

Know • Learn • Connect

National Farm Safety Week

Campaign Toolkit



17-21 July 2017



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National Farm Safety Week

National Farm Safety Week (17-21 July) is held each year to help raise awareness of farm safety issues across Australia. National Farm Safety Week is an initiative of Farmsafe Australia and has been running successfully for the past 19 years. This year's theme 'Creating a resilient, safe and healthy agricultural community' highlights the importance of business and industry working together to increase the well-being of Australian farmers through improved attention to health and safety.

Know Injury has developed this toolkit to support Local Governments, community organisations and regional services to become involved in National Farm Safety Week. From the 17 to 21 July, Know Injury invites you to raise awareness of childhood farm injuries by posting on social media and sending a press release to your local newspaper. You'll find everything you need to get started within this toolkit.

What can Local Governments and organisations do to promote National Farm Safety Week?

Using social media

National Farm Safety Week is a great opportunity to get active on your social media accounts and promote messages to reduce childhood farm injuries. In the following pages, Know Injury has provided social media templates for Twitter and Facebook, a blog post and a media release for Local Governments and organisations to use from 17 to 21 July.

How else can your Local Government or organisation get involved?

- **Awareness events and activities in the workplace or community**
Set up a stall or stand in your reception area, local shopping centre or weekend farmers market. Display posters and hand out resources. Contact local radio or newspapers. Ask your communication team to cover the day, particularly on social media.
Visit local schools to present at an assembly on 'How to be safe on a farm'.
- **Schedule a first aid training course** for your community members to attend.

Communication templates

Use the following templates to raise awareness of farm safety.

Facebook templates

1. It's National Farm Safety Week from 17 – 21 July. Farm safety is everyone's responsibility: Whether you live, work or are visiting a farm, take care and familiarise yourself with potential hazards. Visit www.farmsafe.org.au to learn more #farmsafetyweek
2. Children aged between 10 and 14 years have the highest rates of farm injury and account for over 40% of farm injury presentations to Princess Margaret Hospital Emergency Department. Remember, adult supervision is crucial to prevent child injury on farms. Visit www.kidsafewa.com.au for tips on keeping children safe on the farm #farmsafetyweek

3. Children love to help out around the farm, but did you know that sow and harvest seasons are the most dangerous times for children on farms? These periods (April to June and October to January) account for a high number of farm injury emergency department visits to Princess Margaret Hospital. Help keep children safe on farms by ensuring they are given age appropriate jobs and supervised at all times. #farmsafetyweek
4. The key causes of child farm injuries are drowning (0-5 years), injury associated with motorcycles (5-15 years), injury associated with other farm vehicles, horse-related injury (5-15 years) and injury associated with farm machinery. Farm injury is preventable; educate and familiarise children from a young age about potential dangers on a farm. #farmsafetyweek
5. Safety planning and prevention is the key to keeping kids safe on farms. Kidsafe WA www.kidsafewa.com.au recommends that parents:
 - Provide active supervision
 - Create safe play areas
 - Make changes to reduce or remove hazards
 - Educate and familiarise kids about potential hazards
 - Give age appropriate jobs to children
 - Learn first aid#farmsafetyweek
6. National Farm Safety Week 17-21 July. Keep your children safe on the farm; remove them from potential hazards and create safe play areas with barriers. Visit www.kidsafewa.com.au for more information #farmsafetyweek

Twitter templates

1. Keep your children safe on farms by reducing and removing potential hazards. www.kidsafewa.com.au. #farmsafetyweek
2. Teach children clear rules and guidelines from a young age about potential dangers on a farm. www.kidsafewa.com.au #farmsafetyweek
3. July 17-21 is Farm Safety Week. Make changes around the farm to reduce or remove hazards. www.kidsafewa.com.au. #farmsafetyweek
4. Children 10-14 years have the highest rates of farm injury. Alter jobs and activities to ensure they are age appropriate #farmsafetyweek
5. If you have visitors on the farm, make sure you inform adults and children of potential hazards #farmsafetyweek
6. Adult supervision is an essential component of avoiding childhood injuries on farms. www.kidsafewa.com.au #farmsafetyweek

Media release

XX July 2017

Farm safety crucial for city and country kids

Following recent tragedies involving children on farms, this year's National Farm Safety Awareness Week takes on added importance to educate those living both regionally and in the city area, about the importance of farm safety around Australia. National Farm Safety Week will run from 17 – 21 July.

The statistics for farm injuries and fatalities are concerning, and while they affect both children and adults, childhood farm injuries are a serious public health issue, and result in a high number of hospital presentations each year.

The City of (insert name) Mayor/CEO (insert name) said "research showed children aged between 10 and 14 years had the highest rates of farm injury and accounted for over 40% of farm injury presentations to Princess Margaret Hospital Emergency Department (PMH ED)".

"It's important to remember that this is not just an issue for people who live in rural areas. City visitors need to be aware of their safety while visiting farms around the state, *(optional: even in fringe urban areas which we have in our area)*," he/she said.

"This is a joint responsibility – farmers need to ensure their farms are safe for visitors, and visitors of all ages need to be aware that hazards exist on farms and take precautions,"

There are numerous hazards for children on farms including vehicles, machinery, unfenced bodies of water, equipment and animals.

Injury Matters' Chief Executive Sandy Lukjanowski said the key causes of child farm injuries were drowning (0-5 years), injury associated with motorcycles (5-15 years), injury associated with other farm vehicles, horse-related injury (5-15 years) and injury associated with farm machinery.

"We know that there are higher rates of farm injury presentations at PMH ED during sow and harvest seasons on farms; April to June and October to January," she said.

"These periods coincide with school holidays, which may contribute to the higher rates of PMH ED presentations. Weekends also record a disproportionate number of injury presentations at PMH ED, accounting for over 50% of all childhood farm injuries. So it's really important that parents are extra vigilant during these times,"

"Injuries are preventable, and there's a number of ways that parents can help prevent injuries on farms in Western Australia, whether you're living there, or just visiting," Mayor (insert name) said.

Kidsafe WA recommends that prevention and safety measures for children on farms should include:

- **Active supervision:** adult supervision is essential to avoid childhood injuries on farms. Discuss supervisory roles to avoid confusion, particularly when multiple adults are present.
- **Creating safe play areas:** remove children from potential dangers and create a safe play area with barriers.
- **Make changes** around the farm to reduce or remove hazards.
- **Educate children about potential hazards:** educate children from a young age about potential dangers on a farm. Teach children clear rules and guidelines from a young age, and inform farm visitors.
- **Age appropriate jobs:** alter jobs and activities for older children to ensure they are age appropriate and restrict involvement in dangerous tasks.
- **Learn first aid:** all families and farm workers should know correct first aid procedures to ensure no time is wasted in the event of an emergency.

ENDS

Media contact:
(Insert Media Contact)

Blog post template

Farms offer a unique environment and provide wonderful opportunities for children to grow, develop and learn. However, it can sometimes be difficult to separate the family home and workplace functions of a farm environment. Farms hold numerous hazards for children, including vehicles and quad bikes, machinery, unfenced bodies of water, equipment and animals. This 17-21 July, the *(insert organisation name)* will be supporting National Farm Safety Week to help raise awareness of the importance of keeping our children safe on farms.

Children aged between 10 and 14 years have the highest rates of farm injury and account for over 40% of farm injury presentations to Princess Margaret Hospital Emergency Department. Children living in the Perth region account for over 50% of these injuries- which is a reminder that farm safety is everyone's responsibility. Farmers need to ensure their farms are safe for visitors, and visitors of all ages need to be aware that hazards exist on farms and take precautions.

Sow and harvest seasons, April to June and October to January, coincide with higher rates of farm injuries in children. Farm injuries during these periods account for 66% of total farm injury presentations to Princess Margaret Hospital Emergency Department. These periods also coincide with school holidays, which may also contribute to the higher rates during these months. Saturdays and Sundays record a disproportionate number of injuries, accounting for over 50% of all childhood farm injury presentations at Princess Margaret Hospital Emergency Department.

Most importantly, farm injuries are preventable and efforts should be tailored towards the child's developmental stage. Kidsafe WA recommends that prevention and safety measures for children on farms include:

- Active Supervision: Adult supervision is an essential component of avoiding childhood injuries on farms. It is important to outline supervisory roles to avoid confusion, particularly when multiple adults are present.
- Creating safe play areas: Remove children from potential dangers and create a safe play area with barriers.
- Make changes around the farm to reduce or remove hazards.
- Education and familiarisation of potential hazards: Educate children from a young age about potential dangers on a farm. Teach children clear rules and guidelines from a young age, and inform farm visitors.
- Age inappropriate jobs: Alter jobs and activities for older children to ensure they are age appropriate and restrict involvement in dangerous tasks.
- Learning First Aid: All families and farm workers should know correct first aid procedures to ensure no time is wasted in the event of an emergency.

For more information on keeping children safe on the farm, visit www.kidsafewa.com.au or www.farmsafe.org.au.

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Organisations working to prevent childhood farm injuries

Farmsafe Australia

Farmsafe Australia is a not-for-profit organisation that aids in the coordination of efforts to address farm safety issues in Australia. Farmsafe Australia's mission is to lead and coordinate national efforts to enhance the well-being and productivity of Australian Agriculture through improved health and safety awareness and practices.

Farmsafe Australia has a selection of resources available online through their [website](#) including school resources, DVD and videos, information and statistics and radio announcements. These resources can be downloaded and distributed at your Farm Safety Week events/stalls or shared with schools in your area.

Farmsafe Australia has a [video](#) that looks at 'simple things that can be done to help with child safety on your farm'. It could be a great resource to post on your social media pages.



Farmsafe WA Alliance

Farmsafe WA is a not-for-profit, non-government organisation with the aim to protect farming families and workers, and improve farm business performance through better safety awareness and practices.

Kidsafe WA

Kidsafe WA is the leading independent not-for-profit organisation dedicated to promoting safety and preventing childhood injuries and accidents in Western Australia. Kidsafe aims to prevent childhood death from unintentional injury and to reduce the severity of injuries to children via education, advocacy and research.

For information about child farm injuries, [click here](#) to access the Kidsafe WA 2016 report, 'WA Childhood Injury and Surveillance research report: Farm Injuries'.

Kidsafe WA also has a Farm Safety Fact Sheet available for download from their [website](#).



Farm Safety

A farm can be an endless backyard full of exciting places for children to explore, however it can also be home to a number of hazards. As well as being a family home a farm is also a workplace and it can be difficult to separate the two. The following tips will help you to keep you and your family safe on the farm.



1. Always supervise children. Young children in particular are very curious and tend to change their behavior without any warning. If there is more than one adult around, designate a supervisor to avoid any confusion.
2. Be aware of potential dangers on the farm. This fact sheet will help you to identify what to look out for.
3. Make changes around the farm to reduce or remove hazards.

Fun for All Ages

Farm activities can vary greatly between younger and older children. Farm safety can also be different between age groups of children. Young children hold little understanding of instructions, rules, and danger. It is essential to take younger children out of a hazardous farm environment and allow them to play in a safe area on the property.

Older children are more likely to be exposed to hazards from being given unsuitable chores and tasks. It is important for older children to be only given small, age appropriate jobs on the farm. Safety precautions must be undertaken and protective gear worn at all times.

Safe play area

For families living on farms, a fenced play area away from water, machinery and other farm hazards is recommended for young children. A safe play area should be:

- Close to the home and clearly visible.
- Securely fenced with solid or vertical railing and no foot holes for children to climb.
- Within 1.2 to 1.5 metres high, with only a small or no space between the bottom of the fence and the ground below.



Water Safety

Farms can be home to many different bodies of water such as dams, tanks, creeks, rivers, pools and troughs.

To prevent drowning on farms:

- Familiarise children with water from a young age.
- Make sure you are aware of dams or other bodies of water on or near your property.
- Securely fence swimming pools with a well maintained self-closing gate.
- Remove or secure ladders on tanks so that they are out of reach from children.
- Ensure all wells and troughs are fitted with lids or mesh.

It is important to remember that children can drown in only a few centimetres of water and should be supervised at all times around water.

www.kidsafewa.com.au

protecting children from injury

Additional Background Information

Why is childhood farm safety an issue?

Childhood farm injuries are a serious public health issue, with over 400 children hospitalised for injuries on Australian farms in the 2011-2012 financial year (5). Australian farms continue to be a high-risk setting for injury particularly with a high percentage of farms being family owned and operated; it can be difficult to separate the farm environment from a family home and a workplace (6). There are numerous hazards for children on farms including vehicles, machinery, unfenced bodies of water, equipment and animals (1).

Between July 2005 and June 2015 there were 226 presentations at Princess Margaret Hospital (PMH) due to a farm injury (7). Kidsafe WA reported that as children are often treated at local regional facilities such as hospitals or GP clinics, their data represents only a snapshot of all childhood farm injuries in Western Australia (7). Children who do present at PMH are often seriously injured or could not receive adequate treatment at a regional facility.

Between July 2005 and June 2015 males accounted for 54.9% of farm injury presentations at PMH (7). Children aged between 10 and 14 years had the highest rates of farm injury and accounted for 40.7% of presentations to PMH Emergency Department (ED) (7). The majority of farm injury presentations were from children who resided in the Perth region (57%), followed by children living in the Wheatbelt (23%) (7).

A high proportion of farm injury presentations to the PMH ED were caused by an unintentional mechanism(7). Key mechanisms of child farm injuries are drowning (0-5 years), injury associated with motorcycles (5-15 years), injury associated with other farm vehicles, horse-related injury (5-15 years) and injury associated with farm machinery (8).

Higher rates of farm injury presentations at PMH ED coincide with sow and harvest seasons on farms; April to June and October to January (9). Farm injuries during these periods account for 66% of total farm injury presentations to PMH ED (7). These periods also coincide with school holidays, which may contribute to the higher rates of PMH ED presentations during these months (10). Saturdays and Sundays record a disproportionate number of injury presentations at PMH ED, accounting for over 50% of all childhood farm injuries (7).

Prevention measures are essential to avoid childhood injuries and fatalities on farms in Western Australia and should be tailored to the child's developmental stage. Kidsafe WA recommends:

- **Active Supervision:** Adult supervision is an essential component of avoiding childhood injuries on farms. It is important to outline supervisory roles to avoid confusion, particularly when multiple adults are present (1).
- **Creating safe play areas:** Remove children from potential dangers and create a safe play area with barriers (2).
- **Make changes around the farm to reduce or remove hazards.**
- **Education and familiarisation of potential hazards:** Educate children from a young age about potential dangers on a farm. Teach children clear rules and guidelines from a young age, and inform farm visitors (3).
- **Age inappropriate jobs:** Alter jobs and activities for older children to ensure they are age appropriate and restrict involvement in dangerous tasks (2).
- **Learning First Aid:** All families and farm workers should know correct first aid procedures to ensure no time is wasted in the event of an emergency (3,4).

Injury Matters (formerly the Injury Control Council of Western Australia)

Injury Matters aims to empower, influence and collaborate with the WA community to prevent injury and support recovery, because it believes all West Australians can live life uninterrupted by injury.

Know Injury

Know Injury provides knowledge, training, resources, and networking opportunities aimed at preventing injuries in Western Australia. To do this, Know Injury works with Local Governments, health workers, not-for-profit and community organisations to Know, Learn and Connect:

- **Know** about when, where, why and to whom injuries occur
- **Learn** how to adopt a public health approach to preventing injuries
- **Connect** with other people and organisations working to prevent injuries in Western Australia

Know Injury is provided by Injury Matters and funded by the State Government through the Department of Health.

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