Farm Safety Write it Right Infographic

#2 FARM SAFETY – WRITE IT RIGHT

WORK ACTIVITY

Whether it is reporting a farm-related incident or covering a 4-H Achievement Day, the words expressed by media have a huge influence on their audience. This makes media a key messenger of good or bad safety practices, whether they realize it or not.

BACKGROUND

Words shape attitudes and a picture is worth a thousand words, so the words used by media are a key influence on their audiences – and that includes farm safety. With this in mind, there are several things that media can do to create good and accurate messages for farm safety.

KEY POINTS - Wording DOs and DON'Ts

DO use the word 'incident' rather than ' accident'. 'Accident' implies an 'act of God' or 'bad luck'; however, evidence confirms that most injuries are both predictable and preventable.

DO make your story a 'teachable moment' by explaining safety violations and/or preventative measures that should have been taken. Include safety resources and programs available to farmers.

DO show production agriculture for what it is – an intense, high-risk industry made even more stressful by unpredictable factors such as weather.

DO say it like it is. For example, "the tractor drove off the road" is incorrect and should be phrased as "the driver lost control of the tractor and veered off the road".

DO NOT say that a child killed in a farm incident, "died doing what he loved," or that he, "loved to help daddy." This implies that it is acceptable to allow children into agricultural worksites.

DO NOT attribute incidents to the unpredictable nature of animals, failure of machinery or the existence of rough landscape. These are all known hazards and are to be addressed safely with human decisions.

DO NOT use the phrase "freak accident" when describing a traumatic event. While each incident is unique, injury data will likely reveal that many similar events have occurred.

DO NOT suggest that unsafe practices are acceptable just because they are family "tradition".

DO NOT use the phrase "down on the farm" as it subordinates farming to other industries and suggests that normal rules don't apply because farmers don't know any better. *(cont'd on page 2)*

Source: https://www.casa-acsa.ca