SACURIMA – COST Action 16123

Working Group 5: Disseminating results to stakeholders and the agricultural community

Anne Marie Heiberg, WG 5 Leader - Milan, Italy, September 18-20, 2019
Working Group 5

Objective
▪ Disseminate results to stakeholders and the agricultural community

Tasks
▪ Develop communication plan
▪ Work with Action Chair and Working Groups to implement coordinated dissemination to primary audiences
Working Group 5

**Milestones**
- Communication plan completed
- Continuing, annual and final information products submitted

**Deliverables**
- Continuing dissemination through social media
- Annual information products in each country
- Final publication of peer-reviewed articles
Organisation

COST Action is coordinated at three levels:

- Action Chair (AC)
- Management Committee (MC)
- Working Groups (WG)

- WG 5 includes representatives from each working group and the AC.
- WG 5 develops a communications plan, including content, target audiences, media selections and timeline.
Target audiences

Target group 1 - Policy makers: EU and national leaders who can formulate policy and funding strategies to make it possible to implement new policies and allocate national funding to implement new strategies for reducing injuries and occupational diseases in the respective countries.

Target group 2 - Experts: researchers, agricultural health and safety experts and advisors, occupational health service providers, educators in agricultural schools and extension workers can use the result in their preventive work toward the agricultural sector.

Target group 3 - End users: farmers, family member, employees, rural entrepreneurs, farmers’ organizations and the media can adopt ideas for improving safety culture in their operation.
What we have done so far:

- Communication plan
- Logo
- Web site
- Facebook
- Two videos completed, one planned
- Press release
- Overview of SACURIMA activities
- Promotional items: Cups, Flashlights "shine a light on ag-safety"
- Meetings with EU parliament members scheduled for October
SACURIMA Safety Culture and Risk Management in Agriculture

Homepage: [www.sacurima.eu](http://www.sacurima.eu)
Facebook: [www.facebook.com/sacurima](http://www.facebook.com/sacurima)

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**Core Group Working Group Meeting Committee**

**Meeting Dates:** September 18 – 20, 2019

**Location:** COST Action Workshop: Milan, Italy

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**Latest News**

**Workshop, Core group meeting, working group meetings and MC-meeting V, March 20-22, 2019**

SACURIMA COST Action Workshop: will be arranged in Milan, March 20-22, 2019. Focus for the workshop is to discuss risk culture and risk management on farms, focusing on positive and negative aspects. The meeting will also include a chance for COST members to update on their own ongoing risk-related work. The meeting will be followed by the 5th meeting of the working group on safety and culture in agriculture.

**Workshop and Working Group Meeting on Safety Culture Definitions and Tools for Agriculture**

SACURIMA has arranged a workshop on Safety Culture Definitions and Tools for Agriculture to be held in Milan, March 20-22, 2019. The workshop will focus on the development of safety culture definitions and tools for agriculture. The meeting will also include the 5th meeting of the working group on safety and culture in agriculture.
SACURIMA video produced in Norway

Over 500 fatalities and 200,000 known injuries in agriculture each year in EU countries.

https://www.youtube.com/watch?v=XLYthAok5bE&feature=youtu.be
SACURIMA video produced in Ireland

https://www.youtube.com/watch?v=1Xuyu_e4SWE
Work in Progress: Draft policy recommendations

▪ Adopt ‘Safety Culture’ and ‘Zero Vision’ principles in implementing EU policies and guidelines for the agriculture sector.

▪ Establish the European Network for Agricultural Safety and Health with regional and state affiliate organizations focusing on the safety, health, wellness and sustainability of people involved in agriculture.

▪ Allocate funding for agricultural safety, health, wellness and one-health research in Horizon 2020 / Horizon Europe

▪ Develop and implement a health, safety and wellness education and risk assessment program for self-employed farmers, family members, workers and students in agricultural schools.

▪ Improve Eurostat and national agricultural injury and illness statistics
Thank you for your attention!