

Farm Safety 4 Just Kids

Farm Safety 4 Just Kids 2010 Annual Report



Lauren Dye, 2010 Missouri outreach coordinator, teaching grain safety.

Farm Safety



Just Kids

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Missouri - Lauren Dye
Nebraska - Micaela Rezac
Ohio - Megan Buechner
South Dakota - Lauren Foesheim

Youth Representatives

Trevor Hoff – Maryland



Josie Rudolphi, Iowa outreach coordinator discusses ATV safety at a farm safety event in Pella, Iowa.

Mission:

Farm Safety 4 Just Kids works to promote a safe farm environment to prevent health hazards, injuries, and fatalities to children and youth.

Chapter Building

The Farm Safety 4 Just Kids (FS4JK) chapter building project completed its second year of a three year process in 2010. This year fifteen additional chapters conducted SWOT exercises:

- Colorado Farm Bureau
- Lebanon County (PA)
- Missouri FFA
- River Valley (OH)
- Dubuque County (IA)
- Mammoth Cave (KY)
- Northeast Nebraska
- Tipton County (IN)
- Gibson Area Hospital (IL)
- Tuscarawas County (OH)
- RedBrownville (MN)
- Town and Country (IA)
- Western IL
- Mid Dakota (ND)
- West Central IL

Fourteen chapters went on to identify unique strategies for the chapter to build on strengths and improve weaknesses as outlined in the SWOT analysis: (* indicates SWOT conducted in 2009)

- Dubuque County (IA)
- Northeast Nebraska
- West Central IL
- SE Missouri Monsanto*
- Mammoth Cave (KY)
- RedBrownville (MN)
- Ilini* (IL)
- South Central* (NE)
- Mid Dakota (ND)
- Tuscarawas County (OH)
- Northview 4-H* (FL)
- Western IL
- Tipton County (IN)
- NYCAMH* (NY)

Strategies addressed community awareness, membership, funding, or time. Some chapters saw room for improvement in multiple areas and created several strategies.

All chapters will be invited to attend a training workshop in 2011. Chapters participating in the chapter assessment/building project will share their strategies and struggles to address issues associated with community awareness, membership, time, and funding.

I-CASH Hall of Fame Award

Shari Burgus, Farm Safety 4 Just Kids (FS4JK) education director was awarded the I-CASH Hall of Fame Award at the annual MRASH conference in Iowa City. The award recognizes individuals or organizations in the public or private sector that have made significant contributions to agricultural safety and health in Iowa. The conference provided updated information on agricultural and rural safety and health and to strengthen collaborative efforts among researchers, practitioners, agricultural producers and medical professionals. Shari Burgus also gave a presentation along with Dr. Risto Rautiainen, Greg Thessen, and Dr. Karen Funkenbusch entitled Injuries among Part-time Farm Families: Linking an Injury Survey with 2007 Ag Census Data.



Shari Burgus, FS4JK Education director

Message from Marilyn

With your help, the rate of childhood injury on farms and ranches in the U.S. has declined by nearly 60 percent since 1998, an encouraging sign that research and public awareness efforts are making an impact in one of the nation's most hazardous industries. While the drop in farm accidents is encouraging, we must continue to educate new generations to insure it continues to decrease, rather than rise.

With that in mind, I have been working with our Children's Safety Campaign to raise funding for the Farm Safety 4 Just Kids (FS4JK) Endowment. The funding will establish a permanent, sustainable fund to ensure the future of Farm Safety 4 Just Kids.

Our Children's Safety Campaign is co-chaired by Gary Douglas, President and COO of Nationwide Agribusiness along with Paul Schickler, President and CEO of Pioneer Hi-Bred International Inc. Many thanks to them, and the additional committee members, for making the future of FS4JK a priority.

Throughout the year, I had the honor of speaking at the Minnesota Association of Farm Mutual Insurance Companies Conference, Ag Engineers Manufacturers meeting, the Brooklyn Farm & Home Show (IA), Nevada Elementary School (IA), the Nationwide Insurance Agents breakfast, and the Midwest Regional Ag Safety & Health Conference.

In the upcoming year, while we seek funding, grow the organization, and plan for the future, I will continue to pull at the heartstrings and find new opportunities for visibility that will lead to keeping rural kids safe and healthy across North America and beyond.

Many thanks to everyone who has worked hard to reduce the number of childhood injuries.

Marilyn Adams

Year in Review

Chapters

Boone County AR
Crawford County
San Joaquin County
Stanislaus County
Big Sandy
Colorado FB
Eastern Colorado
Western Colorado
Delaware
Northview 4-H Club
Comer Lions Club
1st Illinois Central
1st Illinois Northern
1st Illinois Western
DeKalb County FB
Gibson Area Hospital
Illini
Knox County
Land of Lincoln
Logan County
McCab
Partners 4 Farm Safety
Rockford Area
South Eastern IL
Spoon River Valley
West Central Illinois
Western Illinois
ADM Grain Co.
Greater Boone Cnty
Tipton County
Washington County
ADM Corn Processing
Audubon County 4
Just Kids
C-G FFA Safety Crew
Central Iowa Farm
Safety
Clarke County Youth
Safety
Delaware County
Dubuque County
Gilbert Community
Safety
Grundy County United
Kossuth FFA Farm
Safety
Merit- Morale-Mon-
santo
Page County
Partners 4 Farm Safety
River Valley Iowa
Town & Country
KanOkla 4 Kids
Adair County
Mammoth Cave
Dakota Land
Keep All Kids Safe
LeRoy-Ostrander FFA
Litchfield MN Area
Martin County West
FFA
MnKota
Maynard, MN
Red Brownville

- Shari Burgus, Farm Safety 4 Just Kids (FS4JK) education director, presented on the Farm Safety 4 Just Kids Chapter Assessment at the National Institute for Farm Safety annual conference June 27 - July 1. Burgus shared how FS4JK approached the project for the benefit of other farm safety organizations in attendance.
- Successful Farming Farm Family Grants are designed to help keep the children who live on, play on, and visit their farms safe. This year's award winners are:
 - Kristy Barak, NE: Infant video monitor with handheld unit
 - Dick Campany, NY: Videos for Ag classes
 - Ashley Foster, MN: Protective gear for working with sheep
 - Christopher Foster, MN: heat lamps, bulb, and fire extinguisher
 - Jack & Judy Graham, IN: Locked storage shed and warning signs
 - Arianne Henry, OH: Fencing for children and relatives
 - Twilya L'Ecuyer, KS: Night reflective address signs
 - Mark & Kimberly Oldfather, IN: Electrical work for house and fencing
 - Tom & Alison Otte, NE: Playground in back yard
 - Matt & Rhonda Saucier, MO: Video camera to demonstrate safe practices
- Conferences
 - NIFS – Wilmington, NC
 - USDA Rural Tractor Certification Project – Indianapolis, IN
 - Agricultural Medicine Training – Iowa City, IA
 - National Association of Ag Educators – Las Vegas, NV
 - Midwest Rural Agricultural Safety and Health forum – Iowa City, IA
- Trade Shows
 - American Farm Bureau Federation – Atlanta, GA
 - National Association of Farm Broadcasters – Kansas City, MO
 - Commodity Classic – Anaheim, CA
 - Farm Progress Show – Boone, IA
- The Buckle Up or Eat Glass campaign, sponsored by Iowa's Governor Traffic Safety Board, just finished its eleventh year educating youth on the importance of seatbelt safety in rural areas. In 2010, 17 communities held campaigns with 1,220 youth participating. Over 1,900 vehicles were checked with 90 percent wearing seatbelts.

In **2010** Farm Safety 4 Just Kids outreach coordinators and chapter network delivered more than

1,200 community events to
169,000 children, youth, and farm families.
8,500 volunteers donating
41,000 hours of their time.

In addition, they also touched another **1.9 million** through media interviews, press releases, trade shows, fairs, ect.

Chapter Awards

Professional Chapter of the Year
Woolwich Community Health Center

Volunteer Chapter of the Year
Keep All Kids Safe

New Chapter of the Year
Southwest Ohio

More than 10,000 Reached

Chapters that have reached over 10,000 people this year

Mikey D; Red Brownville; Southwest Missouri Monsanto; Illini; Darke County;
Mid Dakota; Keep All Kids Safe; Buckeye Insurance; Knox County; Dekalb

1,000 Volunteer Hours

Chapters that logged over 1,000 hours this year

Woolwich Community Health; Red Brownville; Southeast Missouri Monsanto;
Darke County

Crowing for Farm Safety

Using media and large events to increase farm safety awareness

Mikey D; Southeast Missouri; Darke County; Keep All Kids Safe;
Buckeye Insurance

Horizons

Chapters teaching farm safety outside their own communities

Lancaster Farm Safety; Keep All Kids Safe; Illini; Mikey D; Southeast Missouri

Out of the Barn Box

Chapters that teach ideas and methods not found in the barn box

Red Brownville; Mikey D; Lancaster Farm Safety; Gibson Area Hospital

10 Year Chapter Awards

Adair County; Delaware County; Gilbert Community; Mac-A-Chee; North Knox;
Prairie Farm; Saskatchewan Labour

5 Year Chapter Awards

Allegan County; Cargill Animal Nutrition; Henry County;
Chatham-Kent Children's Safety Village

Chapters

Ashfield Fire
Allegan County
Hunter Behlmann
Memorial
Mizzou FFA
Monroe County
SEMO
Stover FFA
Boone County
Central Nebraska
CPI FS4JK
Heartland FFA
Hand in Hand Safety
Northeast Nebraska
Platte Valley
Sodbuster Safety
South Central NE
Hudson River Valley
NYCAMH
Oswego County
Ashe-Alleghany Safety
East Duplin FFA
Mid Dakota
Southwest N.D
Ames Jolly Farmers
Buckeye Insurance
Darke County
Mac-A-Chee Valley
River Valley Ohio-
Southwest Ohio
Tuscarawas County
Washington Co. FB
Huntingdon Cnty Fair
Lancaster Farm Safety
Lancaster SAFE KIDS
Lebanon County
NE Region Safety
NEPA AHEC
PA Dept of Agriculture
Mikey D
Dickson County
Henry County Young
North Knox FFA
Ellis County
Lavaca Just for Kids
SweetBran
Williamson County FFA
Cargill Animal Nutri-
tion Central Columbia
Basin
Prairie Farm FFA &
Spencer FFA
Cargill Yellowhead
FSG
Lamont County Region
M.D. of Clear Hills
Keystone FSG
Vita District
Chatham-Kent Chil-
dren's
Ontario
Woolwich Community
Saskatchewan Labour

Outreach Coordinators

In 2010, Farm Safety 4 Just Kids (FS4JK) added another outreach coordinator in California, sponsored by Wilbur-Ellis. A total of ten outreach coordinators conducted safety events and presentations at various communities within the states they represent.

The mission of the positions is to conduct a minimum of twenty farm safety events, such as, safety day camps, school safety assemblies, trade shows, county and state fairs, ect., throughout each individual state. They accomplish this by partnering with an extensive network of organizations including, FFA, 4-H, Farm Bureaus, schools, extension offices, Rotary Clubs, Commodities Groups, Farmer's Markets, sponsor sites, and a wide variety of other businesses, clubs, and organizations.

In the last three years, the outreach coordinator program has conducted nearly 500 events, reaching approximately 60,000 children, youth and families directly and another 3,723,000 through fairs, trade shows, newspapers, radio, and other means of mass communication.



Youth drawings about ATV safety presented by Micaela Rezac, Nebraska outreach coordinator

Youth Reps to D.C.



Kristi Ruth and Trevor Hoff

SPRING - Kristi Ruth and Trevor Hoff, Farm Safety 4Just Kids (FS4JK) youth representatives, and Shari Burgus, FS4JK education director attended the NOYS conference in April. The highlight of the trip was being a part of the Oprah Show, simultaneously transmitted in five locations (DC, Atlanta, Boston, Chicago, and Los Angeles). Oprah had proclaimed the day No Phone Zone Day, encouraging everyone to stop talking on cell phones and texting while driving.



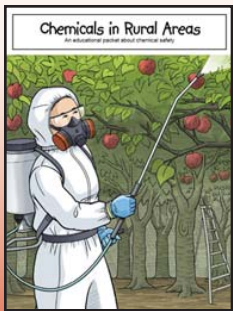
Ashley Perez, Trevor Hoff, and Tyler Vacha

FALL - Youth representatives Trevor Hoff and Ashley Perez attended the fall NOYS meeting in November along with Tyler Vacha, chapter and membership director. The group attended various meetings including press conferences by the Department of Transportation and round table discussions on various safety topics affecting kids.

ASABE Blue Ribbon Award

The "Keep on Track" tractor safety educational packet received a blue ribbon award from the American Society of Agricultural and Biological Engineers (ASABE). The educational Aids Competition is designed to recognize the materials that contribute to the understanding of biological and agricultural engineering subjects, with an emphasis on how well the needs of the intended audience are met. The award was handed out at a ceremony on June 21, 2010 in Pittsburgh, PA.

Chemicals in Rural Areas - Education packet



In 2010 work started on creating a new chemical safety education packet. Chemical use and handling has changed since the original packet was introduced over ten years ago. In addition, the University of California in Davis named chemical safety as a main topic of concern among the Hispanic population. Thanks to the generous support of The Farm Credit Foundation, progress started on developing a chemical safety packet available in both English and Spanish. Various chemical and safety experts weighed in on the content. The reviewers included a native of Mexico to ensure cultural relevance within the content and images.

Due to the increased Hispanic audience, all future materials produced by Farm Safety 4 Just Kids will be translated and available in Spanish.

**The injury rate of kids on US farms has dropped
by nearly 60 percent since 1998!**

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 FS4JK Chapter
 Dodge County 4-H & Extension
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 Farmers Electric Coop
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 Webster County Farm Bureau
 West Pottawattamie County Farm Bureau
 Western Cherokee Mutual Insurance
 Woodbury County FB
 Woodford County Mutual Insurance Company

Children's Safety Campaign

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Revenues and Other Support

Revenues	2010	2009	Expenses	2010	2009
Merchandise sales	\$42,903	\$46,809	Program services	\$598,460	\$825,100
Cost of goods sold	7,886	25,978	Development	244,308	214,261
Gross Profit	\$30,017	\$20,831	Management/General	70,826	62,341
			TOTAL EXPENSES	\$913,594	\$1,101,702
Donations and grants	\$894,888	\$933,301	Change in net assets	80,230	(111,744)
Memberships	28,040	32,610	Net assets—		
Speaker funds	0	200	Beginning of year	\$467,792	\$579,536
Interest income	1,104	3,016	NET ASSETS—		
Other income	4,775	0	END OF YEAR	\$548,022	\$467,792
TOTAL REVENUES & OTHER SUPPORT	\$989,958	\$1,250,436			