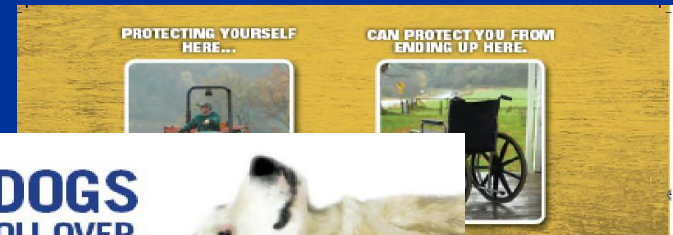
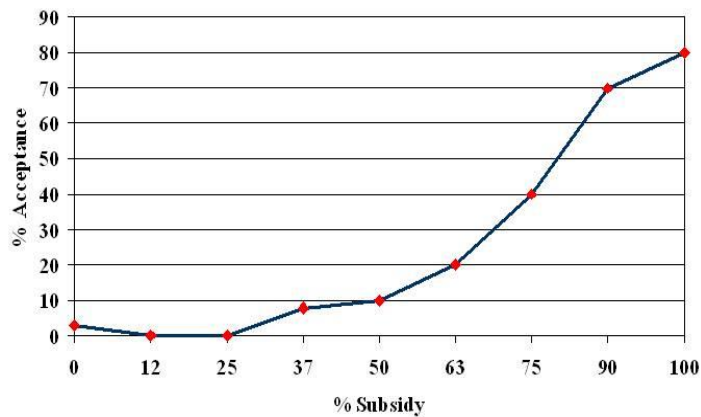


Providing Motivational Social Marketing Incentives

Provide 70% of Cost Up to \$600

Messages and Promotion

Figure 1. Farmer Response to Financial Incentives



ONLY DOGS SHOULD ROLL OVER.

You probably think it will never happen to an old hound like you. But when it happens, rolling your tractor over can be disastrous—even deadly. Now, getting rollover protection has never been easier or more affordable.

Call now and save up to 70% on your tractor. We will dealer, set up the appointment.

1-877-ROPS-R4U
80% OF DEATHS CAUSED BY ROLL-OVERS

OF COURSE YOU'LL NEVER GET HURT

BUT WHAT ABOUT THEM?

Not everyone who drives your tractor has as much experience as you do. When rollover protection, they're at risk.

If you won't do it for your safety, do it for theirs.

Call now and save up to \$600 off installation depending on your tractor. We will help you find the right model and dealer, set up the appointment and fill the papers.

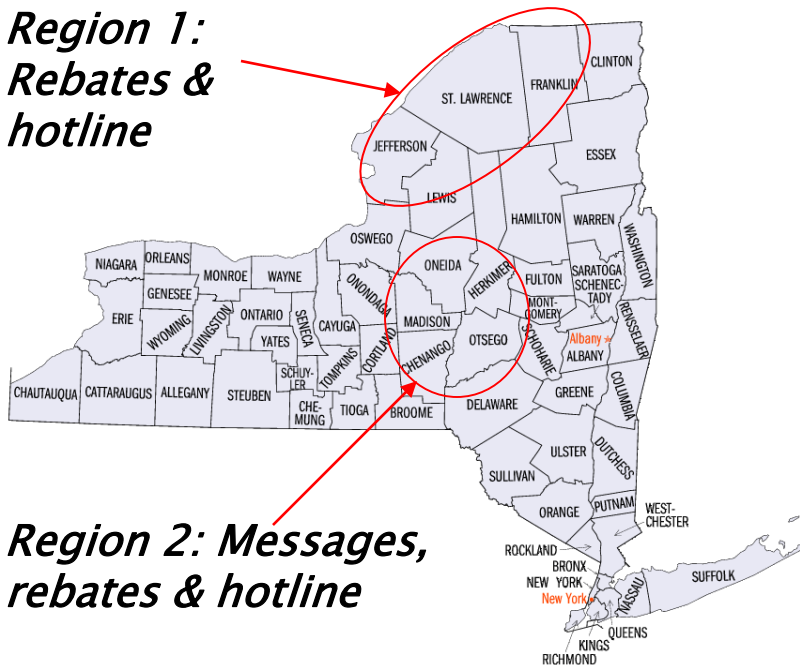
CALL 1-877-ROPS-R4U



Evaluating Social Marketing Incentives

A Prospective Quasi-Randomized Controlled Trial of Incentives

**Region 1:
Rebates &
hotline**



**Region 2: Messages,
rebates & hotline**

Region 3: Messages & hotline



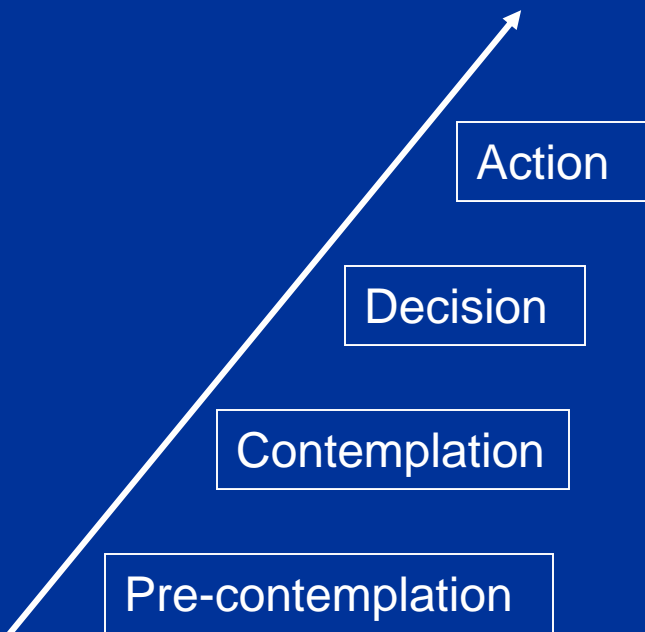
Region 4: Control

November, 2006 to April, 2007

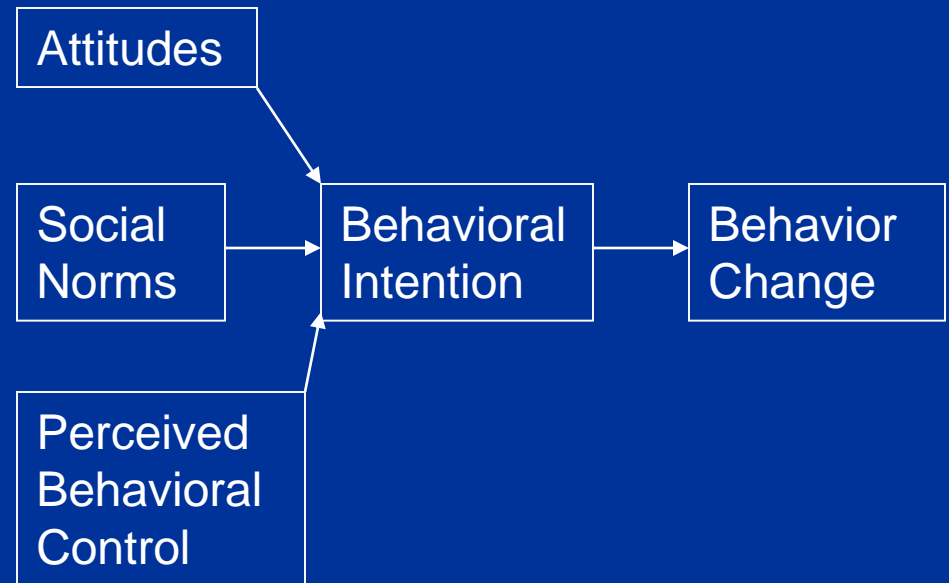


Measuring Impacts Using Behavioral Theories

Stages of change



Theory of Planned Behavior





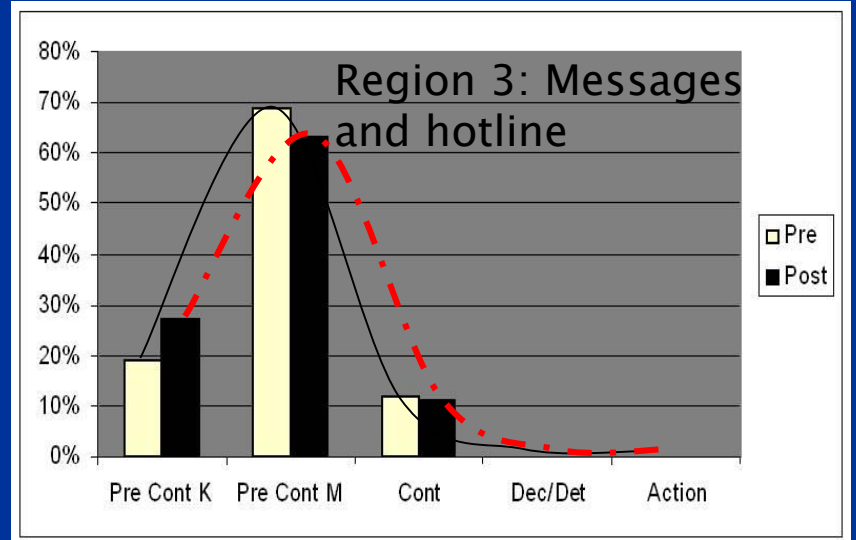
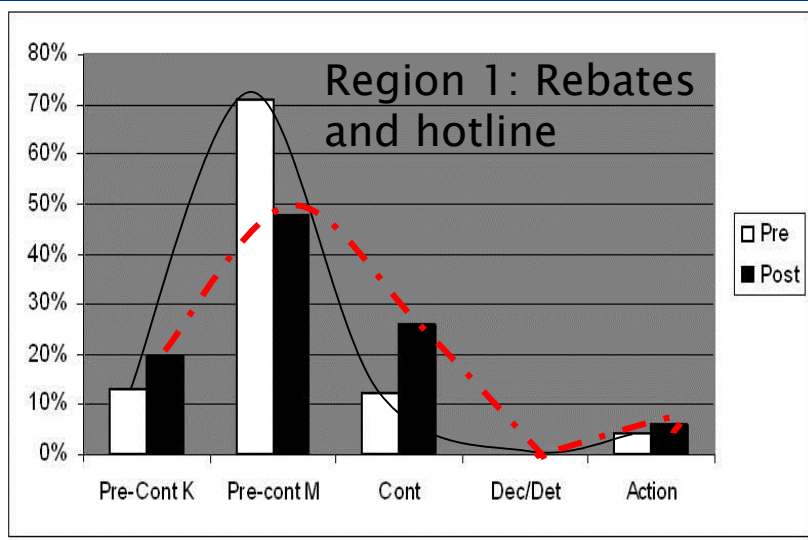
Survey Methods

- Goal-704 small crop/livestock farmers
- Conducted by NASS enumerators
- Baseline survey
- Pilot incentives in selected regions
- Follow-up survey
- Compute intra-individual changes

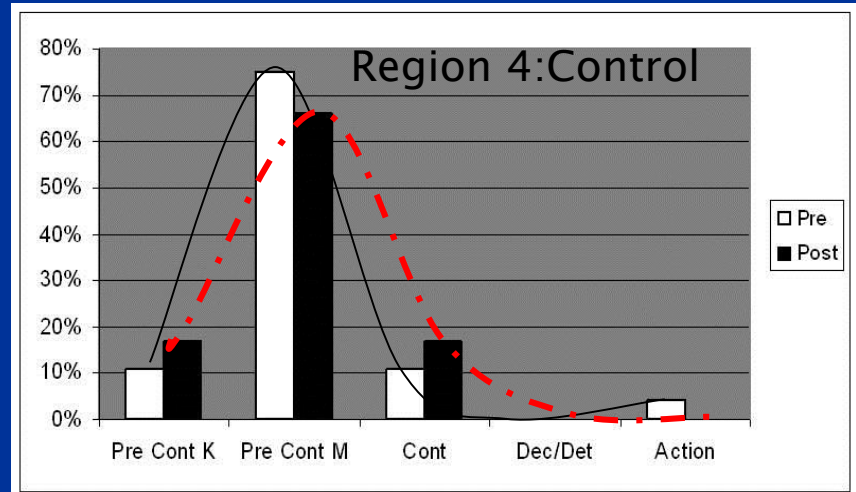
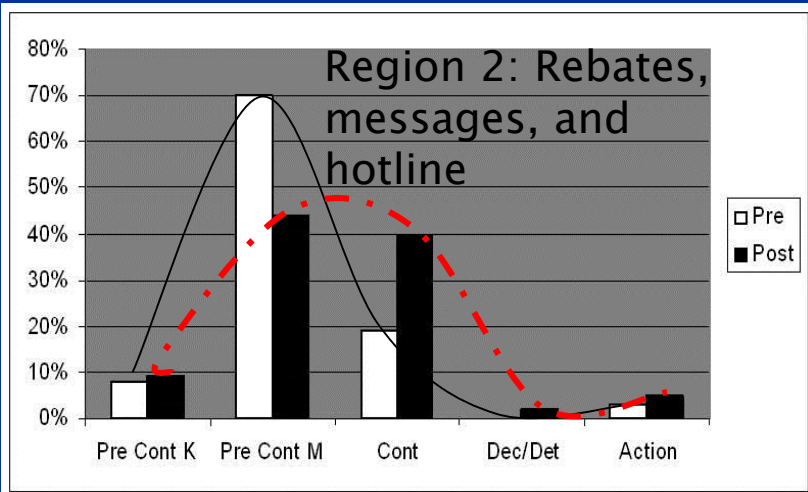


Messages and Incentives Increase Readiness to Retrofit

% of individuals



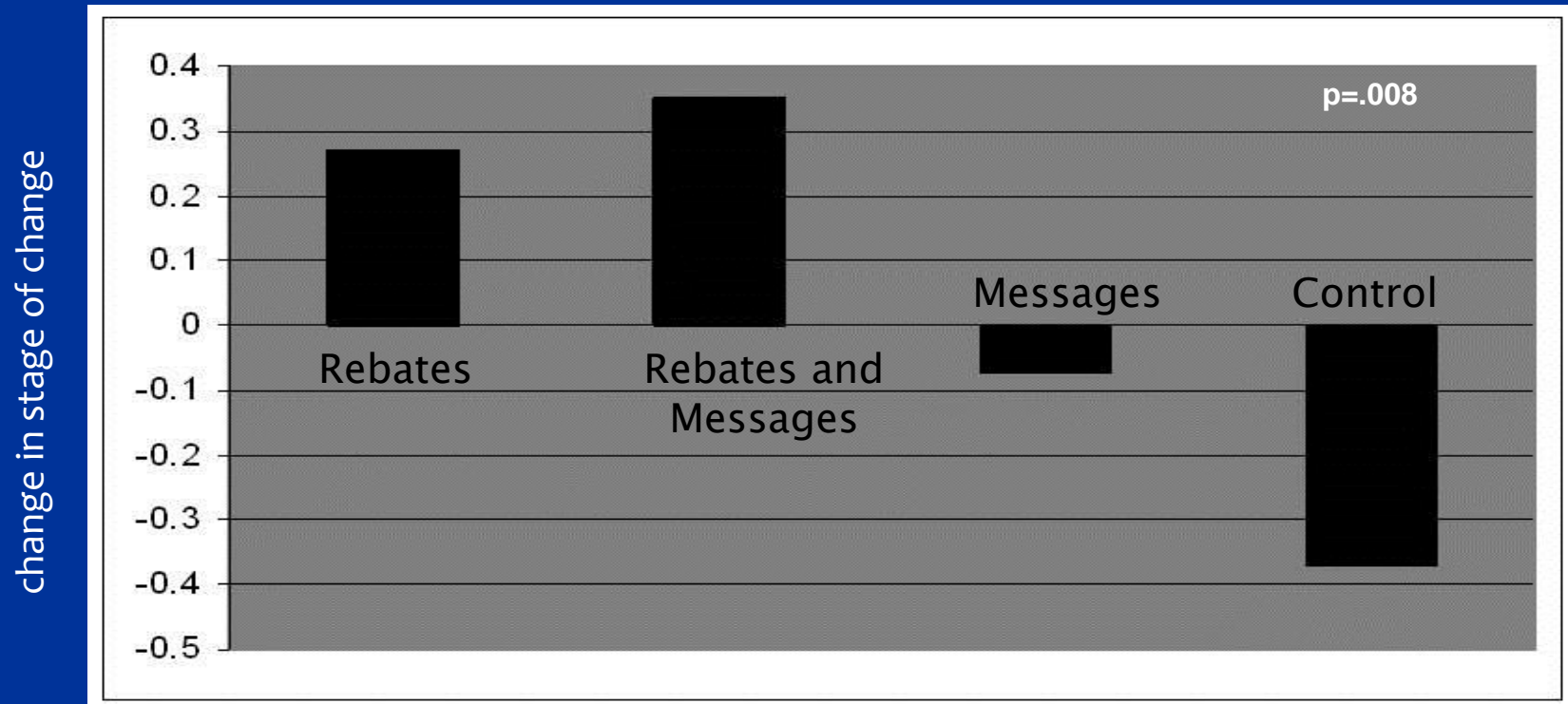
% of individuals





Messages and Incentives Increase Readiness to Retrofit

Individuals in Rebate and Rebate + Message Region Show Significant Increase in SOC

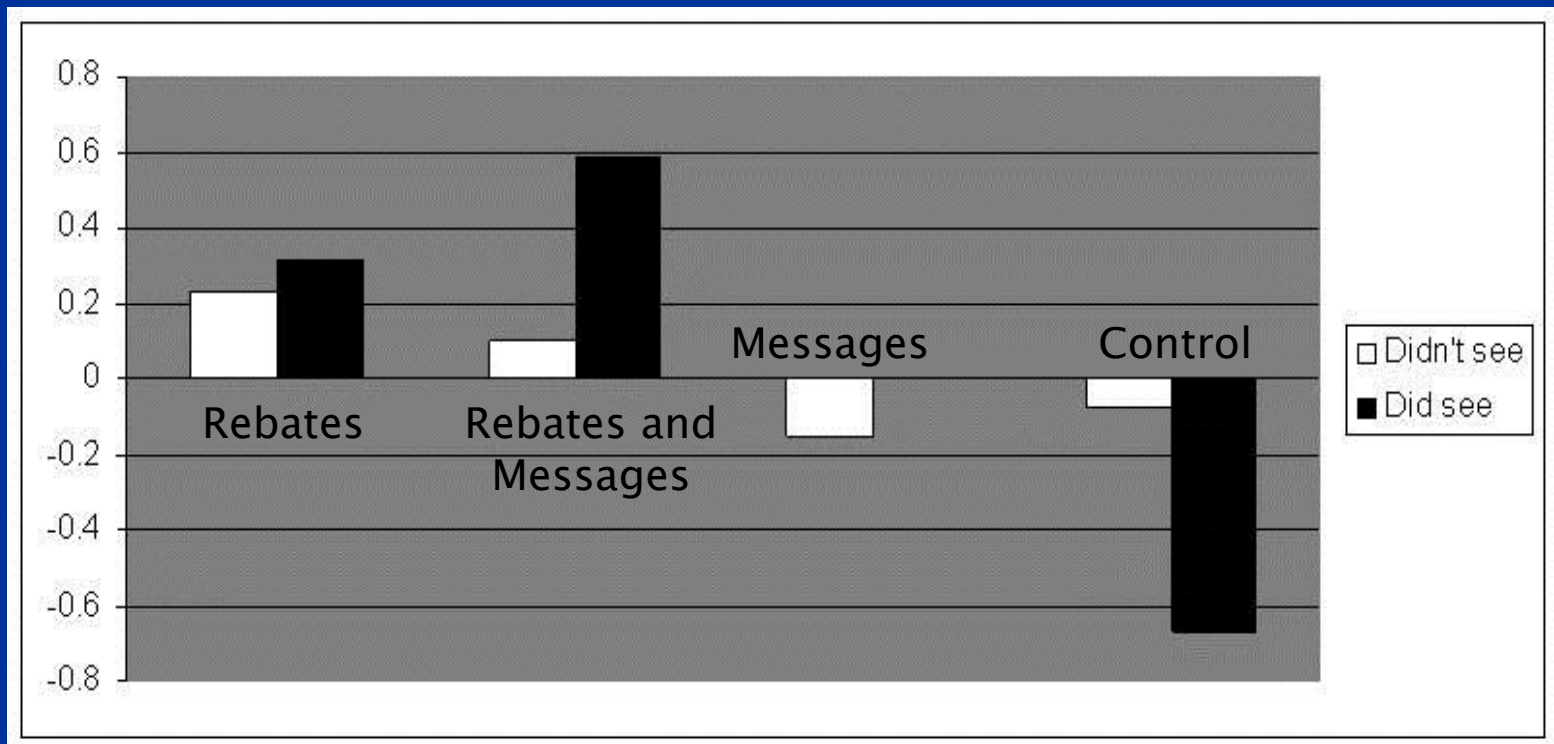




Messages and Incentives Increase Readiness to Retrofit

People Who Saw Ads in the Social Marketing Region Had Significant Stage of Change Increases

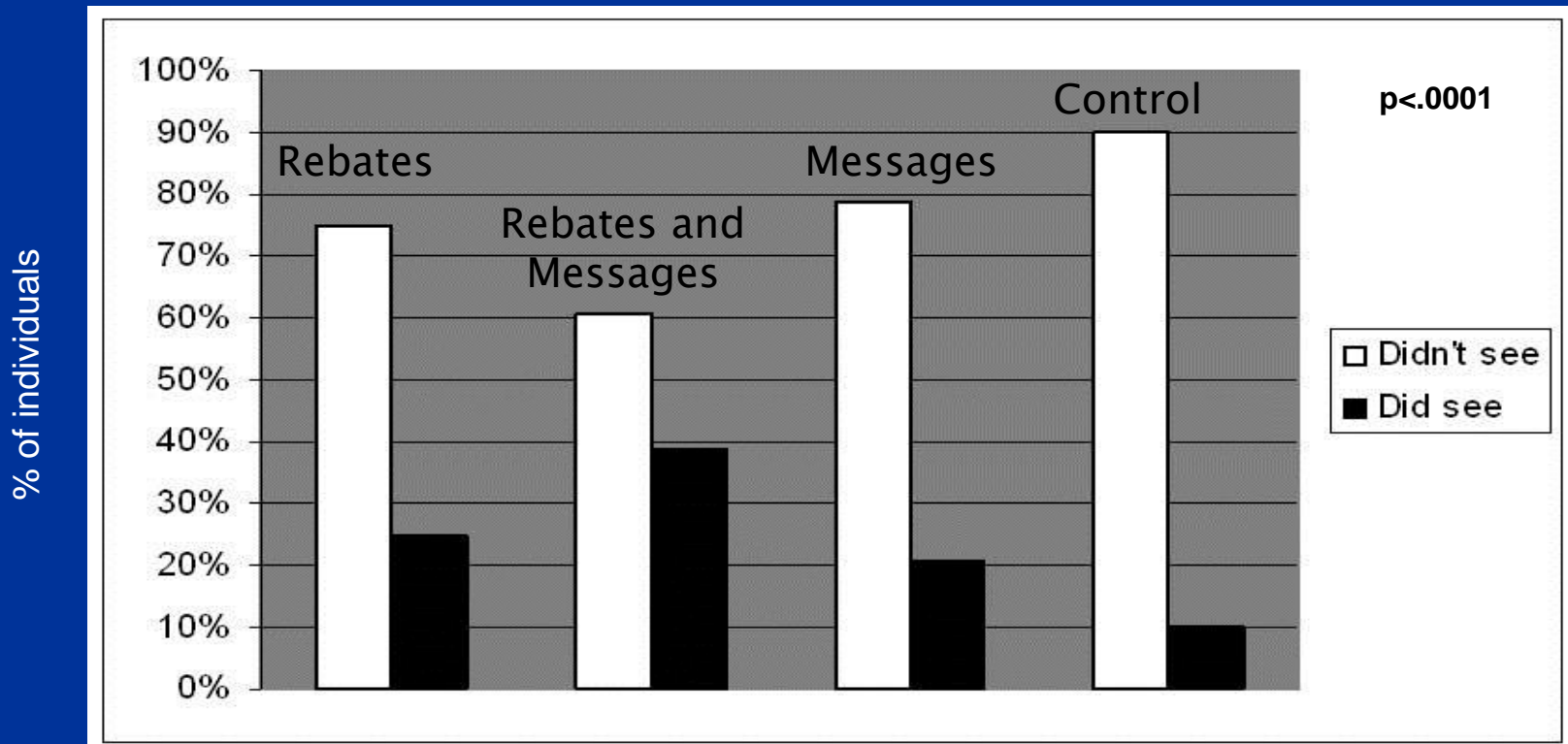
change in stage of change





Social Marketing Messages + Rebates Increase Recall

A Significantly Greater Proportion of Individuals Recall Seeing Messages in the Rebate + Message Region





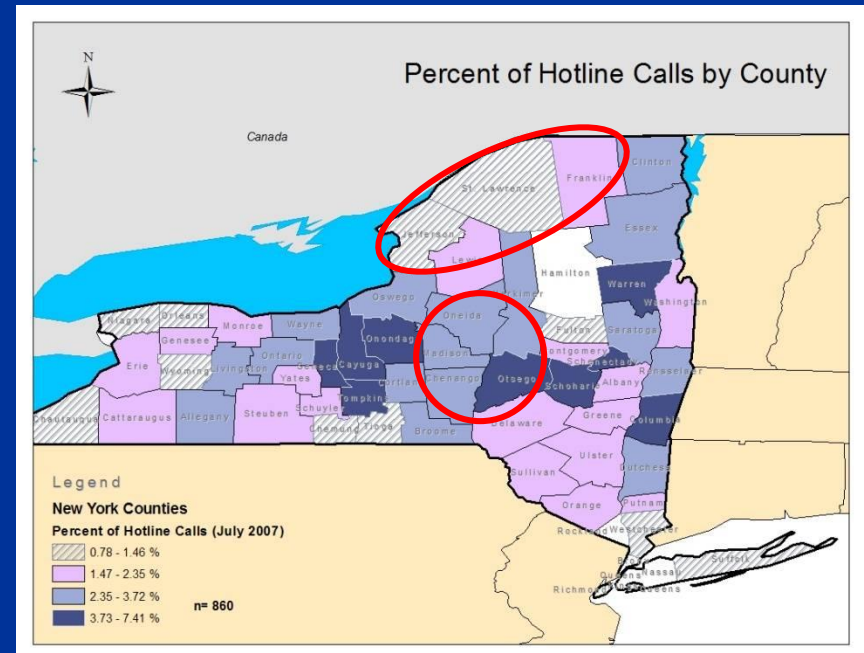
Changes in Social Norms Highly Correlated with Changes in Behavioral Intention

- Attitudes .1596 ($p > .006$)
- Social Norms .4184 ($p > .0001$)
- Perceived Behavioral Control .1995 ($p > .0005$)



Retrofit Hotline Statistics

- 1567 calls in 23 months
- 1358 Farmers
- 55% (753) full time





Retrofit Hotline Statistics

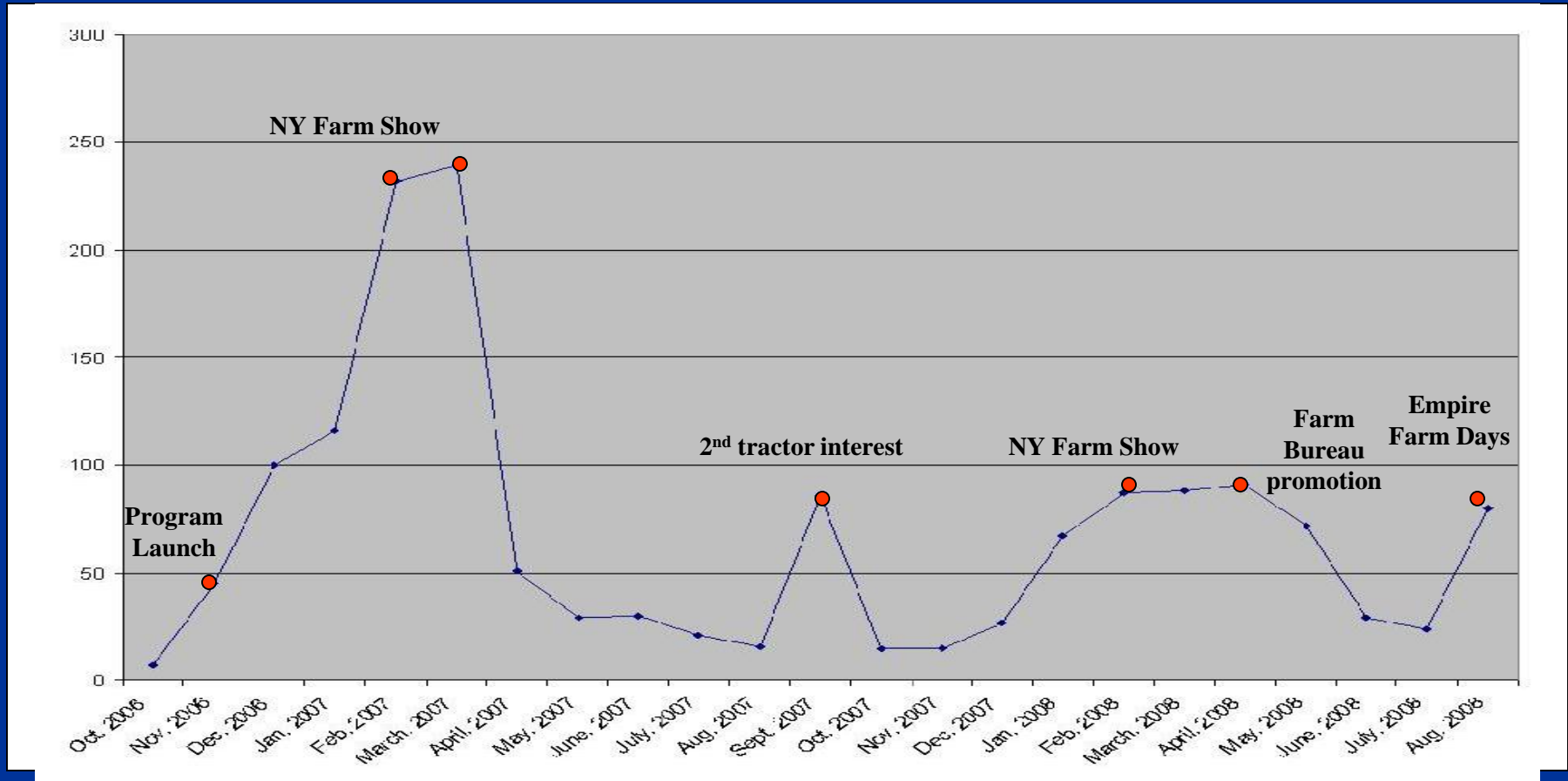
- Callers own 6,104 tractors
- 3,905 (64%) unprotected
- 37% of calls for John Deere
- 82% of the total callers preferred ROPS to ROPS +canopy or cab





Promotional Events Generate Increased Activity

ROPS Hotline Monthly Calls Received
Oct 2006 – August 2008





Farmers Calling Due to Safety Concerns

Reasons for calling ROPS Hotline

Reasons for calling the Hotline n=557		
Reason	n	%
General safety concerns	209	38
More cost effective with rebate	206	37
Safety and cost combined	51	9
Family safety*	41	7
Near miss	11	2
Good timing	7	1
Safety and sun	6	1
Cost and sun	6	1
Friend killed	5	1
Needed help finding a ROPS	5	1
Other**	10	2

*e.g.: child using tractor

** e.g.: "needed help finding one", resale value



Average Cost to Retrofit \$300.00

Basic Rollbar Cost Range by Tractor Make						
Tractor Make	Cost Median (\$)	Shipping Median (\$)	Installation Median (\$)*	TOTAL Cost Range (\$)		
John Deere	(n=241) \$775	(n=21) \$100	(n=76) \$200	\$400 - \$2474		
Ford	(n=88) \$677	(n=80) \$141	(n=25) \$225	\$554 - \$1802		
International	(n=20) \$879	(n=16) \$203	(n=8) \$289	\$783 - \$1850		
Massey Ferguson	(n=24) \$676	(n=20) \$129	(n=4) \$155	\$557 - \$1802		

*30% of farmers preferred dealer installation of Basic Rollbar

Average rebate (70% up to \$703): **\$525**

Average cost to farmer: **\$299**



New Directions

- Piloting a Trade-In Program
- Assessment of Farmer's Interest in Cost-effective ROPS
- Expansion to VT, PA

