

## Social Media toolkit

### *Social media tips*

- Post images and/or videos with your messages.
- Share/Like others' posts in support of the Agricultural Youth Work Guidelines
- LinkedIn posts are advantageous because you can tag users even if they are not a connection of yours. Praising other users is an excellent way to get more exposure.

### First posts

#### FACEBOOK or EMAIL BLAST

A group of farm and ranch parents and leading agricultural organizations have released interactive Agricultural Youth Work Guidelines ([www.cultivatesafety.org/work](http://www.cultivatesafety.org/work)) to assist parents and others in assigning appropriate tasks for youth who live or work on farms and ranches. "Injuries and deaths are often associated with children performing agricultural work that does not match their development level/abilities," said Marsha Salzwedel, project manager, National Children's Center for Rural and Agricultural Health and Safety.

Every 3 days in the United States, a youth dies in an agricultural incident. For youth younger than 16 working in agriculture, the number of fatal injuries is consistently higher than all other industries combined.

The voluntary guidelines are based on the latest scientific research, including child growth and development, agricultural practices, child injury prevention and agricultural safety. Participants include farm and ranch parents, American Farm Bureau Federation, National FFA, 4-H, the U.S. Department of Agriculture, Agricultural Safety and Health Council of America, Canadian Agricultural Safety Association, National Institute for Occupational Safety and Health, Penn State University, Utah State University, Progressive Agriculture Foundation, COUNTRY Financial, New York Center for Agricultural Medicine and Health, Midwest Organic and Sustainable Education Service, Cullars Farm, Wisconsin Young Farmer and Agriculturalists, and others.

"All incidents are tragic, but ones involving a youth are especially tragic," said Eric Vanasdale, senior loss control representative, COUNTRY Financial. "I participated in this steering committee because I wanted to make sure clear and easy to use safety materials are available for all farmers and farm workers. I am proud of the materials this group created and look forward to helping create safer working environments on our farms."



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TWITTER

See which agricultural organizations are behind the new Ag Youth Work Guidelines!

<http://bit.ly/2rogKHZ> #agsafety #nccrahs #aywg #farmsafety

### **Additional posts**

#### **Tractors**

Tractors are one of the leading causes of injuries and fatalities on farms. Youth who are operating tractors before they are physically or developmentally ready contribute to many of these incidents. For instance, this past spring, a 10-year-old Kansas girl operating tractor ran over her 9 year-old-brother. Newly updated Agricultural Youth Work Guidelines can help parents and supervisors determine if a youth has the physical and cognitive abilities to perform a job. For the Tractor Guideline, see:

<https://doi.org/10.21636/nfmc.nccrahs.youthwork.operatetractor.g.2017>



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#### **Benefits of farm work**

The newly updated Agricultural Youth Work Guidelines recognize that farms and ranches possess qualities that can be beneficial for youth (e.g., plants, animals, family, chores, business features). Working in agriculture also provides youth with the opportunities to develop work skills and learn appreciation for the land. However, these worksites also contain dangerous hazards. To strike a balance, it is important to assign farm kids age-appropriate work, which enables them to reap the benefits of farm life, while helping to minimize the risks. Learn more at <https://cultivatesafety.org/benefits-of-farm-work/>

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## Animals

Youth can learn a lot from working with animals and over time, farm/ranch animals can become almost like pets. However, working with animals can be dangerous. The newly updated Agricultural Youth Work Guidelines can help parents and supervisors determine if a youth has the physical and cognitive abilities to safely work with animals. For guidelines specific to animals, see <https://doi.org/10.21636/nfmc.nccrahs.youthwork.workanimals.g.2017>

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