



JA:2021-24. Telling the Story – Using Storytelling to Disseminate Agricultural Safety and Health Messaging

Melissa Ploeckelman, Ellen Duysen, Scott Heiberger, Aaron Yoder & Stephanie Leonard

To cite this article: Melissa Ploeckelman, Ellen Duysen, Scott Heiberger, Aaron Yoder & Stephanie Leonard (2020) JA:2021-24. Telling the Story – Using Storytelling to Disseminate Agricultural Safety and Health Messaging, Journal of Agromedicine, 25:3, 249-250, DOI: [10.1080/1059924X.2020.1765576](https://doi.org/10.1080/1059924X.2020.1765576)

To link to this article: <https://doi.org/10.1080/1059924X.2020.1765576>



Published online: 06 Dec 2020.



Submit your article to this journal [↗](#)



Article views: 48



View related articles [↗](#)



View Crossmark data [↗](#)



Citing articles: 2 View citing articles [↗](#)

ABSTRACT

Purpose: Enhanced monitoring of user acquisition and online use patterns throughout the AgInjuryNews.org data repository is imperative toward understanding overall website usage, trends, and behavior. This study examines how implementing refined, modernized analytical toolsets can provide more granular and versatile tracking of data and, in turn, reveal new focus areas to maximize effectiveness of data dissemination to end users.

Methods: Collection of analytical data was expanded from its original rudimentary form to include advanced capabilities of Google Tag Manager (GTM), beginning October 18, 2019. This solution allows real-time, adaptable tracking of all operations and actions across the website. GTM also provides enhanced tie-ins with social media referrals and advertising campaign events. By using GTM as the new baseline analytics foundation, it becomes possible for ad-hoc integration of over 50 third-party analytical components and services.

Results/Findings: The post-GTM dataset has not yet matured; more time and website traffic is needed to develop a comprehensive picture of overall usage behavior to optimize the content and user experience. Preliminary analysis has led to the discovery of common user actions including specialized filtering of injury data by age group and number of victims, as well as common search queries including “Tractor” and “Silo.” We have also observed retention deficits by users who arrive initially through social media campaigns versus organic return-visitor traffic.

Practical application: Evaluating the GTM-based analytical dataset of AgInjuryNews.org allows for a deeper understanding of trends and behaviors relating to agricultural injury research. The findings help determine strengths and weaknesses in our existing web interface so refinements can be made to improve user retention and website functionality. For instance, by studying commonly searched topics and filter options we can better target social media ads and encourage more organic return-visitor traffic. This knowledge allows us to refine future campaigns and tailor

first-time visitor experiences to better engage and retain our prospective audience.

KEYWORDS



Google Analytics; Google tag manager; usage Patterns; user Behavior; aginjurynews.org; agricultural Injuries

Disclosure statement

We have no personal or financial conflicts of interest to disclose.

Funding

Funding support was provided through the National Farm Medicine Center, the Marshfield Clinic Research Institute, the Agricultural Safety and Health Council of America (ASHCA), the Dean Emanuel Endowment, and the National Children’s Center for Rural and Agricultural Health and Safety via the National Institute for Occupational Safety and Health (NIOSH; grant number 5U54 OH009568).

CONTACT Matthew Pilz  pilz.matthew@marshfieldresearch.org  National Farm Medicine Center and the National Children’s Center for Rural and Agricultural Health and Safety, Marshfield Clinic Research Institute, Marshfield, 1000 N. Oak Ave Marshfield, WI 54449

JA:2021-24. Telling the Story – Using Storytelling to Disseminate Agricultural Safety and Health Messaging

Melissa Ploeckelman^{a,b}, Ellen Duysen^c, Scott Heiberger^{a,b}, Aaron Yoder^c, and Stephanie Leonard^d

^aUpper Midwest Agricultural Safety and Health Center, University of Minnesota, Minneapolis, MN, USA; ^bNational Farm Medicine Center, Marshfield Clinic Research Institute, Marshfield, WI, USA; ^cCollege of Public Health, Central States Center for Agricultural Safety and Health, University of Nebraska Medical Center, Omaha, NE, USA; ^dGreat Plains Center for Agricultural Health, University of Iowa College of Public Health, Iowa City, IA, USA

ABSTRACT

Purpose: Narrative is perhaps the most basic mode of human interaction and a fundamental way of delivering knowledge. Narratives influence attitudes and change behaviors. NIOSH-funded

agricultural safety and health centers including the Great Plains Center for Agricultural Health (GPCAH), the Upper Midwest Agricultural Safety and Health Center (UMASH), the Central States Center for Agricultural Safety and Health (CS-CASH), and the National Farm Medicine Center are collaborating on a translation activity to convey the story of agricultural safety. While statistics and numbers are important to identify injury trends and emerging issues related to workplace health and safety, the Telling the Story Project (TTS) takes a closer look, creating injury prevention messages that highlight personal stories based on first-hand experiences.

Methods: Research indicates that farmers are more open to safety messages after reading about a traumatic farm incident, and farmers generally consider other farmers and agricultural publications to be trusted sources of information. Telling the Story Project provides a platform for agricultural workers, and those impacted by fatal and non-fatal agricultural workplace injuries (workers, family, and community members), to share their stories. Told in their own words, these experiences teach about what went wrong and how to prevent or avoid similar incidents.

Results: A website was created and serves as a platform for the personal narratives www.tellingthestoryproject.org. A monthly rural radio program has emerged from this project as another means to deliver this content effectively. Links to safety and health information provide resources for those visiting the website. Evaluation of stakeholder impact is ongoing.

Practical Application: To further the reach of these stories, teachers' guides have been created as additions to the curriculum for FFA and agricultural safety instructors.

KEYWORDS



Agricultural safety; injury; health; narrative; storytelling

Disclosure statement

No potential conflict of interest was reported by the authors.

Funding

Funding for Telling the Story Project provided through a cooperative agreement from the National Institutes of Occupational Safety and Health, Agriculture, Forestry, and Fishing Grant to the Upper Midwest Agricultural Safety and Health Center (U54OH010170), the Central States Center for Agricultural Safety and Health (U54 OH010162), and the Great Plains Center for Agricultural Health (U54 OH007548).

CONTACT Melissa Ploeckelman  ploeckelman.melissa@marshfieldresearch.org  Upper Midwest Agricultural Safety and Health Center, 1000 North Oak Ave, Marshfield, WI 54449, USA

JA:2021-25. Increasing Efficiency and Reliability of Agricultural Injury and Fatality Coding with Standard Operating Procedures: Lessons Learned from AgInjuryNews.org

Emily Redmond^a, Serap Gorucu ^b, Megan Sauer^a, Rick Burke^a, Matthew Pilz^a, and Bryan Weichelt^a

^aNational Farm Medicine Center and the National Children's Center for Rural and Agricultural Health and Safety, Marshfield Clinic Research Institute, Marshfield, WI, USA; ^bAgricultural and Biological Engineering, Penn State University, University Park, PA, USA

ABSTRACT

Purpose: News media reports of agricultural injuries can be useful to better inform safety and health stakeholders and prevention efforts. These data are particularly useful for youth incidents, since the National Institute of Occupational Safety and Health discontinued their survey-based agriculture surveillance program in 2015, leaving a gap in reliable, consistent data on both youth and adult agricultural injuries and fatalities. In this study we describe how coding data derived from news reports, with a detailed Standard Operating Procedure (SOP) and refined inclusion/exclusion criteria, can lead to more efficient workflows to capture and code agricultural injury data.

Methods: To capture quality data and improve inter-rater reliability we employ a multi-coder process. The first coder enters primary data into the