

Alberta Farm Safety Program

Planning a Farm Safety Initiative

Congratulations on coordinating a farm safety initiative. You have taken a leadership role in your community to help farmers, their families and workers thrive in a self-sustained culture of safety.

The purpose of the **Alberta Agricultural Society Farm Safety Grant Program** is to help Agriculture Societies deliver farm safety awareness, education, and training across Alberta to promote behavioral changes on family farms and the agriculture community.

This strategic planning tool has been created to help you plan a successful farm safety event tailored to your own farming community.

The **Alberta Farm Safety Program** is committed to promoting the adoption of safe farm practices in Alberta by providing life-long learning opportunities and partnering with others. We welcome the opportunity to help you develop your farm safety initiative.



AWARENESS

EDUCATION

TRAINING

Considerations

Hosting a successful event requires strategic and tactful planning and implementation. While every event will be different, below are some questions that can help identify key areas to address when planning your farm safety initiative.

What does the typical farm look like in your community (e.g., mainly grain, beef, or mixed)?

Has there been any previous farm safety incidents in your area?

What farm safety events have taken place in the past? Who was the target audience? What topics were covered?

What are some challenges you may face when deciding to put on a farm safety event/initiative?

Are there any existing agricultural events in your area that would benefit from the addition of a farm safety initiative (e.g., fall fairs, community harvest dinners)?

Are there any members of your community wanting specific education/training (e.g., first aid, helmet fittings)?

Planning Tools

Name of Event	
Location of Event	
Date of Event <i>Consider the time of year (e.g., harvest, planting, calving are busy times for farmers)</i>	
Time of Event <i>Is there a time that works best for an event of this nature? (AM/PM, weekday/weekend)</i>	
Target Audience– Who <i>Who is this farm safety initiative targeted at? Children/Youth, Young Farm Workers, Adults, Elderly, Farm Families?</i>	
What message do you want to promote? <i>What do you want to say to the target audience?</i> <i>What do you want them to know/do/take home?</i>	
Objectives– Why <i>Be clear about what you hope to achieve with this event</i>	
Description of Event—What Try to include the specific benefits for each attendee.	

Planning Tools

**What Resources are needed for your event?
(e.g., interactive displays, training manuals, activity booklets)**

Be sure to book/order well in advance to ensure availability.

Staffing/Volunteers

If you break down tasks into manageable jobs, volunteers are more likely to help out and return in the future.

Publicity/Promotion

How will you get the word out about your safety initiative (e.g., Call of the Land, radio, newspaper, social media)

Event Feedback

Guest feedback, constructive comments, guest appreciation/thank you letters.

Topic Selection

To ensure the best use of your time and effort, choose safety topics that are relevant to your agriculture community. These topics can also be broken down into smaller categories (e.g., livestock safety — low stress cattle handling, equine safety, sheep safety, etc.). To find specific Safety Specialists, please visit the Farm Safety website www.agric.gov.ab.ca/farmsafety. Our **online directory** lists a variety of organizations, businesses, and individuals providing consulting, education, and training services on agricultural specific safety topics.

Topic Session Ideas	Possible Presenters
<input type="checkbox"/> Grain Safety	<ul style="list-style-type: none"> • Safety Specialist, Farmer, Grain Company
<input type="checkbox"/> Chemical Safety	<ul style="list-style-type: none"> • Chemical Representative, Poison Control
<input type="checkbox"/> Confined Spaces	<ul style="list-style-type: none"> • Safety Specialist
<input type="checkbox"/> Emergency Planning	<ul style="list-style-type: none"> • Safety Specialist
<input type="checkbox"/> Fall Protection	<ul style="list-style-type: none"> • Safety Specialist
<input type="checkbox"/> Livestock Safety	<ul style="list-style-type: none"> • Safety Specialist, Veterinarian, Breeder, Animal Health Technician
<input type="checkbox"/> Fire Safety	<ul style="list-style-type: none"> • Local Fire Department
<input type="checkbox"/> First Aid/CPR	<ul style="list-style-type: none"> • EMS, Alberta Health Services, Health Professional
<input type="checkbox"/> Hazard Assessments	<ul style="list-style-type: none"> • Safety Specialist
<input type="checkbox"/> WHMIS	<ul style="list-style-type: none"> • Safety Specialist
<input type="checkbox"/> Personal Protective Equipment	<ul style="list-style-type: none"> • Safety specialist, Trained chemical applicator
<input type="checkbox"/> Respiratory Health	<ul style="list-style-type: none"> • Health Professional, Alberta Health Services
<input type="checkbox"/> Small Machinery Safety	<ul style="list-style-type: none"> • Dealership, Farmer
<input type="checkbox"/> Rural Transportation	<ul style="list-style-type: none"> • Transportation Safety Specialist,
<input type="checkbox"/> Disease Control/Biosecurity	<ul style="list-style-type: none"> • Health Care Professional, Safety Specialist
<input type="checkbox"/> Emergency Planning	<ul style="list-style-type: none"> • Safety Specialist
<input type="checkbox"/> ATV Safety	<ul style="list-style-type: none"> • Local Dealership, Safety Specialist, AB Safety Council

Topic Selection

Topic Session Ideas	Possible Presenters
<input type="checkbox"/> Augers/PTO's	<ul style="list-style-type: none">• Implement Dealer, Farmer
<input type="checkbox"/> Helmet Safety	<ul style="list-style-type: none">• Safety Specialist
<input type="checkbox"/> Disability Awareness	<ul style="list-style-type: none">• WAR Amps, Local Resident
<input type="checkbox"/> Hearing Protection	<ul style="list-style-type: none">• Alberta Health Services, Health Professional
<input type="checkbox"/> Dugout/Irrigation Systems	<ul style="list-style-type: none">• Manufacturer, Farmer, Health Care Professional
<input type="checkbox"/> Large Farm Equipment	<ul style="list-style-type: none">• Equipment Dealership
<input type="checkbox"/> Sun Safety	<ul style="list-style-type: none">• Health Professional, Alberta Health Services
<input type="checkbox"/> Harvest/Planting Fatigue	<ul style="list-style-type: none">• Health Professional, Alberta Health Services
<input type="checkbox"/> Water Safety	<ul style="list-style-type: none">• Health Professional, Lifeguard, PFRA Rep.
<input type="checkbox"/> Sharps Safety	<ul style="list-style-type: none">• Veterinarian, Poison Control
<input type="checkbox"/> Power tool Safety	<ul style="list-style-type: none">• Hardware Dealer, Farmer
<input type="checkbox"/> Electrical Safety	<ul style="list-style-type: none">• Rural Electrical Company, Electrician

Topic Tips

- It can be difficult to have a wide range of ages attend the same safety presentation. If you're holding a larger event, think about **splitting the participants into specific age groups** (e.g., adults vs. youth) and tailoring your activities to their learning capabilities.
- Farming responsibilities typically increase with age and experience. Choose topics that are not only relevant to your community, but also **age appropriate**. For example, having a session about how to safely operate large machinery on public roads would be more appropriate for adults than children.

Examples of Eligible Projects

- Advertising campaign (e.g., newspaper advertisement , billboard messaging)
- Guest speakers, qualified instructors or trainers (at an event)
- Training courses & workshops—targeted toward farm families, and farm workers
Some examples are: farm equipment extrication, rural emergency plan, trailer loading, WHMIS, first aid.
- Farm safety camps— e.g., costs associated with hosting a Progressive Agriculture Safety Day are eligible
- Safety demonstration equipment may qualify but will be reviewed on a case by case basis and may require additional application information to be completed
- Training materials
- Facility fees
- Take home materials (e.g., personal protective equipment, sharps containers,
- Volunteer honorariums
- Contest prizes
- Food/ catering
- Hiring event coordinator
- Purchasing Farm Safety Demonstrations

Ineligible Projects and Expenses

- Donations
- No programs currently supported under other provincial farm safety grants are eligible for additional support by these funds (e.g., Safety Smarts, Sustainable Farm Families, Ag for Life Safety Days, etc.)
- Automated External Defibrillator (AED) machines are an ineligible expense of this grant
- Projects or expenses incurred prior to April 1, 2016.

Common Challenges

- **Volunteer Capacity**

If you break tasks into manageable jobs, volunteers are more likely to help out and return in future years. Ask your volunteers what type of jobs they would enjoy doing and try your best to delegate accordingly. Ensure volunteers know what is expected of them to guarantee a successful event. Following your event, show your volunteers some appreciation with a thank you letter or honorarium.

- **Participation**

Consider the time of year you're thinking of holding your event. Typically, farmers are extremely busy during the spring and fall for planting and harvest, and may not be available to attend. Consult the farmers in your community to gain a greater understanding of their schedules to maximize attendance. Alternatively, consider planning your event in conjunction with an existing community function (e.g., fall fairs, harvest dinners, rodeos, 4-H meetings) or partnering with local businesses (e.g., dealerships). This integrative approach may help "hook" more participants in attending.

- **Event Promotion**

There are so many details involved when planning an event that you may not think about how to actually get people to attend. Here are a few promotional strategies to help inform your community of your initiative.

- ◇ Compelling Description — Write a description that clearly indicates the farm safety message/topic, time, place, and target audience. Create a description of your event that include the specific benefits for each attendee.
- ◇ Communication Method— Use the popular communication outlets in your area. Consider using newspaper ads, e-mail lists, social media, newsletters, or radio to get the word out! **Call of the Land** is a five day a week radio program produced by Alberta Agriculture and Forestry that broadcasts to a rural audience over 110,000. You can reach them at calloftheland@gov.ab.ca
- ◇ Get Event Participants Involved— Implement an "event share" incentive to spread the word through your participants' contacts. For example, create an event on social media (e.g., Facebook, Twitter, Instagram) and every time someone shares your event , the individual receives 1 entry into a prize draw.

For further information on the Alberta Farm Safety Program, visit our website at www.agriculture.alberta.ca/farmsafety or call the Ag-Info Centre toll-free at

310-FARM (3276).