Are you a partner in safety?
Accidents Hurt! Safety Does Not!

2012 North Dakota FFA
Agricultural Communications CDE
“Safety Issues”

Kindred FFA Chapter

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Rationale for Selecting the Project

According to the United States Department of Labor (2012), there were approximately 1.03 million youth under the age of 20 who lived on a farm in 2009. The top two leading causes of death to farm youth involved machinery and tractors and all-terrain vehicles (ATVs) (USDL, 2012). These figures do not include youth who visit farms.

Both of these situations are a local concern for the Kindred, North Dakota area. In 2010, there were nearly 32,000 farms reported to be in North Dakota that covered approximately 3.9 million acres (USDA, 2010). As part of those figures, Kindred is a rural area that has a lot of youth that either live on or visit farms in the community. Often times, area students will be home alone or under the supervision of an older sibling because many parents work outside the home in a different town. Some basic, but extremely important, agricultural safety concerns were identified that many area youth could be exposed to. The focus is to develop a safety program for Kindred Elementary students in Grades 2-4. This safety program will address agricultural safety issues related to such areas as ATVs, large and small animals, grain bins, and general farm safety around equipment and plants.

The National FFA Organization provides resources for local Chapters to initiate a ‘Partners in Active Learning’ (PALS) program (FFA, 2012). PALS is a mentoring program that partners FFA members and elementary students while learning about agriculture and leadership potential. The Kindred FFA PALS program is designed for youth in Grades K-4. Students have been divided into two smaller groups based on grade—Grades K-1 and 2-4. This proposal is geared toward students enrolled in the PALS program in Kindred Elementary Grades 2-4. Lessons and activities relate to the safety issues previously mentioned were developed. They will be conducted on a monthly basis beginning in September 2012 and ending in May 2013.
Students will gather in the High School Agricultural Education laboratory and classroom for PALS meetings and activities.

**Objectives**

To accomplish the planned agricultural safety program, four primary objectives were identified to guide the programming. The program will:

1. Raise awareness of eight primary safety issues among area youth.
2. Reduce the number of agricultural accidents that involve area youth.
3. Work cooperatively with other businesses and individuals to promote the importance of safety issues in the area.
4. Develop programming aimed at area youth in Grades 2-4.

By following these objectives, an agricultural safety program can be effectively delivered. However, specific lesson objectives have been established for each of the eight safety lessons that were developed. Specific lesson objectives addressed each safety issue and included an objective that gauges the students’ ability to complete worksheets or activities designed to enforce a safety component. Students will be presented with materials and guest speakers to educate them about each specific safety issue.

**Target Audience**

**Primary Target Audience.** The primary targeted audience will be Kindred Elementary students in Grades 2-4 who are enrolled in the Kindred FFAs PALS after-school program. These elementary students come to the program with diverse agricultural experiences that range from
students who live on a farm to students who have never visited a farm or been around animals. Therefore, the students will also have varying exposures to agricultural safety issues.

Secondary Target Audience. While the primary focus is on select Kindred Elementary students, it is anticipated that the students will share the information and experiences they gain from the agricultural safety lessons with classmates at school, family members at home, and friends and others in their community.

Key Themes

When we see how many farm and ATV related deaths and injuries there are around us, it is easy to realize that some basic, but crucial, measures must be taken to teach the community about dangers that go hand-in-hand with the excitement and curiosity of agriculture components such as farms, ATVs, and animals. Therefore, three key themes have been identified for this program:

1. We will especially focus on the youth in our community through PALS. Since we are from a rural community, we want to stress the importance of practicing proper safety in all of the above-mentioned areas.

2. In our community, not only do a lot of kids live or work on farms, but the type of farms are greatly diversified. Therefore, we are including various areas and aspects of farming. Regardless if students are around animals, ATVs, tractors, or other agricultural components, they will have the knowledge of proper safety habits that should be used.

3. Along with raising awareness among the youth, we will also include other members and groups in our community in our efforts to promote safety. By doing
this, the program will raise awareness not only with the youth active in PALS, but throughout the entire community.

**Safety Programs**

There are various agricultural safety issues that should be addressed in the Kindred area. Therefore, the 2012-2013 PALS program will be divided into nine meeting dates. Specific safety issues have been assigned to each monthly meeting date. Each meeting will consist of an hour and a half and will include approximately 40 students. The safety program schedule will be based off of the following topics and months:

- September – grain bin safety
- October – general farm safety (equipment)
- November – ATV safety (snowmobiles)
- December – small animal safety
- January – PTO safety
- February – general farm safety (plants)
- March – ATV safety (4-wheelers, gators, etc.)
- April – large animal safety
- May – year in review and student recognition

**Media Selection**

In order to have an effective program, various media tools will be necessary to communicate the agricultural safety issues to the primary and secondary audiences. Students enrolled in the FFA Agricultural Communications CDE will be responsible for developing and
producing media selections for the PALS agricultural safety program during 2012-2013. Students will work cooperatively with the Chapter’s Assistant President who is responsible for the overall PALS programming.

Media selection will include the following tools for communicating and promoting the agricultural safety program:

- The **local newspaper** will be utilized to submit monthly articles and photos of each of the safety areas.
- Articles and photos will be provided for the **school and FFA Chapter newsletters** on a quarterly basis.
- The **FFA Chapter web and Facebook pages** will be up-dated monthly with monthly safety issues and photos.
- **Posters** will be displayed throughout the Kindred Elementary building announcing up-coming safety topics and meeting dates and times.
- **Tri-fold brochures and informational letters** will be distributed to all Elementary families in Grades 2-4 informing them about the overall program and agricultural safety issues to be addressed during the 2012-2013 PALS program.
- A **tri-fold informative display** will be set up and manned during the Back-to-School Night in the school commons as a way to elicit student and parent interest.
- **Radio spots** will be developed and recorded with area radio stations to be played during National FFA Week and National Agriculture Week. The radio spots will provide information about various safety topics and students’ involvement in the PALS program.
• Student work will be proudly displayed in area businesses' windows. Various items will be displayed for one week at a time in different businesses.

Budget

With the development of nine months worth of programming, a budget of $800 has been requested (Table 1). Safety awareness is a community issue and many of the families of students enrolled in the PALS program will patronize many local businesses. Therefore, funds will be solicited from general Chapter fundraising efforts and sponsorships from area businesses. Materials have been categorized into seven primary expense categories—general office supplies, copying and printing, guest speakers, promotional materials, materials for activities, awards and recognition, and refreshments/snacks. The following costs are based on participation from 40 Grades 2-4 elementary students.

FFA Chapter approval will be required for all PALS agricultural safety program materials prior to the start of the program. Students from the Agricultural Communications CDE team will present this proposal and budget to the Chapter at the August FFA meeting for approval. During August, team members will solicit materials, guest speakers, promotional consideration, and monetary donations from area businesses to complete the 2012-2013 Kindred FFA PALS agricultural safety issues program.
Table 1. 2012-2013 PALS Safety Initiative Budget for Kindred Elementary Youth in Grades 2-4

<table>
<thead>
<tr>
<th>Item(s) Needed</th>
<th>Funding Source</th>
<th></th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General office supplies</td>
<td></td>
<td>Chapter</td>
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</tr>
<tr>
<td>2. Copying and printing</td>
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<td>Sponsor(s)</td>
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<tr>
<td>3. Guest speakers</td>
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<td></td>
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<tr>
<td>4. Promotional materials (letters,</td>
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<tr>
<td>brochures)</td>
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<td>X (Volunteer)</td>
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<td>5. Materials for activities</td>
<td></td>
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<td></td>
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<tr>
<td>6. Awards and recognition</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>7. Refreshments/snacks</td>
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<td>X</td>
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</tbody>
</table>

| Overall Budget                     |               |               | $800   |

**Evaluation Criteria**

As the needs of the community are constantly changing, so will the needs of the program. However, the team anticipates very little change to occur in its programming proposal due to the wide variety of safety topics being covered. For this program, program and safety lesson objectives were established.

**Evaluation of safety lesson objectives.** Monthly safety programs will include agricultural issues such as general farm safety with equipment and plants, grain bin safety, ATV safety, large and small animal safety, and PTOs. Various evaluation tools were established that gauge the effectiveness of the program objectives designed for eight of the nine safety lessons.
Each lesson’s specific objectives will be evaluated using written and verbal end-of-lesson reviews. Brief reviews of the previous month’s topic will be conducted at the beginning of each monthly lesson to gauge the students’ level of understanding, knowledge retention, and possible experiences since being educated about the safety issue. Take-home materials will be included with each lesson that encourages students to share their knowledge and experiences with family and friends.

**Evaluation of program objectives.** The four program objectives consisted of: (1) teach youth safety around the farm; (2) reduce the number of youth-related agricultural accidents in the area; (3) work cooperatively with other members of the community to promote agricultural safety; and (4) develop programming for youth in Grades 2-4. To evaluate the overall program, evaluation criteria will include a serious effort to provide PALS programming each year that includes a safety component. Media will be utilized to provide effective communication methods to youth and the community. The true test that will determine if the program’s objectives have been met will be a noticeable improvement of safety practices around agriculture and safety programming for area youth. Also, the effectiveness of the program should be visible through a reduction in the number of agricultural accidents involving youth.

**Summary**

This proposal outlines a project that began as a component of the North Dakota Agricultural Communications CDE. However, members of this teach decided to turn this project into an agricultural safety program that will use various communication tools to help spread the word about youth and safety awareness. Focus will be on educating area youth in Grades 2-4 about various safety issues. The intent is that the issue of safety awareness will spread into the
students' homes and community as everyone works cooperatively to bring attention to the importance of safe agriculture.
References

