



#1 FARM SAFETY PHOTO TIPS FOR MEDIA

Talk Leader Instructions:

This is background information ONLY. Be sure to customize to your operation and facilities.

- ✓ Print copies of this sheet for yourself and each of the participants.
- ✓ Lead a discussion with your workers about the materials on this sheet at a location that is appropriate to the topic. Be sure to give real life examples whenever possible.
- ✓ Be open to questions.
- ✓ Conclude with a brief review of the main points or a summary based on the discussion.
- ✓ Fill in your operation name, location and the date on your sheet. Have each worker sign your sheet to confirm their attendance.
- ✓ File your sheet in your worker training records to document the training experience.

WORK ACTIVITY

Whether it is reporting a farm-related incident or covering a 4-H Achievement Day, the visuals created by media have a huge influence on the message received by the audience. This makes media a key messenger of good or bad safety practices, whether they realize it or not.

BACKGROUND

A picture is worth a thousand words, so the images used by media are a key influence on their audiences – and that includes farm safety. With this in mind, there are several things that media can do to create positive images and good messages for farm safety.

KEY POINTS - Photo DOs and DON'Ts

- DO** show tractors and other farm equipment being maintained and operated safely, including rollover protective systems (ROPS), guards in place, safety chains attached, etc.
- DO** show children doing supervised age-appropriate chores.
- DO** show workers wearing proper fitting personal protective equipment appropriate for the task they are performing.
- DO** be aware of the background and ensure it conveys a safe image.
- DON'T** put children in unsafe situations - sometimes “cute” is unsafe. For example, showing a five-year-old child leading a large draft horse may be cute, however it is very unsafe and should never be depicted as a safe, fun or acceptable activity.
- DON'T** photograph children in agricultural work sites; rather show them in a fenced-in play area where they are being properly supervised. Most farm-related childhood incidents happen when children are playing or doing chores with their parents in a farm work area.
- DON'T** allow or show people engaging in unsafe behaviour such as extra riders, climbing heights without fall protection, working with unguarded blades or moving parts, and so on.
- DON'T** allow or show children under 14 driving farm vehicles or machinery.
- DON'T** allow or show children riding on adults’ laps on tractors/machinery, ATVs or riding mowers.
- DON'T** allow or show children near large animals unless appropriate barriers are evident. *(cont'd on page 2)*



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ADVERTISING (cont'd from page 1)

One can argue that photojournalists report reality, right or wrong. This argument does not hold true for advertising, which is entirely staged leaving no excuse to show unsafe practices or to perpetuate antiquated images of agriculture.

EMERGENCY PROCEDURES / CONTACTS

If you are wondering whether a child is doing an age appropriate task, refer to the North American Guidelines for Children's Agricultural Tasks (NAGCAT) www.nagcat.org. NAGCAT describes more than 60 hazards associated with farm work and other activities in which children sometimes take part.

If you want more information or to contact someone with specific farm safety questions go to www.planfarmsafety.ca or www.cfa-fca.ca or email info@casa-acsa.ca or farmsafety@cfa-fca.ca.

MORE RESOURCES

Media Guidelines for Agricultural Safety

<http://www.marshfieldclinic.org/proxy/MCRF-Centers-NFMC-NCCRAHS-CASN-Media-Guidelines-7-19-10.1.pdf>

"Keeping a safe eye on what we write, say and show in agriculture," by Scott Heiberger.

http://www.ifaj.org/fileadmin/user_upload/Press_Releases/IFAJFarmSafetyFeature03%2011.pdf

COMMENTS / SUGGESTIONS:

Operation Name _____

Location _____

Meeting Leader _____

Date _____

TOOLBOX TALK PARTICIPANTS

Print name _____ Signature _____

Print name _____ Signature _____

Print name _____ Signature _____

Print name _____ Signature _____

Print name _____ Signature _____