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JA:2021-3. Dissemination and Adoption of AgInjuryNews.org: A Publicly Available Collection of Agricultural Injury Media Reports

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KEYWORDS
Injury; data; beef; cattle; animal; agriculture

Disclosure statement

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JA:2021-2. Dairy Safety Kit: An Innovative Online Based Training and Outreach Solution

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ABSTRACT

Purpose: Developed in partnership with Washington State Dairy Federation, Washington State University, and University of Washington, the e-learning Dairy Safety Kit (DSK) platform provides curated content and an interactive learning experience tailored to Washington dairy workers. The DSK is organized as a series of interactive modules targeting training topics identified through survey of Pacific Northwest dairy producers.

Methods: Moderators, recruited by the Dairy Federation of Washington, interact with e-learners, answer subject-specific questions, and provide guidance on implementing on-farm training using module materials. Registered e-learners can self-guide their way through the DSK content, access and download materials, ask questions, and provide feedback on material effectiveness and ease of use. This is a flexible and bilingual platform that also allows for dissemination of emerging issues, changes in regulations, and other critical information.

Practical application: Evaluation of the DSK will be conducted through REDCap, a secure web application for building and managing online surveys and databases. Evaluation will capture user experience as well as usage frequency and number of employees trained using these tools. Evaluation metrics developed as part of this project will be used to refine and inform future training delivery approaches within this industry.

KEYWORDS
Dairy; e-learning; safety training

Disclosure statement

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JA:2021-3. Dissemination and Adoption of AgInjuryNews.org: A Publicly Available Collection of Agricultural Injury Media Reports

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ABSTRACT

Purpose: Agriculture, Fishing, and Forestry (AFF) is the most dangerous occupation in the United States with 22.8 fatalities per 100,000 workers and a youth fatality rate of 28.21 per 100,000 workers as of 2017. As of 2015, the US Bureau of Labor Statistics' (BLS)

discontinued its Census of Fatal Occupational Injuries (CFOI), leaving an absence of a nationally representative agricultural injury surveillance system. AgInjuryNews.org aims to fill this gap in AFF injury surveillance through news media reports. In addition to multiple peer-reviewed publications, a 3-week advertising campaign on Facebook.com was undertaken. This project investigates and discusses these methods of implementation, dissemination, and diffusion throughout the agricultural safety and health discipline.

Methods: User data were extracted via Google Analytics from January 27, 2015 to October 1, 2019. Advertising campaign effectiveness was determined through Facebook and Twitter integrated analytics. Tweets from October 1, 2018 to October 1, 2019 were coded into themes and categories and analyzed. Retention is defined as the ratio of returning users to total users and is discussed via common behavioral metrics.

Results/Findings: The majority of users were from major US metropolitan areas and areas home to large agricultural research centers. High retention was found in users from areas with a high AFF population and the presence of National Institute of Occupational Safety and Health (NIOSH) agriculture centers. Users from universities and professional agriculture safety and health networks stayed on the site longer and had a lower bounce rate than those from social media. Facebook advertising attracted many new visitors but had poor retention and visit duration. Twitter posts with direct referrals and mentions yielded the highest engagement rate, while article links yielded the most impressions.

Practical Application: The AgInjuryNews.org database can be useful to AFF professionals, and its continued growth better enables more informed decision-making and research activities. These findings better inform the methods and channels to use when disseminating AFF safety and health information. Results from this project indicate that Facebook and Twitter can be useful platforms for outreach, but strategies that specifically target agricultural safety and health stakeholders still need refinement.

KEYWORDS

AgInjuryNews.org; usage; agriculture; safety; injuries; news clipping

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JA:2021-4. Quantitative Measurement of an Ag Center's Outcomes: The Project Scoring Matrix

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ABSTRACT

Purpose: The presentation explains the Project Scoring Matrix (PSM) instrument that was developed by the Central States Center for Agricultural Safety and Health (CS-CASH). Aspects include the instrument development process, what key outcomes are measured, data sources, PSM outcomes weighting, and ranking criteria.

Methods: The PSM took 2 years to develop under the direction of our health economist, Dr. Fernando Wilson, and in collaboration with the evaluation team and CS-CASH leaders. The PSM is an