



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

# Summary of Activities 1998





# SUMMARY OF ACTIVITIES 1998



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

*The mission of the National Children's Center for Rural and Agricultural Health and Safety is to enhance the health and safety of all children exposed to hazards associated with agricultural work and rural environments.*

*Submitted by*  
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July 1999

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# TABLE OF CONTENTS

## 1998 Summary of Activities

<b>Introduction</b> .....	<b>1</b>
<b>Research Program</b> .....	<b>1</b>
National Children's Center for Rural and Agricultural Health and Safety .....	1
North American Guidelines for Children's Agricultural Tasks .....	2
Work Guidelines: Evaluation of Dissemination Methods .....	3
Community-Based Health and Safety Interventions for Adolescents Working in Agriculture: Evaluation of a National Initiative – <i>Partners for a Safer Community</i> .....	4
Children’s Safety Network Rural Injury and Violence Prevention Resource Center.....	5
Examination of Rural Youth Risk Behaviors Using National Survey Data .....	6
<b>Projects from the Environmental Health Laboratory</b> .....	<b>6</b>
<b>Education and Training</b> .....	<b>7</b>
Rural Youth Injury Prevention Summer Seminar.....	7
Presentations by NCCRAHS Staff Members .....	8
<b>Technical Assistance</b> .....	<b>9</b>
NCCRAHS Services by Public Health Service Regions (PHS).....	9
NCCRAHS Services by Type of Request.....	10
NCCRAHS Services by Customer Type .....	10
NCCRAHS Services by Level.....	11
NCCRAHS Services by Topic.....	11
<b>Consensus-development (North American Guidelines)</b> .....	<b>12</b>
Overview.....	12
Background.....	12
Methods.....	12
Primary Advisors .....	13
Ad Hoc Advisors.....	13
Marshfield Project Staff.....	13
Support.....	13
<b>Public Relations</b> .....	<b>14</b>
Logo Development.....	14
Exhibits .....	14
Photography .....	15
Reports and Press Releases.....	15
Web site .....	15
New and Updated Resources .....	16
<b>Publications</b> .....	<b>16</b>
<b>1998 Staff</b> .....	<b>17</b>
<b>1998 Steering Committee Members</b> .....	<b>18</b>
<b>Calendar of Conferences/Meetings</b> .....	<b>21</b>
<b>Fiscal Information</b> .....	<b>22</b>
<b>Evaluation</b> .....	<b>23</b>

## INTRODUCTION

The 1996 National Action Plan, *Children and Agriculture: Opportunities for Safety and Health* serves as the template for planning and implementing specific activities for protecting youth from hazards associated with production agriculture in the United States.

Our National Children's Center for Rural and Agricultural Health and Safety (NCCRAHS) was established in late 1997 and has been actively engaged in addressing some of the steps outlined in that action plan.

The following report provides a brief description of accomplishments of the National Children's Center in 1998.

## RESEARCH PROGRAM

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

**Barbara Lee, Principal Investigator**

Funded by NIOSH, 1997-2002

#### **Purpose**

The complex nature of childhood agricultural injury prevention has been well documented and several factors justified the establishment of a national center to facilitate public/private sector initiatives to protect children from agricultural hazards. The children's safety team of the National Farm Medicine Center proposed to establish a National Center for Childhood Agricultural Injury Prevention (which later became known as the National Children's Center for Rural and Agricultural Health and Safety). Our past experience, our diversity of talents, and our strong commitment to the issues provided evidence of our capability to efficiently perform the duties of a national center while being sensitive to the needs of a diversity of stakeholders.

#### **Goals**

Major goals of National Children's Center are to facilitate implementation of the *National Action Plan* developed by the National Committee for Childhood Agricultural Injury Prevention and to continually monitor and improve the process and impact of these national objectives that include:

- establish, maintain, and continually improve a structure for the National Children's Center;
- maintain a repository and database of relevant information;
- facilitate awareness and utilization of the National Children's Center among unique, as well as traditional, populations affected by childhood agricultural injuries;
- coordinate and collaborate with established and ongoing health communication efforts;
- convene consensus-development sessions to address complex and/or controversial issues;
- facilitate the involvement of researchers, educators, agribusinesses, major organizations, and others;
- provide training to health and safety professionals; and
- recommend changes for the National Children's Center based upon evaluation results.

The National Children's Center will build upon internal strengths and formalize external collaborations. Internally, there will be five core areas:

- Consensus-development
- Technical Assistance, public education, and outreach
- Professional training
- Evaluation
- Administration and communications

External collaborations were confirmed with Farm Safety 4 Just Kids, National SAFE KIDS Campaign, Education Development Center, Cooperative Extension Service of University of California-Davis, and the National Safety Council. A Steering Committee, comprised of representatives of private sector groups, collaborators, youth advisors, and a National Institute for Occupational Safety and Health liaison will meet to guide the National Children's Center programs.

Tangible, visible measures of accomplishments will include:

- presence of National Children's Center speakers and exhibits at major conferences of relevant agricultural groups, health and safety associations, and NIOSH;
- a National Children's Center Internet presence with substantive resources available for downloading;
- a bimonthly, succinct newsletter available in hard copy and electronic form;
- position papers from four consensus-development meetings per year;
- printed promotion of the National Children's Center services through external collaborators;
- biannual Steering Committee meetings;
- monthly database reports highlighting contacts with new and non-traditional individuals;
- reports to NIOSH; and
- manuscripts and commentaries in peer-reviewed journals and the lay press regarding successes and challenges in achieving National Children's Center goals. Both internal and external systems are suggested for process, impact, and outcome evaluations.

## **North American Guidelines for Children's Agricultural Tasks**

**Barbara Lee, Principal Investigator**

**Barbara Marlenga, Project Manager**

Project within Marshfield's NIOSH Agricultural Center, 1996-2002.

See description of research project in the "Consensus Development" section of this report.

## **Work Guidelines: Evaluation of Dissemination Methods**

**Barbara Marlenga, RN, PhD, Principal Investigator**

Funded by NIOSH, 1998-2001.

In September 1998, the Centers for Disease Control and Prevention -- National Institute for Occupational Safety and Health (NIOSH) RO1 grant, "Work Guidelines: Evaluation of Dissemination Methods" was awarded to Barbara Marlenga, along with William Pickett, PhD, Queen's University and William Steinke, PhD, University of California-Davis.

### **Summary**

Many childhood agricultural injuries occur because children are involved in hazardous work activities that are beyond their physical and mental capabilities. The *North American Guidelines for Children's Agricultural Tasks* are being developed to assist parents and others in assigning appropriate and safe tasks for children 7 to 16 years who are living and /or working on farms across North America. The purpose of "Work Guidelines: Evaluation of Dissemination Methods," is to assess which, if any, interventions will influence parents to use/apply these new guidelines as intended. The Stages of Change Model will serve as a framework to assess parents' use of work guidelines. Specifically, this study will compare the efficacy of the standard dissemination strategy with an enhanced, multi-phased, dissemination approach in influencing parents' knowledge, and use/application of child development principles and work guidelines in assigning their children jobs on the farm.

A multi-site (Wisconsin, California, and Ontario, Canada) randomized control trial will be used. A random sample of farms will be selected from master lists obtained from the state/provincial agricultural service and eligible farms will be randomly assigned to a control (standard dissemination) or experimental group (multi-phased dissemination). Baseline data will be collected on both groups via a telephone interview prior to the intervention. Three months after the completion of the intervention (multi-phased activities including video, personalized information, and two telephone calls to answer questions), a telephone interview will take place with the experimental group.

Fifteen months post-intervention, a telephone interview will be conducted with both the experimental and control groups. Data from telephone interviews will be analyzed to assess differences between the groups. The perceived effectiveness of the various components of the enhanced intervention will also be analyzed. Further, during the second year of the project, focus groups will be conducted with minority farmers in California and two other sites to collect qualitative data necessary to design interventions specific to these special populations.

# **Community-Based Health and Safety Interventions for Adolescents Working in Agriculture: Evaluation of a National Initiative-*Partners for a Safer Community***

**Barbara Lee, Principal Investigator**

Funded by NIOSH, 1996-1999

## **Purpose**

The primary purpose of this NIOSH funded project, now at the end of its second of three years, is to conduct a comprehensive evaluation of the *Partners for a Safer Community* initiative. Specific evaluation aims include assessment of FFA *Partners*' impact on: (1) knowledge, attitude, and practices of adolescents, (2) building youth leadership skills through community-based interventions, and (3) promoting sustainable community partnerships.

## **Background**

The National FFA Organization is dedicated to improving the lives of young people by developing their potential for leadership, personal growth, and career success through agricultural education.

In 1996, the National FFA, in conjunction with major agribusiness leaders, implemented a safety and health initiative intended to reach 4000 communities across the United States. This initiative, *Partners for a Safer Community*, is a growing collaborative effort to promote agricultural youth safety and health through education, community development, and youth leadership.

## **Activities**

This three-year evaluation consists of a three-group, randomized controlled trial. One hundred ten FFA chapters were randomly assigned to a standard intervention (FFA *Partners*), an enhanced intervention (FFA *Partners* plus intervention prompted through community leaders), or a control group (no FFA *Partners*). Subjects are 8,000 FFA members, 110 FFA advisors/agricultural teachers, and 30 public health staff. Data are being collected over a 28-month period and analyzed using univariate, multivariate, and qualitative techniques.

Analyses from the first set of data collected will begin early in 1999. The data collection period will begin in April, 1999. Activities comprising the "enhanced intervention" for 35 chapters began in October 1998. They received mailings prompting additional health and safety education, including resources such as hearing protection devices for each student; were encouraged by Farm Safety 4 Just Kids to start up local chapters; and were provided names of local Public Health nurses willing to provide health information to students. The "enhanced intervention" activities were set to cease in early 1999.

On-site meetings were held to review data collection and methodology issues and to plan intervention activities and track progress. Teleconference calls are held on a periodic basis.

## **Conclusions**

Impact evaluation data will be analyzed in conjunction with process evaluation data to provide information on the effectiveness of conducting large-scale youth safety and health initiatives. Results will be available in the year 2000.

## Staff

Assisting Barbara Lee with the project are: Julie Sessions, MA, Partners for a Safer Community, New Haven CT; James Westaby, PhD, Columbia University, New York, NY; Susan Greenwood, Administrative Secretary, National Farm Medicine Center, Marshfield, WI; Randy Bernhardt, MS, National FFA staff member, Indianapolis, IN; and Teri Palermo, RN, MS, NIOSH Project Officer, Division of Safety Research, Morgantown, WV.

## Children's Safety Network Rural Injury and Violence Prevention Resource Center

### Barbara Lee, Project Director

Funded by Maternal and Child Health Bureau Health Resources and Services Administration, a five-year cooperative agreement, 1992-1997; extended as a five year contract, 1997-2002.

### Purpose

The magnitude of unintentional and intentional injuries among children and adolescents is staggering. In rural settings, children and adolescents experience many of the same injuries as their urban counterparts; yet, they also have risk of injuries that are unique to rural recreation and transportation as well as farm and ranch work.

The Children's Safety Network Rural Injury and Violence Prevention Center (hereafter referred to as CSN Rural Center) addresses the unique hazards faced by children and adolescents who live, visit, or work in rural and agricultural settings across the U.S. The commitment of the Maternal and Child Health Bureau (MCHB), combined with the integrated structure of the various Children's Safety Network sites provides a foundation for addressing the injury prevention needs of maternal and child health professionals in every state.

The CSN Rural Center complement the work of other CSN sites by addressing relevant research and promising prevention strategies, while maintaining a major focus of:

#### Unintentional injuries

- rural recreation and transportation - horses, snowmobiles, all-terrain vehicles
- rural environments - water hazards, weather-induced injuries
- agricultural work - farm machinery, livestock, appropriate farm work assignments
- special populations - migrant farmworker children, religious group children (e.g., Amish)

#### Violence-related injuries

- rural youth violence
- rural youth suicide

Unique methods to reach isolated populations and the use of existing rural networks (e.g., 4-H youth groups, migrant health centers) are promoted as methods by which public health professionals can conduct needs assessments and implement community-based programs. These general strategies, combined with emerging models of health promotion, utilize all encounters to promote a healthy and safe environment for children and adolescents in rural America.

## **Examination of Rural Youth Risk Behaviors Using National Survey Data**

**Barbara Marlenga, RN, PhD, Principal Investigator**

Funded by the University of Iowa CDC Injury Prevention Research Center, 1998.

In August 1998, the University of Iowa CDC Injury Prevention Research Center awarded Barbara Marlenga a grant for the study, "Examination of Rural Youth Risk Behaviors Using National Survey Data."

### **Summary**

Children in rural areas experience increased risk of injury when compared to children living in urban areas. Although several explanations have been offered for this disparity, little is known about rural youth risk behaviors that may contribute to an increased risk for injury. The Youth Risk Behavior Surveillance System (YRBSS) was developed by the Centers for Disease Control and Prevention to monitor priority risk behaviors among youth. The YRBSS is the only school-based surveillance system to monitor risk behaviors among nationally representative samples of 9-12 grade students stratified by level of urbanization.

### **Purpose**

The purpose of the pilot study is to assess the feasibility of using data from the rural strata of the YRBSS for the years 1993, 1995 and 1997, to examine reported risk behaviors among rural youth in each year, to assess trends across the three time periods, and to compare risk behaviors between rural and urban youth.

## **PROJECTS FROM THE ENVIRONMENTAL HEALTH LABORATORY**

### **Anne Greenlee, PhD**

Anne Greenlee serves as the environmental health advisor for this project, monitors the scientific literature for studies on agricultural exposures and children's health outcomes, has provided seminars on this topic for grant sponsored programs such as the Rural Youth Injury Prevention Seminar held in June 1998, and participates in Steering Committee meetings as a program advisor.

The three projects under her direction investigate the effects of agricultural exposures on fertility and pregnancy outcomes.

- **Fertility Outcomes for Women Working and Living in Agricultural Settings**  
The purpose of this NIOSH supported case-control study to identify occupational, residential and lifestyle exposures that increase the risk of infertility.
- **Pregnancy Outcomes for Murine Embryos Exposed In Vitro to Estrogenic Pesticides**  
The purpose is to develop a reliable screening method for identifying toxicants that may adversely affect early embryonic development.
- **Altered Growth Factor Signaling in Murine Embryos Exposed In Vitro to Estrogenic Pesticides**  
The purpose is to determine the mechanism of injury caused by developmental toxicants.

## EDUCATION & TRAINING

### Rural Youth Injury Prevention Summer Seminar

Thirty-one students and faculty gathered in Marshfield June 15-17 from across the United States for the first Rural Youth Injury Prevention Summer Seminar. The purpose of the seminar was to enhance participants in their ability to conduct childhood rural and agricultural injury prevention activities at local, state and national levels. The seminar was held as one of the educational outreach activities of the National Children's Center for Rural and Agricultural Health and Safety.

In addition to a full slate of courses offered during the seminar, students and faculty had an opportunity to tour the University of Wisconsin-Agricultural Research Farm at Marshfield. They were also treated to home-cooked meals and lively conversation with five area farm families. Summer Seminar courses taught by staff of Marshfield Clinic, including the core staff of the National Children's Center for Rural and Agricultural Health and Safety were:

- "Impact of Agriculture Advancement on Health and Safety." Gunderson P.
- "Rural and Agricultural Injuries to Children and Unique Challenges." Marlenga B., Hanna C., Sampson M
- "Agrichemical Exposures and Adverse Health Effects in Children." Greenlee A.
- "Child Labor Laws in Agriculture: Facts, Values and Options." Lee B
- "Strategies: Public Policy Approaches." Farnsworth K.
- "Strategies for Working with Special Populations." Hanna C., Marlenga B.
- "Program Implementation Steps." Hanna C., Young N.
- "Overview of Childhood Injury Prevention Organizations." Hanna C.

Other faculty included:

- Lorrin Stallones, MPH, PhD, Department of Environmental Health at Colorado State University and Director of the Colorado Injury Control Research Center;
- Sharon Dorfman, ScM, CHES, Founder and President of SPECTRA, a consulting practice specializing in strategic planning, education, communications, training and research applications for public health and human service organizations, in Ponce Inlet, FL;
- Mark Purschwitz, PhD, Director of the University of Wisconsin Center for Agricultural Safety and Health, in Madison; and
- Nelson Adekoya, DrPh, NIOSH, Division of Safety Research, Centers for Disease Control, in Atlanta, GA.

Plans are underway for the Second Annual Rural Youth Injury Prevention Summer Seminar to be held in Marshfield June 7-9, 1999. Course content will include the following areas of interest: injury epidemiology, injury control approaches, issues for diverse populations, challenges and barriers, resources, and on-farm experiences.

### **Presentations by NCCRAHS Staff Members:**

- "Preventing Injuries to Children in Rural Areas." Hanna C. (January 1998). Great Lakes Inter-Tribal Council Annual Meeting, Rhinelander, WI.
- "Skin Cancer: A Preventable Ailment for Farmers." Marlenga B. (February 1998). Paper presented at the Wisconsin Fresh Fruit and Vegetable Conference, Stevens Point, WI.
- "Activities of the Children's Safety Network." Hanna C. (February 1998). National Children's Center for Rural and Agricultural Health and Safety Advisory Committee, Marshfield, WI.
- "Serving Rural Children." Hanna C. (April 1998). Poster presented at Maternal and Child Health Bi-regional Leadership Institute, Chicago, IL.
- "Overview of process culminating in \$5 million in Agricultural Child Injury and Illness NIOSH Initiative." Lee B. (May, 1998). ASH-Net Annual Meeting, Wyndam Bristol Hotel, Washington, DC.
- "North American Guidelines for Children's Agricultural Tasks." Marlenga B, Lee B. (May 1998). Poster presented at the Fourth World Conference on Injury Prevention and Control, Amsterdam, The Netherlands.
- "National Children's Center for Rural and Agricultural Health and Safety." Hanna C. (May 1998). Poster presented at the Fourth World Conference on Injury Prevention and Control, Amsterdam, The Netherlands.
- "Need, Development, and Application of North American Guidelines for Children's Agricultural Tasks." Marlenga B. (June 1998). Roundtable presentation at the NIFS Summer conference, Winnipeg, Manitoba, Canada.
- "Care-seeking Behavior of Farmers after Skin Cancer Screening." Marlenga B. (June 1998). Paper presented at the NIFS Summer Conference, Winnipeg, Manitoba, Canada.
- "New Initiatives in Childhood Agricultural Injury Prevention" The Impact of Farm Trauma: The Rescued and the Rescuer. Lee B. (August, 1998). St. Joseph's Hospital, Marshfield, WI.
- "Child Health and Safety in Agriculture." Lee B. (September, 1998). Agricultural Health and Safety in Western Agriculture Conference, Davis, CA.
- "Care-seeking Behavior of Farmers after Skin Cancer Screening." Marlenga B. (September 1998). Poster presented at the University of California-Davis, Agricultural Health and Safety in Western Agriculture Conference, Davis, CA.
- "North American Guidelines for Children's Agricultural Tasks." Marlenga B, Lee B. (September 1998). Poster presented at the University of California-Davis, Agricultural Health and Safety in Western Agriculture Conference, Davis, CA.
- "Agricultural Injuries: Prevention Issues for Children" Working Together to Prevent Child and Adolescent Injuries. Lee, B. (September, 1998) Sacramento, CA.
- "Rural Youth Violence: Not in My Backyard." Hanna C. (September 1998). Taking Care of Families, Mankato State University, Mankato, MN.
- "Injuries to Children in Rural Wisconsin." Hanna C. (September 1998). Get on a Roll: Unintentional Injury Prevention for 10-14 Year Olds in Wisconsin, University of Wisconsin-School of Nursing Video Conference.
- "North American Guidelines for Children's Agricultural Tasks: Project Description, Status Report and International Implications." Marlenga B, Lee B, Pickett W. (October 1998). Paper presented at the Fourth International Symposium: Rural Health and Safety in a Changing World, Saskatoon, Saskatchewan, Canada.
- "International Efforts to Promote Childhood Agricultural Injury Prevention." Lee B. (October, 1998). Fourth International Symposium: Rural Health and Safety in a Changing World, Saskatoon, Saskatchewan, Canada.
- "North American Guidelines for Children's Agricultural Tasks." Lee B, Marlenga B. (October 1998). Poster presented at the Fourth Annual Clinical Research Seminar Day, Marshfield, WI.

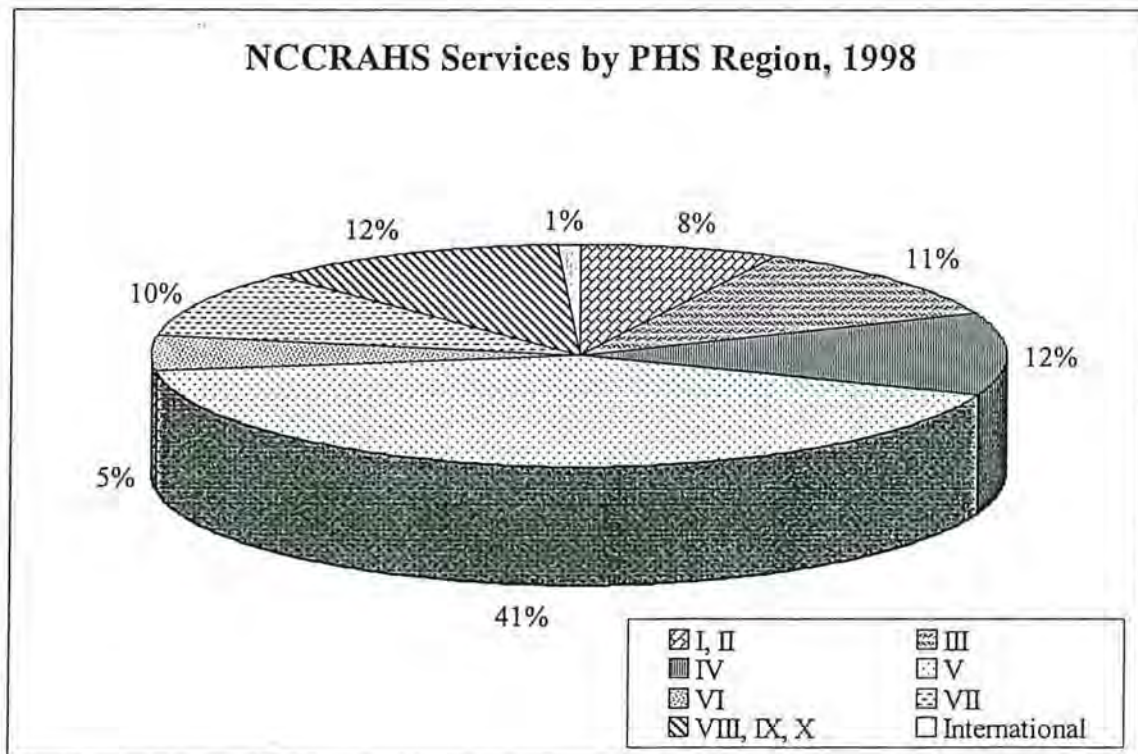
"Migrant Children's Health: Using a Consensus Development Process to Develop North American Guidelines for Children's Agricultural Tasks." Marlenga B. (November 1998). Paper presented at the 1998 Midwest Farmworker Stream Forum, San Antonio, TX.  
 "Childhood Agricultural Injury Prevention: External Forces and Current Interventions." Lee, B. (December, 1998). Medical College of Milwaukee Injury Lecture Series, Milwaukee, WI.

## TECHNICAL ASSISTANCE

A total of 821 technical assistance episodes were provided by the National Children's Center during 1998. The following information was drawn from the database. A brief description accompanies each chart.

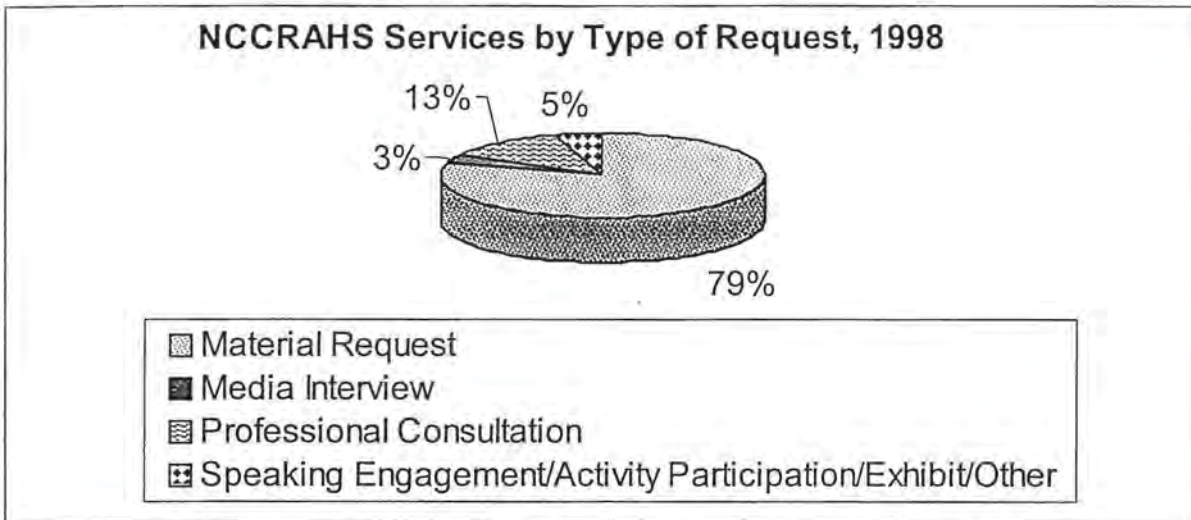
### NCCRAHS Services by Public Health Service Regions (PHS)

Of the 821 technical assistance services in 1998, approximately 41% occurred in PHS Region V. Increased service in Region V may be due to being physically located within the region. Additional technical assistance was evenly distributed geographically around the country. Some data were grouped by region.



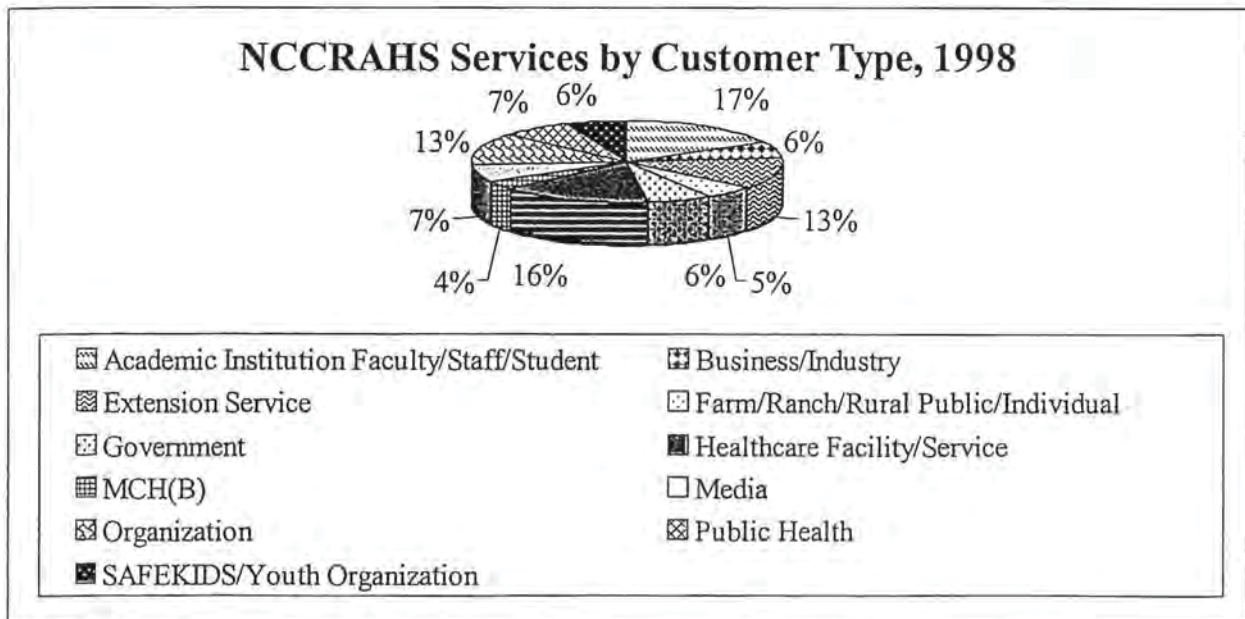
## NCCRAHS Services by Type of Request

Of the 821 technical assistance requests in 1998, approximately 79% were for materials primarily. Professional consultation (13%), speaking engagements/activity participation/exhibit/other at 5%, and media interviews at 3% represented the type of services provided.



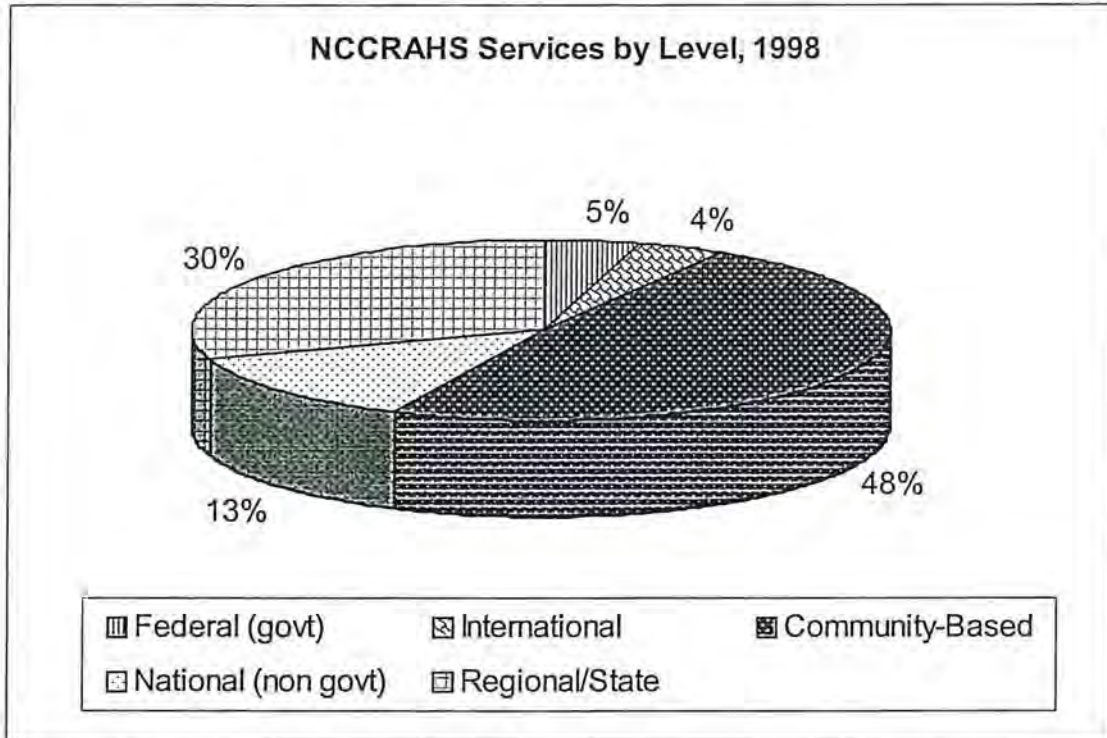
## NCCRAHS Services by Customer Type

Of the 821 technical assistance requests in 1998, services were amongst a variety of types of customers. Several similar customer were combined for easy reading. Primary types of customers included faculty/staff/students from academic institutions (17%) and health care facilities and emergency services each at 16%. Cooperative Extension units and state and local organizations each represented 13%. Additional customer types were evenly divided. The customer base reflects the nature of our services to rural states and communities.



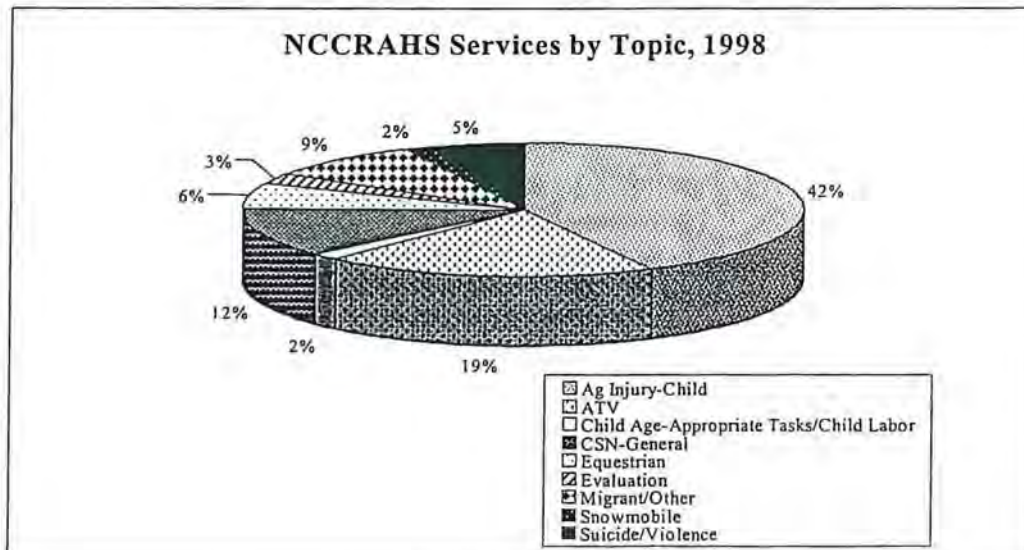
### NCCRAHS Services by Level

Of the 821 technical assistance requests in 1998 nearly half (48%) were from local community-based organizations. Approximately one-third (30%) were from regional or state entities and 18% were from national or federal interests. The local community-based organizations reflect the rural nature of the population served.



### NCCRAHS Services by Topic

Of the 821 technical assistance requests in 1998, 42% were for childhood agricultural injury. ATV requests were next at 19% primarily due to the printing and distribution of the free ATV wall poster created with funds from the Marshfield Children's Miracle Network. General requests for information about CSN were at 12%. None of the remaining topics garnered more than 8%. Interestingly, one in twenty requests to CSN National Children's Center were for violence related issues as a new subject area.



## CONSENSUS DEVELOPMENT

### NORTH AMERICAN GUIDELINES FOR



# children's AGRICULTURAL TASKS

## Overview

The North American Guidelines for Children's Agricultural Tasks will help parents and others assign age-appropriate tasks for children ages 7–16 who live or work on farms and ranches across North America. Directing the guidelines are an understanding of childhood growth and development, agricultural practices, principles of childhood injury, and agricultural and occupational safety. Voluntary use of the guidelines can help parents and others make informed decisions about appropriate tasks for youth.

## Background

The need for guidelines to assign age- and developmentally-appropriate tasks grew from recommendations within the farming and ranching community and from the National Committee for Childhood Agricultural Injury Prevention in its 1996 action plan. We believe agriculture provides a rich environment for learning and also for developing responsibility and a sound work ethic. However, many unintentional injuries occur because parents and children may mistake physical size and age for ability, may overestimate developmental capabilities, and may underestimate levels of hazard and risk.

While there are safety standards for youth employed in most occupations, there are few such standards for youth working in agriculture. The guidelines will help parents combine agriculture and age-appropriate tasks for youth based on scientific research, professional expertise, and common sense. Although the guidelines do not address all possible tasks in agriculture, the guidelines do address geographic variation in agriculture and many of the agricultural jobs in which youth often work. Such work involves hand labor, use of machinery, handling livestock, routine chores, and laboring in buildings or confined spaces.

## Methods

A project team made up of individuals from the United States, Canada, and Mexico is using a consensus-development process to generate guideline content. The team includes farmers and ranchers, agricultural safety specialists, and child-development specialists. Intense review and evaluation will follow consensus development.

The staff working on the Guidelines had a very productive and busy year in 1998. They met with the Primary Advisors and the Ad Hoc Advisors in New Orleans in March. Richard Clark, a child development specialist was the key presenter at the meeting. The meeting included presentations on all research on children in agriculture.

Following the March meeting, the staff focused their energies on the child development piece of the guidelines. Barbara Marlenga and Cathy Ortscheid met in Columbus, Ohio, in August with child development specialists Richard Clark and Lori Meshke. Other key people at the meeting were Bill Steinke, Will Pickett and Roger Tormoehlen. They reviewed six of the guidelines and worked to develop checklists for parents for those guidelines. The checklists will help parents determine if their child has the physical, cognitive and psychosocial skills for a particular task.

The staff and advisors met again in September in Minneapolis, Minnesota for an update on the project. They have also had several teleconference calls to discuss the content of the guidelines. The guidelines were distributed to peer reviewers who have expertise in several areas to review both the guidelines and the checklists.

Work will continue into the new year to finalize the guidelines and produce a Professional Resource Manual as well as a Parent Resource with initially 62 checklists.

The guidelines will be available for distribution June 21, 1999 following a kick-off ceremony at the National Institute of Farm Safety annual meeting in Ocean City, Maryland.

### **Primary Advisors**

Robert A. Aherin, PhD  
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Glen G. Blahey, CRSP  
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Manitoba, Canada

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Gainesville, FL

Dennis H. Murphy, PhD  
Pennsylvania State University  
University Park, PA

William Pickett, PhD  
Queens University  
Ontario, Canada

Miguel Ramos, MD  
Jefe De La Division De Atencion  
Mexico

John Shutske, PhD  
University of Minnesota  
St. Paul, MN

William Steinke, PhD  
University of California  
Davis, CA

Roger Tormoehlen, PhD  
Purdue University  
West Lafayette, IN

### **Ad Hoc Advisors**

David Hard, PhD  
National Institute for Occupational Safety  
& Health  
Morgantown, WV

Cheryl Tevis  
Successful Farming Magazine  
Des Moines, IA

### **Marshfield Project Staff**

Barbara C. Lee, PhD  
Principal Investigator

Nancy M. Brehm  
Agricultural Safety Program Associate

Barbara L. Marlenga, PhD  
Project Manager

Tracy A. Schmidt  
Administrative Secretary

### **Support**

Funding for the development of the North American Guidelines for Children's Agricultural Tasks is being provided by the federal Maternal and Child Health Bureau, the National Institute for Occupational Safety and Health (NIOSH), Midwest Center for Agricultural Research, Education, & Disease and Injury Prevention, the Canadian Coalition for Agricultural Safety and Rural Health, and the National Farm Medicine Center.

## PUBLIC RELATIONS

Several Public Relations efforts took place in 1998.

### Logo Development

One of those efforts was the task to create a logo. With the talent of Marshfield Clinic's graphic artist and a considerable amount of thoughtful input from the National Children's Center staff, the following logo was adopted: The barn symbol is consistent with the National Farm Medicine Center logo. The children of three different colors represent the mission of addressing children of all backgrounds across the U.S. The fence symbolizes "protection."



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

After the creation of the logo, office stationary and paper products were developed. Other promotional products bearing the logo were produced, including: school folders for the distribution of information, ballpoint pens, business cards, notepads and Rolodex cards.

### Exhibits

A National Children's Center for Rural and Agricultural Health and Safety tabletop display was designed in early spring for use at conferences and meetings. A larger display was also desired by the staff to be used in conjunction with an existing skyline floor display.

Four area children of varying ages and ethnic backgrounds were selected to pose as models for a larger-than-life photograph, taken by freelance photographer, Bill Paulson of Stevens Point, WI. The photograph, which covers the entire 10-foot skyline display, depicts the children in brightly colored shirts and standing in a field. The display was finished in late September and was first on exhibit at the Steering Committee in Minneapolis, then at the 4<sup>th</sup> International Symposium on Agricultural Health Conference in October in Saskatoon, Saskatchewan, Canada.

The children have since become known as the "Children's Center Kids" and appeared on the front of a greeting card mailed out before Thanksgiving and are a continual presence on the NCCRAHS web site.

The National Children's Center exhibit was seen at the following conferences and meetings in 1998:

- EMSC Congress, March 22-24, Washington, DC
- National Migrant Education Conference, March 28-April 1, Louisville, KY
- Wisconsin Rural Health Conference, April 22-23, Wausau, WI
- Rural Childhood Injury Summer Seminar, June 15-17, Marshfield, WI
- Second Biennial Violence Intervention & Prevention Institute, July 9-11, LaCrosse, WI
- California Child Injury Conference, September 16, San Diego, CA
- Wisconsin Environmental Health Association, September 29-30, Oshkosh, WI
- NCCRAHS Steering Committee Meeting, October 8, Minneapolis, MN
- 4<sup>th</sup> International Symposium on Agricultural Health Conference, October 18-22, Saskatoon, Saskatchewan, Canada
- Central States EMSC Leadership Conference, November 5-6, Oak Brook, IL

## Photography

The National Children's Center had a need for a selection of stock photographs depicting children from all over the United States involved in a wide variety of agricultural and rural recreational activities. Free-lance photographer, Larsh Bristol of Waukon, IA, was contracted to find those children and photograph them. Over a period of three months, he very successfully provided the National Children's Center with a large selection of photographs of children while traveling throughout the country.

The photographs are used in promotional materials, including publications and exhibits.

## Reports and Press Releases

The National Children's Center for Rural and Agricultural Health & Safety Newsletter was developed and the first two issues were published in the summer and fall of 1998. Activities of the Children's Center, individual Steering Committee members, and a calendar of events are regular features of the Newsletter.

A national agricultural media mailing was developed for the distribution of press releases. Releases were sent out to promote awareness of:

- The Rural Childhood Injury Summer Seminar
- Drowning hazards in rural areas and on farms
- Proper and safe use of all-terrain vehicles (ATVs)

## Web site

The National Children's Center for Rural and Agricultural Health and Safety web site (<http://research.marshfieldclinic.org/children>) underwent a redesign in keeping with an overall plan for the entire Marshfield Clinic system. In addition, the web site was given its own unique address, within the system.

The web site is under a constant state of change as new materials are added to the content and modifications made to enhance an appealing and user-friendly format. Content areas for the National Children's web site include:

- **Program Summary**
- **Projects**
  - National Children's Center for Rural and Agricultural Health and Safety
  - FFA Evaluation of Partners for a Safer Community
  - North American Guidelines for Children's Agricultural Tasks
- **Resources**
  - Order Form and Services
  - Publications
  - Professional Education
  - Selected Resource Sheets and Linkages
  - Media
  - Fact Sheets
  - Resource Packets
  - Quarterly Newsletters
- **Our Partners**
  - CSN National Injury and Violence Prevention Resource Center
  - National Safety Council
  - Farm Safety 4 Just Kids
  - National SAFE KIDS Campaign

- **Support**
  - The National Children's Center for Rural and Agricultural Health and Safety (a program of Marshfield Clinic, Marshfield, Wisconsin) is funded by the National Institute for Occupational Safety and Health (NIOSH, award no. U05/CCU514436) and the federal Maternal and Child Health Bureau (HRSA, contract no. 240-98-0005)
- **Contact Us**

## **New and Updated Resources**

The following resource materials were newly developed or revised by the staff of the National Children's Center:

- Agricultural Safety & Children Packet
- Rural Youth Drowning Packet
- Horses and Children Packet
- Resource sheets contain a listing and description of selected federal and national organizations and information to support state and local injury control efforts, including: Childhood Growth and Development (Guide to understanding child development), and Personal Watercraft (PWC) (Related facts and resources)
- Media Alert: Snowmobile Safety and Youth (tips for media in depicting safe snowmobile use)

## **PUBLICATIONS**

### **Publications**

- Lee, B. & Slesinger, D. - Contributing Authors (1998). Protecting Youth at Work: Health, Safety, and Development of Working Children and Adolescents in the United States. Chapter 5 -- Agriculture. Washington, D.C.: National Academy Press.
- Lee, B. (1998). Author Response to "Factors Influencing the Exposure of Children to Major Hazards on Family Farms." *The Journal of Rural Health*. 14(1): 7-8.
- Jenkins S, Marlenga B. (1998). Introduction to the W.K. Kellogg Agricultural Safety and Health (ASH) Initiative. *Journal of Agromedicine*. 5 (2), 3-7.
- Lee, B., Springfield, B. & Thorson, J. (1998). Sweden's Thirty-year Experience with Tractor Rollovers. *Journal of Agricultural Safety and Health*. 4(3): 173-180.

### **Abstracts in Published Proceedings**

- Lee, B., Lundqvist, P. & Purschwitz, M. (1998). Childhood Agricultural Injuries: Similarities and Differences between Sweden and Wisconsin, USA. Proceedings of 4<sup>th</sup> International Symposium on Rural Health and Safety in a Changing World. University of Saskatchewan, Saskatoon, Canada, p. P244.
- Lee, B. & Ortscheid, C. (1998). International Efforts to Promote Childhood Agricultural Injury Prevention. Proceedings of 4<sup>th</sup> International Symposium on Rural Health and Safety in a Changing World. University of Saskatchewan, Saskatoon, Canada, p. S225.
- Lee, B. (1998). National Issues for Childhood Agricultural Injury Prevention. Proceedings of Health and Safety in Western Agriculture: Building Bridges, University of California -- Davis.

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## CALENDAR OF CONFERENCES/MEETINGS

JANUARY
12 – NIOSH/MCHB - Project Officers Meeting, Washington D. C. – Barb Lee and Barbara Marlenga – Participants
FEBRUARY
6-8 – MCHB/CSN Strategic Planning, Washington D.C. – Barb Lee and Chris Hanna – Participant 9-10 – NCCRAHS Steering Committee Meeting, Marshfield, WI – All Staff – Participants
MARCH
22-24 -- EMSC Congress, Washington, D.C. – Chris Hanna and Mary Friesen – Participants and Exhibitors 28-April 1 – National Migrant Education Conference, Louisville, KY – Mike Sampson – Participant and Exhibitor
APRIL
5-7 – MCH Regional Leadership Conference, Chicago, IL – Chris Hanna Participant and Poster Presentation 8 – Wisconsin Farm Health & Safety Conference, Marshfield, WI – All Staff – Presentation and Participants 15-17 – National Agri-Marketing Association Convention, Dallas, TX – Mary Friesen – Participant 21-24 – Extension Education in Anabaptist Communities Conference, Shipshewana, IN – Chris Hanna and Steve Schaefer – Participants 22-23 – Wisconsin Rural Health Conference, Wausau, WI – Mike Sampson and Cathy Ortscheid – Participants and Exhibitors
MAY
3-6 – ASH-Net Annual Meeting, Washington, D.C. – Barb Lee – Presentation 7-9 – National Child Labor Coalition, Orlando, FL – Barbara Marlenga and Cathy Ortscheid – Participants 15 – AAP Wisconsin Meeting, Madison, WI – Mike Sampson – Presentation 17-20 – World Injury Conference, Amsterdam, The Netherlands – Barb Lee, Barbara Marlenga and Chris Hanna – Poster Presentation and Participants
JUNE
15-17 – Rural Childhood Injury Summer Seminar, Marshfield, WI – All Staff – Facilitate Profession Training 21-25 – National Institute for Farm Safety Annual Meeting, Winnipeg, Manitoba – Barb Lee, Barbara Marlenga, Cathy Ortscheid and Steve Schaefer – Participants and exhibitors
JULY
9-11 – Second Biennial Violence Intervention & Prevention Institute, La Crosse, WI – Chris Hanna – Participant and exhibitor 14-19 – ACE '98, Pacific Grove, CA – Mary Friesen -- Participant

AUGUST
5-7 – Progressive Farmer Farm Safety Day Camp Advisory Board, Birmingham, AL – Barb Lee – Advisory Board Member 14 – The Impact of Farm Trauma: The Rescued and the Rescuer, Marshfield, WI – Barb Lee – Presentation 30-31 – CSN Site Directors Meeting, Washington, D.C. – Barb Lee – Participant
SEPTEMBER
13-15 – Health & Safety in Western Agriculture, University of California – Davis – Barb Lee and Barbara Marlenga – Participants 16 – California Child Injury Conference, San Diego, CA – Barb Lee and Steve Schaefer – Presentation and Exhibit 17 – Agricultural Health: Caring for Farm Families, Mankato, MN – Chris Hanna – Presentation 28 – Get on a Roll: Preventing Unintentional Injuries in Pre-Adolescents (Video Conference), Madison, WI (state-wide broadcast) – Chris Hanna – Presentation and Panel 28-29 – NAGCAT Project Advisors Meeting, Minneapolis, MN – Barb Lee, Barbara Marlenga and Cathy Ortscheid – Meeting Hosts 29-30 – Wisconsin Environmental Health Association, Oshkosh, WI – Steve Schaefer – Participant and Exhibitor
OCTOBER
8 – NCCRAHS Steering Committee Meeting, Minneapolis, MN – All Staff – Conducted Meeting 15-17 – CDC National Suicide Prevention Conference, Reno, NV – Chris Hanna – Participant 18-22 – 4 <sup>th</sup> International Symposium Agricultural Health Conference, Saskatoon, Saskatchewan – Barb Lee, Barbara Marlenga and Cathy Ortscheid – Program Coordination
NOVEMBER
5-6 – Central States EMSC Leadership Conference, Oak Brook, IL – Steve Schaefer – Participant and Exhibit 12-14 – National Association of Farm Broadcasters Convention, Kansas City, MO – Mary Friesen – Participant 15-19 – APHA Annual Meeting, Washington, D.C. – Chris Hanna, Steve Schaefer and Cathy Ortscheid – Participants
DECEMBER
1-2 – NAGCAT Advisors Meeting, Milwaukee, WI – Barb Lee, Barbara Marlenga and Cathy Ortscheid, Meeting Hosts 2 – Medical College of Wisconsin, Milwaukee, WI – Barb Lee – Injury Prevention Lecture 14 – Wisconsin Safe Kids Coalition, Madison, WI – Steve Schaefer – Advisory Board Member

## FISCAL INFORMATION

### Extramural Funding

#### **"National Children's Center for Rural and Agricultural Health and Safety"**

**Barbara Lee, Principal Investigator**

Funded by NIOSH, 1997-2002; FY '99 -- \$567,814

#### **"North American Guidelines for Children's Agricultural Tasks"**

**Barbara Lee, Principal Investigator**

**Barbara Marlenga, Project Manager**

Project within Marshfield's NIOSH Agricultural Center, 1996-2002; FY '99 -- \$82,450

#### **"Community-Based Health and Safety Interventions for Adolescents Working in Agriculture: Evaluation of a National Initiative-*Partners for a Safer Community*"**

**Barbara Lee, Principal Investigator**

Funded by NIOSH, 1996-1999; FY '99 -- \$166,686.

#### **"Children's Safety Network Rural Injury and Violence Prevention Resource Center"**

**Barbara Lee, Project Director**

Funded by Maternal and Child Health Bureau, a five-year cooperative agreement, 1992-1997; extended as a five year contract, 1997-2002; FY '99 -- \$187,149.

#### **"Work Guidelines: Evaluation of Dissemination Methods"**

**Barbara Marlenga, RN, PhD, Principal Investigator**

Funded by NIOSH, 1998-2001; FY '99 -- \$198,231.

#### **"Examination of Rural Youth Risk Behaviors Using National Survey Data"**

**Barbara Marlenga, RN, PhD, Principal Investigator**

Funded by the University of Iowa CDC Injury Prevention Research Center, 1998; FY '99 -- \$8,074.

## EVALUATION

### Information, Referral, and Technical Assistance

A customer satisfaction survey was conducted to assess the responsiveness of the NCCRAHS to customer needs, usefulness of information, referral information, and solicitation of future customer needs/interests. The customer satisfaction survey consisted of two phases. The first phase included a lengthier questionnaire. After further review and consultation with other scientists, the questionnaire was revised in the second stage so that a smaller set of items would be asked to respondents. During the first stage (October 1, 1997-September 13, 1998), a total of 590 individuals contacted the NCCRAHS requesting informational materials. From this population of 590, we randomly selected 42 individuals and asked them to complete the customer survey. During the second phase (September 14, 1998-November 11, 1998), a total of 138 individuals contacted the NCCRAHS requesting information. From this population, we randomly selected 20 individuals and asked them to complete the revised, customer survey.

### Methodology

A telephone survey design was employed for collecting customer satisfaction information. This method promotes participation and thereby increases the potential response rate. Trained interviewers administered the telephone surveys. The trained interviewers used a telephone interview schedule that included both closed- and open-ended questions. More specifically, the questions examined the following areas: 1) responsiveness of the Center staff; 2) quality and usefulness of the Center programs; 3) willingness to utilize Center resources again; and 4) additional or new areas/programs that the Center should establish or develop. Data analysis procedures selected were those appropriate to survey research including descriptive statistics and frequencies.

### Findings

**Phase 1:** Of the 42 respondents who completed the telephone survey, a majority were female (74%). Respondents came from all regions of the country, but the greatest proportion were from the Midwest (38%), followed second by the Northeast (24%), and third by the Southeast (21%). The remaining percent of respondents were from either the West (14%) or Canada (2%).

The most common mode of communication by which respondents contacted the NCCRAHS was by telephone (47.6%). Over one-in-four (26.2%) contacted the NCCRAHS by regular mail, while 12% did so through electronic mail. Overwhelmingly (83.3%), respondents indicated that their contacts were related to their business, profession, or workplace. The remaining 16.7% of the sample reported that they made personal requests for information for either themselves or their family members.

Respondents were asked seven questions on specific customer satisfaction items. Respondents could choose from among five response categories that ranged from (definitely agree to definitely disagree). Over three-quarters of respondents reported that they were *satisfied* with the following components of the NCCRAHS: 1) the NCCRAHS responded to requests in a timely manner (92.9%); 2) the person who offered assistance was knowledgeable (76.2%); 3) the person who assisted had a pleasant manner (78.6%); 4) the NCCRAHS sent materials that were useful and understandable (92.8%); 5) the respondent would not hesitate using the NCCRAHS again (97.7%); and 6) the respondent would not hesitate referring others to this service again (97.6%). Finally, respondents were asked to rate from the overall service they received from the NCCRAHS on a scale from poor to outstanding. One-half of the respondents rated their service as outstanding, while additional 45.2% indicated that the NCCRAHS staff was helpful. Only 2.4% of the respondents were disappointed with the service they received from the NCCRAHS.

*Phase 2:* Of the 20 respondents who completed the telephone survey, 75% were female. Over one-half (53%) of the respondents were from the Midwest, while 21% were from the Southeast, 16% were from the Northeast, and 10% from the West.

A simple majority (55%) of the respondents contacted the NCCRAHS by telephone. The remaining 45% of the sample contacted the Center through several means of communication: 1) electronic mail (15%); 2) FAX (10%); 3) regular mail (10%); and 4) special event (10%). Seven-in-ten respondents requested information primarily on children's agricultural injuries, while an additional 15% requested information primarily on ATVs. Five percent of the respondents each requested information on CSN-general, equestrian, and violence.

At least nine in ten of the respondents were satisfied with the following aspects of the service they received from the NCCRAHS: 1) the NCCRAHS responded to requests in a timely manner (100%); 2) the person who offered assistance was knowledgeable (95%); 3) the person who assisted had a pleasant manner (90%); 4) the NCCRAHS sent materials that was useful (90%); 5) the NCCRAHS sent materials that was understandable (90%); 6) the respondent would not hesitate using the NCCRAHS again (95%); and 7) the respondent would not hesitate referring others to the service again (100%). Once again, respondents were asked to rate from the overall service they received from the NCCRAHS on a scale from poor to outstanding. Nearly two-thirds (65%) rated their service as outstanding, with the remaining proportion rating their service as either very helpful (25%) or helpful (10%).