



National Farm
Medicine Center

Year in Review

2011

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New director for NFMC

In the opening days of 2012, **Barbara Lee, Ph.D.**, passed directorship of the National Farm Medicine Center to **Matthew Keifer, M.D., M.P.H.**, ensuring a seamless transition into the center's 31st year.

Dr. Lee, NFMC director since 2000, remains director of the National Children's Center for Rural and Agricultural Health and Safety.

"I've been quite impressed with Dr. Keifer's successful transition from the University of Washington in Seattle to Marshfield Clinic Research Foundation," Dr. Lee said. "I'm confident he will carry forward the Farm Center's positive reputation for research, education and service. It is a pleasure and honor to pass the gavel and pitchfork over to him!"

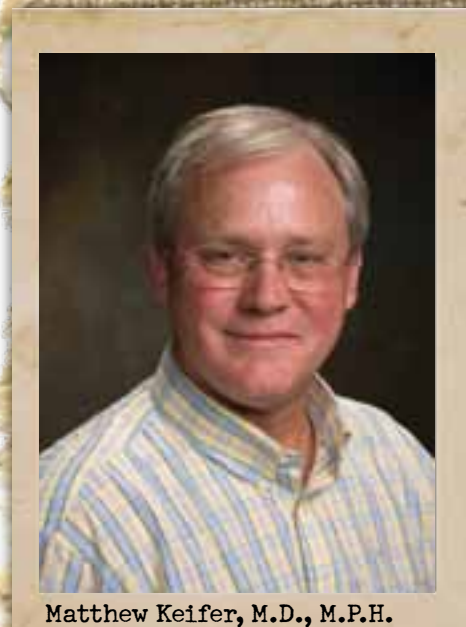
Dr. Keifer, who joined the NFMC in 2010 as the Dean Emanuel Endowed chair, is building a new dimension to the Farm Center with an emphasis on occupational health and safety research, on-site safety consultations, and the health and safety of the Hispanic workforce.

Dr. Keifer also is co-director of the Upper Midwest Agricultural Safety and Health Center based at the University of Minnesota. This National Institute for Occupational Safety and Health (NIOSH)-funded center provides support for three NFMC-run research projects.

"It's a challenging but interesting time to take over the lead," Dr. Keifer said. "We have great community support and healthy research funding."

However, agriculture, the farm workforce and the funding environment is changing.

"The politics of scarcity threaten the research funding structures we depend on," he said. "Our people are creative and adaptable, and thus hope to keep ahead of the changes and expect to continue to offer valuable service and new discoveries to help the sustainability and health of the agricultural community for many years to come."





The National Farm Medicine Center
launched Agricultural Safety
Consulting to assist and support
dairy farmers in a changing industry.

Agricultural Safety and Health

During 2011, the National Farm Medicine Center became more engaged in adult agricultural health and safety projects than at any time since the 1990s.

Dairy Workers Safety and Health Initiative

The National Farm Medicine Center, seeing a need to assist and support dairy farmers in a changing industry, and responding to input from Professional Dairy Producers of Wisconsin, launched Agricultural Safety Consulting (ASC). Established and directed by **Matthew Keifer, M.D., M.P.H.**, Agricultural Safety Consulting specializes in safety program development, implementation and management. Its multicultural and bilingual staff has unique capabilities in addressing the Spanish-language training needs of employees.

ASC services include:

- Identifying and addressing hazards created by mechanical systems, equipment, farm operations, work practices/behaviors and environmental exposures that can cause a workplace injury or illness.
- Educating the farmer on safety and health regulatory compliance and program requirements related to confined space, hazardous communication, machine hazards, herdsmanship techniques, electrical exposures, and personal protective equipment.
- Conducting safety and health training services (in English and/or Spanish) that assist in regulatory compliance and promoting safety awareness/safe work practices.
- Identifying workplace exposures that create a need for further occupational health services such as hearing tests, respiratory medical evaluations and fit-testing.
- Assisting and supporting management in understanding the importance of a commitment to safety.
- Demonstrating how an investment in safety is a critical part of a sustainable business plan.



ASC emerges at a time when the Occupational Safety and Health Administration has initiated a Local Emphasis Program to inspect dairy farm operations in Wisconsin, focusing on common hazards in dairy farm activities. ASC can help farmers not only comply with safety and health regulations, but also reduce injuries in a hazardous industry.

Team members include Occupational Safety Specialist **Carol Magurany Brotski, M.S.**, a former OSHA employee with 23 years of occupational safety experience, and Agricultural Safety Specialist **Tom Drendel, M.S.**, who managed the UW-Marshfield Agricultural Research Station for 25 years. The NFMCC consulting team will add a bilingual community outreach specialist in early 2012 to help conduct safety and health training for farm workers.

Upper Midwest Agricultural Safety and Health (UMASH) Center

Dr. Matthew Keifer is co-investigator of the new NIOSH-funded Upper Midwest Agricultural Safety and Health (UMASH) Center www.umash.umn.edu/. It is one of nine Centers of Excellence in Agricultural Disease and Injury Research, Education, and Prevention funded by the National Institute for Occupational Safety and Health (NIOSH). The center is a collaboration of the Farm Center, the University of Minnesota School of Public Health and College of Veterinary Medicine, and the Minnesota Department of Health. This collaboration focuses unique and complementary expertise on existing and emerging occupational health and safety issues in agriculture. Also working on UMASH projects is **Amy K. Liebman, M.P.A., M.A.**, of Migrant Clinicians Network. Based in Maryland, Liebman has been a virtual member of the Farm Center for 11 years.

UMASH will initially focus on health and safety issues related to animal agriculture production. Broadly speaking, the Farm Center will address dairy issues and the Minnesota researchers will deal with pork production. A central UMASH theme is the interrelationship between the production practices, which are primarily driven by social, economic and animal health considerations, and the health and safety conditions in the workplace.



The Farm Center's three UMASH projects:

Seguridad en las Lecherias: Immigrant Dairy Worker Health and Safety. Dr. Keifer and project co-Principal Investigator Amy K. Liebman, seek to bridge the gap in worker health and safety training in dairy production by testing a culturally appropriate, occupational safety and health intervention to reduce worksite hazards and to improve knowledge and practices among immigrant dairy workers in Wisconsin. The project will pilot a bilingual safety curriculum for Hispanic workers and utilize *Promotores de Salud* or lay health workers to employ a 'train-the-trainer' approach to educate workers. This use of *promotores* is a proven approach in community health promotion. It has not been utilized among the new dairy workforce in Wisconsin and its previous application in a workplace setting has been limited.

Surveillance of Disease and Injury in Wisconsin Dairy Farmers and Workers. No practical surveillance mechanism exists that collects information on injuries and illnesses associated with agricultural activities for most farms in the US. This study will be the first to establish population-based estimates of incidence and prevalence of work-related injuries and illnesses in dairy in Wisconsin. The project will also explore the value of electronic health records as a resource in surveillance. The goal is to establish an active surveillance process using a recurring survey. This project brings together the Wisconsin Department of Agriculture (USDA NASS), the Marshfield Epidemiologic Study Area (MESA) and Marshfield Clinic Electronic Medical Records (MCEMR). These resources will be used to further develop a surveillance system and identify high risk production practices related to injury and illness in dairy farmers and workers.

Facilitating Return to Work for Injured and Ill Animal Agriculture Workers. Primary care clinicians are often poorly equipped to manage and treat occupational injuries and illness and have few resources to facilitate workers' return to work. This project will create a mechanism to bring the realities of work on the farm to the clinic in a way that the clinician can review, understand and develop a transitional plan that will safely and promptly return the worker to the workplace. Ultimately, the investigators will develop a prototype return to work software program with an interactive user interface to produce applicable Light Duty Job Assemblies. The investigators will pilot test the application with occupational medicine physicians and primary care residents in Minnesota and Wisconsin. The final product will empower clinicians to provide injured workers in dairy and pork production with an effective and adaptive return to work program.

The Upper Midwest Agricultural Safety and Health Center is funded by a cooperative agreement from the National Institute of Occupational Safety and Health, 1 U54 OH010170.



Agromedicine Training and Clinics

AgriSafe Network

Specific training in agricultural medicine is generally not provided in a medical school curriculum. To fill this education gap, the National Farm Medicine Center and Marshfield Clinic Occupational Health conduct multi-day training classes held in conjunction with the not-for-profit AgriSafe Network. These trainings confer AgriSafe certification to health care providers throughout the Marshfield Clinic system and the state of Wisconsin, with attendees gaining specialized knowledge in the treatment and prevention of agricultural illness and injury.

This collaboration is facilitated by **Steven Kirkhorn, M.D., M.P.H.**, medical director of NFMC and chair, Marshfield Clinic Occupational Health. Dr. Kirkhorn also sits on the AgriSafe Board of Directors. Through his efforts, AgriSafe-certified providers now work in several departments of Marshfield Clinic, including Occupational Health, Allergy, Infectious Disease and Family Medicine.

FARM (Farm, Agricultural, and Rural Medicine) Center

In March, Marshfield Clinic's tradition of caring for farmers, their families and employees continued with establishment of the specialty FARM (Farm, Agricultural, and Rural Medicine) Clinic. Dr. Kirkhorn, along with **Matthew Keifer, M.D., M.P.H.**, provide consulting services on pesticide exposures, agricultural respiratory and allergic conditions, musculoskeletal disorders affecting the ability to farm and resulting disability issues, complex workers' compensation and other conditions arising from agricultural exposures.

Drs. Kirkhorn and Keifer are both board certified in occupational medicine. In addition, Dr. Kirkhorn is board certified in family practice medicine and Dr. Keifer is board certified in internal medicine.

Dr. Kirkhorn is a clinical faculty member in the Office of Rural Health at the University of Wisconsin School of Medicine and Public Health, and both assist in training of medical/pediatric residents.

Dr. Keifer serves on the Federal Advisory Committee Act (FACA) committee to the Office of Pesticide Programs and has also spearheaded efforts within the American Public Health Association to adopt policy resolutions supporting the protection of agricultural workers. He recently served on an Institute of Medicine committee to strengthen occupational health in electronic health records.

Journal of Agromedicine

One unique aspect of the NFMC is that it edits a peer-reviewed journal that is indexed by the National Library of Medicine. Farm Center Director Matthew Keifer, M.D., M.P.H., who assumed editorship of the Journal of Agromedicine in the fall of 2011, said one of his goals is to introduce the Journal to a broader audience.

“The research and relevant literature that we publish in the Journal of Agromedicine has value for researchers, clinical practitioners and health and safety professionals who work with the many hundreds of millions of people associated with agriculture worldwide,” Dr. Keifer said. “The Journal has a unique place in the health and safety literature, and we need to make ourselves better known.”

Dr. Keifer took over as editor-in-chief from Dr. Steven Kirkhorn, who brought the Journal to the National Farm Medicine Center in 2004 when its previous editorial home lost funding. Starting from scratch with no papers, Dr. Kirkhorn led the Journal to where it is today, a respected and on-time publication that has no problem filling its page quota.

Dr. Keifer is assisted by **Scott Heiberger**, managing editor. The Journal is published by Taylor & Francis Group.



Agricultural Safety and Health Council of America



In its efforts to reduce illness and injury, the National Farm Medicine Center continued to involve agricultural businesses and producers' groups via the Agricultural Safety and Health Council of America (ASHCA).

Membership grew to nearly 40 associations representing livestock and grain producers, safety and health professionals, researchers, migrant workers, insurance companies, government agencies and other key stakeholders.

ASHCA (www.ashca.com) sees an opportunity to create safer workplaces by aligning with companies that embrace Corporate Social Responsibility (CSR) and Shared Values (SV). Corporate Social Responsibility is another term for corporate citizenship. Shared Values describes the linkage between business strategy and social responsibility. These concepts are becoming more important as consumers express their desire to know where food comes from, and that it is produced and distributed in a safe, sustainable manner.

Also in 2011, ASHCA took steps to preserve funding for the National Institute for Occupational and Health (NIOSH) Agriculture, Forestry and Fishing (AFF) program, submitting letters of support to key legislators and policy makers on Capitol Hill.

ASHCA's January 2012 workshop in Washington, D.C., focused on implications of public policy and corporate practice on worker safety and health. Ten presenters discussed big-picture policy as well as real-world case studies on successful safety interventions.

Barbara Lee, Ph.D., continued as administrative director of ASHCA. She was assisted by **Tammy Ellis and Melissa Butts** (administration) and **Scott Heiberger** (public relations). Dr. Lee helped facilitate formation of ASHCA in 2007. ASHCA is incorporated as a not-for-profit 501 (c)(3).





Childhood Agricultural Health and Safety

The National Children's Center has been funded since 1997 by the National Institute for Occupational Safety and Health to lead childhood agricultural injury prevention efforts in this country. The center is part of the National Farm Medicine Center and Marshfield Clinic Research Foundation, Marshfield, Wisconsin. **Barbara Lee, Ph.D.**, is the director and **Barbara Marlena, Ph.D.**, is deputy director.

Joining the staff was **Marsha Salzwedel, M.S.**, who most recently worked as an instructor at Marshfield Labs. Her responsibilities include several aspects of National Children's Center projects, including facilitation of Agritourism and the Childhood Agricultural Safety Network.



2012 Blueprint for Protecting Children in Agriculture

“Blueprint for Protecting Children in Agriculture: The 2012 National Action Plan” (www.marshfieldclinic.org/blueprint) will take an updated look at preventing childhood agricultural injury and death. The document is scheduled for release in April 2012.

The Blueprint endeavors to build upon the 1996 plan that launched a national initiative leading to a remarkable reduction in nonfatal injuries among children who live on, visit and work on farms. The 2012 Blueprint re-sets priorities to reflect changes in agricultural production and worker profiles. The project is being co-directed by Susan Gallagher, M.P.H., Tufts University in Boston, and Dr. Barbara Lee, with assistance from Dr. Barbara Marlena.

“Moving forward, child advocates, farm organizations, safety practitioners, researchers, policy makers, funding agencies and corporate sponsors are encouraged to set their own priorities consistent with the goals and recommended strategies proposed in this 2012 plan,” said Dr. Lee.

The 2012 Blueprint will also be addressed in the peer-reviewed Journal of Agromedicine (Volume 17, Issue 2 - www.tandfonline.com) with 16 full-length manuscripts and accompanying editorials.



Agritourism guidelines to go interactive

An estimated 29.3 million youth visit a farm each year, and most are unfamiliar with the farm environment and its associated hazards. Whether it's u-pick produce, hay rides, petting zoos, festivals or hands-on chores, agritourism operators can prepare for safe and positive visits by consulting “Agritourism Health and Safety Guidelines for Children” (www.marshfieldclinic.org/agritourism). Originally published in 2007 by the National Children’s Center, Marsha Salzwedel is leading development of the resource into an interactive Web guide called “Integrating Safety into Agritourism” that will feature a virtual safety walkthrough to identify and address hazards. The guide is being designed with feedback from an advisory group of agritourism farm owners and agritourism association representatives from across the nation. Anticipated release is summer 2012.

Safe Play Research Project

The latest federal data indicate that up to 80 percent of all non-fatal injuries to children on farms occur when children are not engaged in work. The Creating Safe Play Areas on Farms initiative (www.marshfieldclinic.org/safeplay) offers an alternative to having young children in the farm worksite. The Safe Play research team, led by Eileen Fisher, Ph.D., University of Iowa, completed recruitment of 450 farm families from six Midwestern states with a child age 6 or younger to participate in a study analyzing what interventions would motivate parents to create a fenced safe play area to keep children out of the worksite. The team, which included **Tammy Ellis**, education outreach specialist, conducted the educational intervention and evaluated the process and resources. The team will next assess the changes in the quantity and quality of play areas and parental intentions, attitudes, and beliefs related to the installation and use of safe play areas. The information gained from this study will help to develop messages to increase the knowledge about the benefits of creating safe play areas. Identifying the reasons for or against creating a safe play area will allow researchers to develop interventions to overcome those barriers.

Childhood Agricultural Safety Network (CASN)

Since 2000, the mission of Childhood Agricultural Safety Network (CASN) has been to “set a vision and provide leadership and coordination of childhood agricultural injury prevention efforts in a manner that is both geographically and ethnically diverse.” Marsha Salzwedel, M.S., worked with Dr. Lee to continue the facilitation of this coalition of North American health and safety organizations (www.childagsafety.org).

CASN highlights

Webinar: CASN co-sponsored a presentation with webinar host AgriSafe Network on the topic of proposed updates to the federal child agricultural labor regulations. Mary Miller R.N., M.N., child labor/young worker specialist with the Washington State Department of Labor and Industries, made the presentation in October during the official comment period. The presentation drew a large and diverse audience that included industry and child-advocacy groups.

60 Minutes: **Amy K. Liebman, M.P.A., M.A.**, representing Migrant Clinicians Network, and Barbara Lee gave off-camera interviews that helped frame Byron Pitts’ “Children in the Fields” report that aired in May, www.cbsnews.com/video/watch/?id=7366906n&tag=contentMain;contentBody.

In-person meeting: The annual CASN meeting was held in June in Boise, Idaho. A record 40-plus organization representatives attended.

Media Guidelines: This fact sheet of do’s and don’ts for safe depiction of agricultural practices by media was translated into French. The guidelines were first released in English in 2010. Both versions can be found at www.marshfieldclinic.org/nccrahs/?page=nccrahs_resources/ The guidelines caught the attention of the International Federation of Agricultural Journalists (members in 31 countries), which invited National Children’s Center Communications Specialist **Scott Heiberger** to write an article on the guidelines for its Web site (www.ifaj.org).

Mini-grants

The National Children's Center federal award includes annual funding for mini-grants that allow community organizations to conduct small-scale projects. Since 2002, 40 projects have been funded in amounts up to \$20,000. Slightly more than half of the projects have addressed vulnerable populations.

Three mini-grants were funded for FY 2012:

Michael Pate, Ph.D., Utah State University, "Utilizing Social Narratives to Promote Diné Youth Agricultural Safety: Development of an Online Community Resource for Parents."

Thomas Arcury, Ph.D., Wake Forest University, "Youth Health Educator Program to Prevent Heat-Related Illness among Child Migrant and Seasonal Farmworkers."

Jill Kilanowski, Ph.D., APRN, Cincinnati Children's Hospital Medical Center, "With the Eyes of Students: Safety in the Migrant Camps and Student Development of a Multimedia Instructional Learning Tool."

New Research

Dr. Barbara Marlenga is lead investigator on, "The Role of Cognitive Development in Safe Tractor Operation: A Simulation Study." This two-year pilot funded by the National Institute for Occupational Safety and Health is being conducted using the National Advanced Driving Simulator at the University of Iowa, considered to be the world's most advanced ground vehicle simulator. This technology will allow researchers to gather empirical evidence to answer important questions that could not be safely be answered with other methods. Results will assist in generating a model of cognitive developmental factors relevant for safe tractor operations by youth that can be used and tested in future research, intervention development, and policy applications.

Dr. Marlenga is co-investigator on another new study, "Saskatchewan Farm Injury Cohort Study: Phase II," which is looking at physical, economic and cultural environments and their effects on injury rates in agricultural populations. The investigators propose to follow the general cohort of 2,390 farms (5,502 people) for an additional three years, and to expand focus to include injuries experienced by members of vulnerable populations through the establishment of a child and young worker cohort.



Noise-induced hearing loss is not just a problem of middle- and old-age, according to Dr. Marlenga's Hearing Conservation Program Follow-up Study.

Ongoing Research

Results were published from the Hearing Conservation Program Follow-up Study, which examined whether hearing education for rural high school students conducted from 1992 to 1996 resulted in: 1) less noise-induced hearing loss and/or 2) continued use of hearing protection devices when participants were re-contacted 16 years later. Key findings: the hearing conservation program did not make a big difference in hearing loss (suggesting that education alone is not enough); noise-induced hearing loss is not just a problem of old age (measurable hearing loss was observed in nearly two-thirds of participants); recreational noise exposures (e.g., guns, chainsaws) were found more likely to be related to hearing loss than work exposures.

This long-term follow-up has allowed researchers to begin seeing when in a person's life noise-induced hearing loss typically begins to emerge, and what factors lead to hearing loss (Marlenga et al., "Randomized trial of a hearing conservation intervention for rural students: long-term outcomes." *Pediatrics*. 2011: 128(5)). Another manuscript by Marlenga et al., "Determinants of early stage hearing loss among a cohort of young workers with 16-year-old follow up," has been accepted for publication by the *Journal of Occupational and Environmental Medicine*.

NFMC director receives international honor for work with children

Barbara Lee, Ph.D., was one of nine individuals worldwide to be conferred an honorary doctorate degree by the Swedish University of Agricultural Sciences, October 8, in Uppsala, Sweden.

Dr. Lee was honored for her accomplishments in childhood agricultural injury prevention. The other honorary doctors work in the fields of water quality, microbiology, forestry, economics, education and livestock. Their lectures are posted at www.slu.se/en/research/lectures-and-dissertations/honorary-doctors-lectures/honorary-doctors-2011/.

"This has been a national initiative, involving many dedicated colleagues here in Marshfield, Wisconsin, and across the U.S.," Dr. Lee said. "I want to share the honor with each of them!"

While in Sweden Dr. Lee gave lectures on "Childhood agricultural injuries and their prevention in the U.S.," to students and faculty at the agriculture campus in Alnarp as well as the main campus in Uppsala.



Migrant and immigrant issues

American agriculture benefits from an influx of talented, highly capable Hispanic workers from disparate professions in differing locations throughout Mexico and Latin America. These willing workers represent some 40 - 60% of the Wisconsin dairy workforce and make up about one-third of the agricultural workforce in the United States. By and large, these are younger, less educated, more likely to be foreign-born, less likely to speak English, and less likely to be U.S. citizens or to have a legally authorized work permit. Migration, language barriers and a lack of acculturation adds to the hazards inherent in agriculture.

The Farm Center is building capacity to address the safety and health needs of these workers, expanding its staff and the scope of its efforts. The Agriculture Safety Consulting program features a bilingual community outreach specialist at the forefront of the Farm Center's worker health and safety training efforts. Additionally, the Farm Center has strengthened its long and ongoing partnership with the Migrant Clinicians Network (MCN) to bring culturally appropriate educational interventions to the dairy industry. **Amy K. Liebman, M.P.A., M.A.**, who directs MCN's environmental and occupational programs, remains the key staff person who oversees MCN's work with the Farm Center. MCN serves as an important partner in the Farm Center's Upper Midwest Agricultural Safety and Health (UMASH) projects, co-directing a project that focuses on immigrant workers and providing extensive coordination and support to launch the overall UMASH program.

MCN also assisted the National Children's Center in addressing the needs of migrant children and hired adolescent farmworkers. In establishing the Blueprint for Protecting Children in Agriculture: The 2012 National Action Plan, Liebman's participation as a core team member helped the Children's Center foster an important focus on migrant children. MCN further assisted the Children's Center in organizing presentations and sessions at national conferences to promote the Blueprint's strategies and findings. MCN supported the Children's Center in its efforts to promote child care for children from agricultural families, visiting a model childcare and family service center for migrant children on behalf of the Children's Center in order to understand the core components necessary to keep migrant children safe while parents work.

MCN continues to distribute Aun Que Cerca...Sano. This colorful, educational, Spanish language comic book helps farmworker parents understand ways to protect their children from pesticide exposure. This resource was originally developed in partnership with Farm Safety 4 Just Kids with support from the National Children's Center. In collaboration with the National Association of State Departments of Agriculture Research Foundation, MCN distributed 60,000 copies the comic books in 2011 and due to intense demand, will distribute an additional 60,000 copies in 2012.

Health and safety professionals, farm families, and media can benefit from the Spanish-language resources on the National Children's Center Web site, www.marshfieldclinic.org/nccrahs/?page=nccrahs_resources. These resources include: strategies to prevent injury to children and adolescents, guidelines for designing and building an outdoor safe play area on a farm, and pesticide safety information.





Outreach

The National Farm Medicine Center took advantage of the nearby 2011 Wisconsin Farm Technology Days to launch its largest outreach effort in several years, with all members of the staff pitching in.

The Farm Center sponsored approximately 500 free skin cancer screenings in conjunction with physicians from the Marshfield Clinic Dermatology Department; the National Children's Center was part of the Family Farm Adventure area, setting up an Interactive Safe Play Area to educate visitors on how to build their own play areas at home; and an NFMC booth disseminated safety resources and general information about the center. An estimated 80,000 visitors came to Seehafer Acres, just outside Marshfield, Wisconsin.

NFMC scientists and staff, including Medical Director Emeritus **Dean Emanuel, M.D.**, did interviews with state and local media. In addition, Medical Director **Steven Kirkhorn, M.D., M.P.H.**, and Agricultural Safety Specialist **Tom Drendel, M.S.**, presented on new NFMC safety and medical programs on the main stage of the Family Living Tent.

Tammy Ellis, NFMC education outreach specialist, took the lead in coordinating outreach in 2011. Other activities:

- Exhibited at AgConnect in Atlanta, Georgia.
- Promoted hearing conservation at the Marshfield Farm Show.
- Exhibited at the Professional Dairy Producers of Wisconsin meeting in Madison.
- Promoted safe play areas for children on farms at Marshfield Community Safety Days.
- Presented "Chemical Trauma on the Farm: Is the Scene Safe" at the 2011 Spirit Trauma Conference for medical professionals in Stevens Point, Wisconsin.
- Sponsored radio public service announcements in central Wisconsin for National FFA Week, June Dairy Month and the Central Wisconsin State Fair.
- Promoted research and programs through presentations and tours for Wisconsin FFA officers.
- Presented on research and OSHA regulations to the Wisconsin Vocational, Technical, and Adult Education (VTAE) Farm Business Instructors.
- Provided resources for Women's Working Wednesday in Marshfield.
- Exhibited at the National Agricultural Bankers Association conference in Indianapolis.
- Continued annual participation in the annual Agricultural Media Summit and the National Association of Farm Broadcasting conference, exhibiting at both events.

Media Relations

The National Farm Medicine Center proactively engages and educates media professionals (new, print, radio, television) on Center activities with the goal of shaping public policy discussion and reducing the burden of injury and illness in agricultural populations. **Scott Heiberger**, communications specialist, represents the Center as a member of the National Association of Farm Broadcasting and the American Agricultural Editors Association, and participates in the annual meetings of those respective organizations. Media releases are sent out via updated distribution lists that include agribusiness and commodity group communicators as well as traditional media professionals; Facebook and Twitter updates supplement releases. In the past year, NFMC scientists and staff have been interviewed by CBS News' 60 Minutes, the Wall Street Journal, USA Today and National Public Radio, among other far-reaching media outlets. Debate over proposed Department of Labor changes to child agricultural labor laws fueled an uptick in media inquiries.



Presentations

2011 Wisconsin Speech-Language Pathology and Audiology Association Annual Conference

February 24 – 26, Stevens Point, WI
“Evaluation of a Hearing Conservation Program for High School Agricultural Students,”
Barbara Marlenga

AgriSafe Network Webinar series

March 23, Online
“Pesticides and Farm Worker Health,” Matthew Keifer

International Society for Agricultural Safety and Health

June 27, Boise, ID
“2011 Blueprint for Protecting Children in Agriculture,”
Barbara Lee

June 29, Boise, ID
“Unique Agricultural Safety and Health Concerns of Children in Vulnerable and Underserved Populations,” Amy K. Liebman

June 27, Boise, ID
“Investigation of an Escherichia Coli O111 Outbreak at the Colorado Department of Corrections Dairy Facility,”
Matthew Keifer

16TH Annual Spirit Medical Transportation Conference Trauma Knows No Boundaries

August 11, Stevens Point, WI
“Chemical Trauma on the Farm: Is the Scene Safe?,” Matthew Keifer

NIOSH First National Conference on Eliminating Health Disparities at Work

September 14 – 15, Chicago, IL
“A Look at Meaningful Use. Occupational and Environmental History and the Coming of Electronic Health Records,”
Matthew Keifer and
Amy K. Liebman

“They Didn’t Mean Ignore Us. How OSHA has Inappropriately Ignored the Needs of Agricultural Work Places,” Amy K. Liebman and Matthew Keifer

“Early Occupational Pesticide Exposure in the Migrant Farmworker Population,”
Amy K. Liebman

International Rural Nursing and Health Conference: The Canopy of Health Care for Rural and Underserved Populations: Strengthening the Root System.

October 6, Binghamton, NY
“Saving Lives by Changing Practices: Migrant Farmworkers and the Role of Nurses: Successfully Integrating Environmental and Occupational Health into Primary Care Practice,” Amy K. Liebman

Swedish University of Agricultural Sciences Lecturer with Honorary Doctorates

October 7, Uppsala, Sweden
“Childhood Agricultural Injury Prevention in the USA,”
Barbara Lee

University of Saskatchewan

October 11 – 15, Saskatoon, SK
“Evaluation of a hearing conservation program for farm youth: A 16-year follow-up of a randomized trial,” Barbara Marlenga

American Public Health Association’s 139th Annual Meeting & Exposition

November 1, Washington, DC
“Immigrant and Migrant Children at Risk in Agriculture – A Framework for Improving Health and Safety,” Amy K. Liebman

November 1, Washington, DC
“Guidelines for children’s work in agriculture,” Barbara Marlenga



Dr. Keifer convened a panel at the Professional Dairy Producers of Wisconsin annual business conference titled, “Before OSHA Arrives at Your Dairy.”

Publications

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NFMC Advisory Council

The National Farm Medicine Center established an advisory committee to identify emerging safety and health priorities of dairy owners and their employees, and to guide overall NFMC research and program initiatives. The committee convened May 4 in Marshfield, Wisconsin. “This is an outstanding group, and we feel fortunate that they’re lending us their time and expertise,” said **Matthew Keifer, M.D., M.P.H.**

The 14-member committee includes **Dean Emanuel, M.D.**, medical director emeritus and one of the founders of the NFMC in 1981. He was joined by committee members representing dairy producers, Hispanic workers, insurers, and the State and University of Wisconsin. They include farmers, physicians, safety specialists, an industrial hygienist, a veterinarian and others.

The committee toured two farms in the Stratford area that are known for innovation and industry leadership – Maple Ridge Dairy and Greenberg Farms. Members include:

- Henry Anderson, M.D., Wisconsin Division of Public Health, Madison
- Maria Bendixen, Clark County University of Wisconsin Extension, Neillsville
- Byron Crouse, M.D., University of Wisconsin-Madison, School of Medicine and Public Health
- Shaun Duvall, Puentes/Bridges, Inc., Alma
- Dean Emanuel, M.D., National Farm Medicine Center, Marshfield
- Melina Kolbeck, Marshfield Clinic, Marshfield
- Janice Klodowski, AgriServices Agency, Syracuse, NY
- Alan Kraus, Wild Creek Dairy Farm, Stratford
- Mike Maroney, D.V.M., University of Wisconsin-Madison, Research Animal Resources Center
- Shelly Mayer, Professional Dairy Producers of Wisconsin, Fond du Lac
- Jerry Meissner, Norm-E-Lane Farm, Chili, Wis., and Dairy Business Association, Green Bay
- Stephen Reynolds, Colorado State University, Fort Collins, CO
- Scott Schultz, Heartbeat Center for Writing, Literacy and the Arts, Osseo
- Cheryl Skjolaas, University of Wisconsin-Madison, Center for Ag Safety and Health



Visitors

Wednesday, November 9, 2011



Peter Layde, M.D., M.Sc., Medical College of Wisconsin, presented "Occupational Health and Safety and Renewable Energy," as part of Marshfield Clinic Research Foundation's Scientific Seminar series. Dr. Layde is shown here with NFMCDirector Matthew Keifer, M.D., M.P.H., (left), and Epidemiology Research Center Director Edward Belongia, M.D., (right). Dr. Layde formerly worked at the Foundation, where in 1991 he launched the Marshfield Epidemiologic Study Area (MESA). Dr. Layde collaborated with the late NFMCDirector Dean Stueland, M.D., and other colleagues on a series of seven papers examining the incidence of and risk factors for farm injuries. Their primary focus was to identify strategies for injury prevention and improving farm safety.

Wednesday, May 11, 2011



Marshfield Clinic is one of three clinical education sites for Wisconsin Academy of Rural Medicine (WARM) students. Dr. Matthew Keifer took four of the medical students to Harmony-Ho Holsteins near Stratford to see the type of work environment that some of their future patients might inhabit. Hosts Ralph and Sharon Bredl gave the students a tour, topped off with samples of their gourmet Golden Age cheeses.

Wednesday, September 14, 2011



Eleven Wisconsin FFA officers and a national FFA officer, along with Wisconsin FFA Executive Director Cheryl Zimmerman and several others, visited the Farm Center to learn more about its work. Their tour included the Usability Lab in the Research Foundation's Biomedical Informatics Research Center.

Childhood Agricultural Safety Network Members - 2011

Organizations



AgriSafe Network

Spencer, IA
Contact: Natalie Roy

Association of Farmworker Opportunity Programs

Washington, DC
Contact: Norma Flores Lopez

Canadian Agricultural Safety Association

Winnipeg, MB, Canada
Contact: Glen Blahey

Farm Safety 4 Just Kids

Urbandale, IA
Contact: Shari Burgus

Migrant Clinicians Network

Austin, TX
Contact: Amy K. Liebman

National Center for Farmworker Health

Buda, TX
Contact: Roberta Ryder

National Children's Center for Rural and Agricultural Health and Safety

Marshfield, WI
Contact: Barbara Lee

National Education Center for Agricultural Safety

Peosta, IA
Contact: Dan Neenan

New York Center for Agricultural Medicine and Health

Cooperstown, NY
Contact: Sharon Scofield

NC Agromedicine Institute

Greenville, NC
Contact: Robin Tutor

Progressive Agriculture Foundation

Birmingham, AL
Contact: Susan Reynolds/Bernard Geschke

Safe Kids Canada

Toronto, Ontario, Canada
Contact: Pam Fuselli

Washington State Department of Labor & Industries

Olympia, WA
Contact: Mary E. Miller

Workplace Safety & Prevention Services (formerly Farm Safety Association)

Guelph, ON, Canada
Contact: Dean Anderson

www.childagsafety.org

Making a gift

The National Farm Medicine Center is grateful for the philanthropic support received from individuals, foundations and businesses and from the annual Auction of Champions event. These contributions help us to continue our meaningful work in the Farm Center.

Donations support research and outreach on issues that affect farmers and rural residents, including agromedicine, occupational health, childhood agricultural injury prevention, and the new Wisconsin Dairy Workers Safety and Health Initiative.

Contributions may be designated generally to support the work of the Farm Center, or to one of the Farm Center's endowment funds. Sponsors for the 2012 Auction of Champions are being sought, as well as individuals, foundations or businesses interested in funding the Steve J. Miller Endowment in Rural and Agricultural Health and Safety to support research efforts.

Thank you!



For more information on ways to support the work of the Farm Center, or to make a donation, please visit www.marshfieldclinic.org/giving or contact Marshfield Clinic Development Department:

By mail: Marshfield Clinic Development
1000 North Oak Avenue
Marshfield, WI 54449

By phone: 715-387-9249 or 1-800-858-5220

By email: giving@marshfieldclinic.org



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& **www.nagcat.org**