

**COST Action CA16123**  
**Safety Culture and Risk Management in Agriculture (SACURIMA)**  
**Working Group 5 (Dissemination) Meeting**  
**Dublin, Ireland**

**Dublin, Ireland - April 25-27.2018**

**Goal for WG 5:** Disseminate results to stakeholders and the agricultural community. WG 5 will include representatives from each working group and the AC. WG 5 will develop a communications plan, including expected content, target audiences, media selections and timeline.

**Time: Wednesday April 25 to Friday April 27, 2018**

**Place: Meetings Room 205**  
**Ashling Hotel**  
**Parkgate Street, Dublin 8, Ireland**  
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**Participants:** WG 5 Dissemination Group Members:  
Risto Rautiainen, Finland - Action Chair  
Jarkko Leppala, Finland - Scientific Representative  
Peter Lundqvist, Sweden - Working Group 1  
Jose Rato Nunes, Portugal - Working Group 2  
Laura Girdziute, Lithuania – Working Group 3  
Aurelie Berthet, Switzerland - Working Group 4  
Anne Marie Heiberg, Norway - Working Group 5  
Helle Birk Domino, Denmark - Working Group 5  
Pat Griffin, Ireland - Scientific Communications Manager

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**DAY 1 - Wednesday April 25<sup>th</sup>**

## **15:00 – 16:00 Review of current SACURIMA website structure and content Drafting updated content to be posted on the website**

**Logo, domain name, images.** The general website design drafted by Risto was reviewed and accepted with some changes. The original logo will be updated. FUSIO (our web development company in Dublin) will ask their subcontractor in France to do an updated version, with the understanding that there will be an additional cost (300 Euros) for the re-design work. Design changes were discussed, and Pat Griffin drafted an updated version, using SACURIMA text and moving the farmer figure in the center of the 'tree' with tractor, cow and other figures moved up to the 'branches'. Same look and colour scheme can be maintained. Pat will communicate about the changes with FUSIO.

Domain name has been changed, now: <https://sacurima.eu/> .

Potential images that could be used in different parts of the website were reviewed. Some were uploaded in Word Press gallery for further use. More images are needed and we will ask all member countries to provide few high quality images for consideration, to show the diversity in agriculture in COST countries.

**Content from all WGs and Action components.** Content from all WGs will be added initially from the MOU by WG5 leaders. Condensed versions of the text, describing the work of each working group will be added for each WG section. This work will be directed by Anne Marie Heiberg, with input from WG leaders. Later as new information and results become available, WG leaders are requested to update the website with short descriptions of completed work. Information from the first-year report will be usable for describing WG progress towards goals so far. Some entries may be suitable to post on Facebook as well.

**Updates, calendar events, links.** As new information is created, participants of this WG/Dissemination meeting will be able to enter new content on the website after training by FUSIO. Trained members will have administrator access to enter new posts and events. Calendar function should be added to the web design. Searches of meetings and events should be possible from calendar, and the list under 'Meetings' tab. We will ask all Action participants to add SACURIMA link on their institution websites to increase visibility and use of our site. Required links to COST site will be added to our site.

### **General discussion about SACURIMA communication and the website**

**Target groups.** The primary stakeholder target groups for SACURIMA are: 1) Policy makers, 2) Experts and 3) End users. Communication to these groups was discussed, summarized below in detail. In addition to stakeholders, communication and dissemination is also important with SACURIMA members and member organizations. All members will be encouraged to start actively using the website for communication of SACURIMA work. Targeting other stakeholders and the public will become more important as we have completed surveys and review papers, and when results become available. Then promotional efforts to the public, stakeholders and farmers becomes high priority.

**Common Agriculture Policy.** We discussed strategies for making recommendations to policy makers about the importance of health and safety in agriculture, as this sector continues to have high injury and fatality rates, and minimal resources to address the problem. One mechanism to create new resources could be through EU's Common Agriculture Policy (CAP). About 40% of EU's budget is allocated to farm subsidies, but there is no support specifically for safety, health and welfare of farmers and agricultural workers. New post-2020 CAP should have at its core support for advancing safety, health and welfare of farmers. In the early stages of our project, we can only make a generic recommendation for making health, safety and wellness of farmers a higher priority in CAP.

**Research funding.** Another mechanism is to add targeted funding into EU research funding mechanisms, where our proposals addressing health, safety and risk management of

farmers could fit and compete successfully. SACURIMA members should use all opportunities and connections to contribute to revisions of EU and national funding sources.

**Statistics.** Preliminary work of WG 4 indicates that Eurostat has great variability and under-reporting of injuries, illnesses and deaths in agriculture. Only employed people are counted; usually including owners and hired workers; but even for them, the statistics represent only a fraction of actual injury and illness events. Injuries to family members and visitors on farms should also be investigated and counted. Migrant workers are often undocumented and excluded from injury statistics. In 2015, Eurostat reported about 500 fatalities in agriculture, which is likely an undercount. Fatalities are only the tip of the iceberg. For one fatality there are about 500 non-fatal injuries, based on Finnish farmers accident insurance data. Work-related illnesses also lead to disability pensions; or uncompensated disability. Information from countries with best statistics could be used to extrapolate injury frequency, severity and cost estimates to countries where data are lacking. A major problem for countries that have no mandatory accident insurance system for farmers is that there are no incentives for farmers to report farm injuries. Even the opposite happens in some cases: in Portugal, social security benefits are higher than work accident insurance/worker' compensation benefits, and therefore most work injuries are reported as leisure injuries. To improve the situation SACURIMA (WG 4) can bring a better understanding of the gaps and challenges, and recommendations for solutions to tracking of injuries, illnesses and deaths in Eurostat, for instance using expert reviews from each country regarding what is and is not recorded in statistics.

**Support policies.** Some options for providing targeted support for farmers to improve their health and safety situation were discussed, including the following:

- 1) To get EU subsidies, farmers should have a health and safety plan where they have demonstrated meeting certain safety of goals
- 2) Safety improvement fund, similar to a previous Swedish cost share policy for safety improvements; 25% government support, 75% farmer investment; awarded based on detailed applications
- 3) Incentive programs for tractor roll-over protection devices and ATV/Quad bike roll bars, similar to Victoria Australia model
- 4) Required ATV/Quad bike operator training, similar to one implemented by Portugal two years ago
- 5) Safety and health competency card, similar to pesticide applicator training and licensing (card needed to purchase pesticides)
- 6) Safety training and competency requirements, similar to animal welfare and animal transportation (permits required for transport outside of the farm in Portugal)
- 7) Machinery safety inspections; similar to existing pesticide spreader test
- 8) Ag cooperatives and private sector purchasers of agricultural products could set requirements for worker safety, health and wellness, similar to environment and food quality
- 9) Health and safety plan with template and training how to complete; connected with incentives
- 10) Risk management grant funding. Production risks are covered by risk management schemes, but safety and health is often considered a separate issue, covered under social and health policies. Should consider as farm risk management issue.
- 11) 'Master farmer' or 'professional farmer' recognition, linked with benefits. Becoming professional business manager of a farm with good leadership skills.
- 12) App to manage all registrations, inspections, licenses etc. for all EU inspections. Many regulations exist about recycling of oils, storage of pesticides, ear tagging of animals, on-farm slaughtering facilities, testing of lifting machinery, etc. Very time consuming to manage them one by one.
- 13) Recommendations for support policies should be based on cost-benefit analysis. However, such analyses are difficult, as there are only few rigorous intervention studies in this area. Further research is needed.

14) Changes to safety, health and wellness policies should not add to the existing reporting and cost burden from compliance with rules and regulations. Rather, interventions that reduce to costs and regulatory burden should be a high priority.

### **16:00 – 17:30 Review of SACURIMA social media strategy**

**Status of Facebook use to date.** Helle has set up a Facebook account for SACURIMA. During the first year, we have added about one post per week to our Facebook account. 39 members have joined as ‘friends’. Helle has managed the Facebook account and added most of the entries about events, new resources, etc. Several others have also added content to the site.

**Role of social media in Action dissemination.** Social media fits well with informing members and friends about current and upcoming events, forwarding information that is useful for the project, pictures, short stories, personal notes etc. More formal and static information fits better on the website. Short posts of content added to the website should be posted on Facebook, to draw viewers to visit the website.

**Strategy to expand Facebook use.** As more content is created in the SACURIMA project, the importance of getting the word out increases. Expanding the number of friends and likes on Facebook should be promoted through personal contacts, conference presentations, and other means.

**Drafting social media content to be posted on Facebook: topics, sources, scheduling.** The plans were not discussed in detail, but all members will be requested to ‘like’, become ‘friends’ and contribute content to the SACURIMA Facebook page.

The following update (with pictures) was posted by meeting participants on Facebook during the Dublin meeting:

The *Safety Culture and Risk Management in Agriculture* (SACURIMA) Dissemination Working Group 5 is holding a meeting in Dublin Ireland on April 25-27. The objective of the meeting is to develop and agree on a communications plan for the SACURIMA COST Action. We reviewed and fine-tuned the website and allowed members to receive training in website administration from the web developers located in Dublin. Schedules were made for uploading project information on the website and Facebook account from all working groups, training schools, Short Term Scientific Missions and Inclusiveness Target Country conference presentations. We also had a web meeting discussion with a video production company from Norway about producing short videos to promote the goals of the COST Action.

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## **DAY 2 - Thursday April 26<sup>th</sup>**

**9:00 – 12:00 Communication plan, templates and responsibility:**

**Review and update of the draft communications plan.** The attached communication plan was read, discussed, and approved as is. One addition to the communication plan is to do videos promoting SACURIMA work.



180402\_hbd\_Draft  
for communication.PC

**Implementing the communication plan.** Implementation of the communications involves drafting monthly communications to SACURIMA members. The first monthly communication will be done in May by Grant Holder representatives about the progress so far. The communication plan has a schedule for Working Groups and other contributors to send their updates to be published in monthly communications during the coming year. The plan includes dissemination activities to participants and stakeholders, and how to meet internal and external communication needs of the project. Clarification of Pat's, Anne Marie's and Helle's roles in SACURIMA were discussed. Pat has primary responsibility for formal communication to outside entities while Anne Marie and Helle manage internal communication and informal communication through social media.

Themes for messaging were discussed; one model could be Arla's (Denmark) Take five: before starting a job, thinking through five key areas to do the job safely. We could condense it to Take three: 1) do I know how to do the work (have training/competence), 2) what are the risks in the job, 3) do I have the right tools and protective gear for the job.

One example from Norway was to use an app, going through a checklist before starting a new job. If all conditions are not met to do the job safely, the app will instruct to stop and make corrections. We could do something similar, perhaps not for every new job, but for work period; app that reminds to do safety checks before starting seasonal work.

Communication with policy makers was discussed. One approach is to meet with safety and health organization leaders; including ILO, WHO, ISSA, informing them about SACURIMA and forming partnerships to strengthen the inclusion of agriculture sector into their efforts. We have made connection with ISSA, and further meetings with leaders should be considered.

Communication with leaders developing quality systems was discussed; goal could be to develop EU and national models to include safety and health goals in agricultural production quality systems, similar to KSL Matmerk in Norway. To gain higher price/subsidy levels farmers would need to have a safety plan, as part of the quality system.

## **12:00 - 13.00 Lunch**

## **13:00 – 14:00 Planning a SACURIMA information videos**

We had a web meeting with Magnus Bjornnes from Akari AS company from Norway about producing short videos for the project. This tentatively includes a short video highlighting project goals and short clips of working group leaders discussing their work areas. The shooting would be done in Norway during the MC meeting. Anne Marie and Helle will draft the format and questions for interviews; target: ½ minute 'trailer' for Facebook, 2-3 minute overview video, and short clips for WGs. The overview video is aimed at policy makers; and another longer version could be made for farmers (to be defined further in discussions with the video company). The video company was asked (with unanimous vote among meeting participants, and further email vote of Core Group members, authorizing 1000 Euro expenditure for planning work) to produce a preliminary plan and quote for the video work.



### **14:00 - 17:00 Training meeting with FUSIO**

A training session was held to learn about the website framework, and how to edit and publish documents using Word Press. The plan is that the all members participating in this training can upload content and manage publishing updates on the SACURIMA website.

Mr. Cian Ronayne from FUSIO gave presentation and instruction on using Word Press editing at the website. All meeting participants used their own laptops, logging in, solving problems with access, creating posts, working on changes to the website structure, and adding media files. Most meeting participants were able to gain access to the system and complete some of these tasks, but due to unsolved system limitations, some members were not able to have administrator rights, and some functions require FUSIO's work to update structures of the website.

**19:00            Dinner**

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## **DAY 3 - Friday April 27<sup>th</sup>**

### **8:30 – 10:00 Budget, resources and scheduling for dissemination**

Jarkko Leppala presented the budget and expenditures for the first period of the SACURIMA Action and the proposed budget for the second period. The budget period for first year ends April 30<sup>th</sup> and unspent money cannot be transferred to the next period. There will be some unused funds due to lower than expected attendance at the MC meetings. The exact amount is not clear, until the expenses from the Dublin MC meeting and current Dublin WG5/Dissemination workshop meeting are finalized. Anticipating that adequate funds will be available, meeting participants (with email vote of the Core Group) authorized using 1000 Euros for pre-planning of a video, to be completed in the fall 2018, to be recorded at the Norway MC meeting and published soon after. Funds for the final video production could be up to 10 000 Euros, depending of further planning and negotiation with the video company. The funds, if needed, could be transferred (with MC vote) from eliminating a separate Core Group meeting, and holding it as part of MC meeting. The videos will present our project for policy makers in EU and countries that have joined the Action. We had a web meeting with the production company in Norway and it was decided that they should make a storyboard for a short promotional video (~ 2-3 minutes), with option for additional longer version with interviews, and short interview clips for the cost of 1000 €. It was also decided that WG5 will make 4-5 slides about the Sacurima Action, which can be use by all who want to present this Action for important organizations such as ISSA, EU-OSHA, EU politicians etc.

### **10:00 -11:30 Training school for journalist**

We discussed if it would be possible to arrange a training school event for journalist, to improve reporting of injury events in the media. These events are often reported as unavoidable 'tragic accidents' with no consideration of prevention. This event would focus on how to write about injury, illness and wellness issues in the media, so that it gives positive ideas for prevention. Guidelines for journalist would be presented. It would also be an opportunity to present work of the SACURIMA Action. One potential site for this training school is Agromek 2018 held in Denmark, November 27-30<sup>th</sup> , which is north Europe's largest agricultural exhibition. This expo will gather journalists from several European countries. We discussed the possibility to arrange an event where we invite all journalists to an evening meeting and have two or three presenters. It was suggested that Scott Heiberger

and Risto Rautiainen could be the presenters. Scott Heiberger has experience from his work at Marshfield Clinic in Wisconsin and Rautiainen is the Action leader.

<https://www3.marshfieldclinic.org/proxy/mcrf-centers-nfmc-nccrahs-casn-media-guidelines-7-19-10.1.pdf>

It was decided that Helle Birk Domino should report to Catherine Laurent and check out if this can be authorized. Helle will also check with the arrangement committee of Agromek if it is possible to become part of the official program.

**11:30          Lunch and adjourn**