



## JA:2021-37. Perspectives and Concerns on Agricultural Safety among Community College Students

Victor Soupene, Marsha L. Cheyney, Kanika Arora, Diane S. Rohlman & T. Renee Anthony

To cite this article: Victor Soupene, Marsha L. Cheyney, Kanika Arora, Diane S. Rohlman & T. Renee Anthony (2020) JA:2021-37. Perspectives and Concerns on Agricultural Safety among Community College Students, Journal of Agromedicine, 25:3, 260-261, DOI: [10.1080/1059924X.2020.1765597](https://doi.org/10.1080/1059924X.2020.1765597)

To link to this article: <https://doi.org/10.1080/1059924X.2020.1765597>



Published online: 06 Dec 2020.



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



Article views: 40



View related articles [↗](#)



View Crossmark data [↗](#)



Citing articles: 1 View citing articles [↗](#)

the task environment, videotaping tasks, and interviewing workers). Each of these issues will be assessed by the project team to select one issue that fulfills the following criteria: 1) the root cause is a behavioral problem; 2) safety could be incorporated into the solution; and 3) it could be reasonably implemented and evaluated. Project team members will then conduct a behavioral reduction, map the behavior, assess the behavioral components, apply a priority filter, and develop a solution using the cognitive strategy best suited to the issue.

**Results/Findings:** Interviews and surveys will be conducted before and after the implementation of nudging projects to evaluate: 1) the process and 2) the outcomes (are safer practices being adopted by workers? If yes, has time to perform the task been reduced? Has effort to perform the task been reduced? Have other efficiencies been created?).

**Practical Application:** Videos and one-page summaries of nudging projects will be created. These will be featured on the Northeast Center for Occupational Health and Safety (NEC) website and circulated at events such as the NY Farm Show and Empire Farm Days. NEC trainers will share one-pagers with farmers at safety trainings and during worksite safety walk-throughs.

## KEYWORDS

Nudging; behavior change; interventions; dairy safety

## Disclosure statement

No potential conflict of interest was reported by the authors.

## Funding

New York Farm Viability Institute Grant, #FVI 19003

**CONTACT** Julie Sorensen  [julie.sorensen@bassett.org](mailto:julie.sorensen@bassett.org)  Bassett Healthcare Network, One Atwell Rd., Cooperstown, NY 13326

## JA:2021-37. Perspectives and Concerns on Agricultural Safety among Community College Students

Victor Soupene<sup>a,b</sup>, Marsha L. Cheyney<sup>a,c</sup>, Kanika Arora<sup>a</sup>,  
Diane S. Rohlman<sup>a,b,c</sup>, and T. Renee Anthony<sup>a,b,c</sup>

<sup>a</sup>Department of Occupational and Environmental Health, University of Iowa, Iowa City, IA, USA; <sup>b</sup>Heartland Occupational Health and Safety, University of Iowa, Iowa City, IA, USA; <sup>c</sup>Great Plains Center for Agricultural Health, University of Iowa, Iowa City, IA, USA

## ABSTRACT

**Purpose:** Community colleges are academic institutions that often prepare students in associate degree programs such as agricultural sciences. The program develops students for many professional careers in the industry of agriculture; however, many students have prior exposure to working in farming through personal experience. Through these experiences, each student has formulated their own viewpoints on safety and protection against common hazards in farming. Agriculture is a high-risk occupation and needs to have a safety program implemented. Unfortunately, there is a lack of information on concerns among young farmers. One portion of the college program is to enhance safety practices by supplying additional information on safety and health issues. Following the program, we wanted to understand what students' perspectives were regarding safety issues and protection on the farm.

**Methods:** A written survey of eight questions was distributed to students at Kirkwood Community College attending an agricultural safety and health program. Survey items asked about students' greatest health and safety concerns on the farm, kinds of resources that would help students better manage these concerns, and preferred sources of farm health and safety information on these or other concerns. These responses were compared those of 540 farmers in the region.

**Findings:** Primary concerns identified by students included chemical safety, grain bin engulfment,

and adverse chronic health outcomes such as hearing loss or skin cancer. Additionally, training and safety equipment were the primary resources recognized to help better manage these concerns. Lastly, the preferred source for health and safety information on these or other concerns was 4-H and FFA.

**Practical Application:** Information collected in this survey differed from previous non-student surveys. This indicates young farmers' concerns for safety and health may differ from older farmers.

## KEYWORDS

Agriculture; safety; students; health; hazards; college

## Funding

This program is made possible through The Great Plains Center for Agricultural Health, located at the University of Iowa College of Public Health, and is funded by the National Institute for Occupational Safety and Health CDC/NIOSH Grant [U54 OH007548].

**CONTACT** Victor Soupene ✉ [Victor-soupe-ne@uiowa.edu](mailto:Victor-soupe-ne@uiowa.edu)

## JA:2021-38. Assessing Facebook Advertising as a Recruitment Strategy for In-Person Workshops

Andrea Swenson, Melissa Ploeckelman, Marsha Salzwedel, and Bryan Weichelt

National Children's Center for Rural and Agricultural Health and Safety, Marshfield Clinic Research Institute, Marshfield, WI, USA

## ABSTRACT

**Purpose:** We conducted an evaluation of paid Facebook strategy for in-person workshop recruitment. In the summer of 2019, Child Agricultural Injury Prevention workshops were scheduled in Lexington, KY and Hershey, PA. Each workshop was a 2-day event with a registration cost of \$249 (\$199 early bird). In addition to traditional recruitment

methods (conference announcements, brochures, friends, colleagues, listservs, press releases), a targeted Facebook campaign was employed. The targeted campaign included twelve posts, three paid for (boosted), and nine standard (not boosted), plus an additional paid advertisement for each of the two workshops. Facebook posts covered three content messages types (a location attraction, an educational message, and a fear-based message). Each content message type was used one time per week for 4 weeks and had one paid posting, with \$100 budgeted per post (\$300 total) during the campaign. The targeted audience for the paid posts varied by workshop location. Additionally, a \$200 advertisement for each workshop ran on Facebook for 4 weeks prior to each workshop.

**Methods:** To assess the effectiveness of the Facebook strategy for in-person workshop recruitment, 48 participants were asked how they heard about the workshop on the workshop evaluation form. At the Lexington, KY workshop, 44.44% of participants completed the evaluation form, and 76.19% of participants at the Hershey, PA workshop completed the evaluation form.

**Findings:** Hearing about the workshop through Facebook was noted on two individuals' workshop evaluation forms (one from each workshop). Both individuals selected Facebook in combination with other sources (friend/colleague, listserv, brochure/flyer, traditional media/press release). With the data available, the cost of promotion per end workshop participant exceeded \$500/participant recruited through Facebook. The Lexington, KY Facebook campaign reached 33,279 people, and the Hershey, PA campaign reached 9,658 people. Additional workshop recruitment details and Facebook analytics related to the strategy is available.

**Practical Application:** Our findings are applicable to other organizations recruiting for in-person training programs, as well as those interested in targeted social media campaigns.

## KEYWORDS

Recruitment; facebook; workshops