

COST Action CA16123
Safety Culture and Risk Management in Agriculture (SACURIMA)
Working Group 5 Dissemination Meeting
Hurdalsjøen hotel and conference center

Time: Sunday September 9, 2018 13:30 – 15:00
Monday, September 10, 2018 12:00 – 14:00

Place: Sunday - Hurdalsjøen hotel and conference center, Hurdal, Norway
Monday – Lena-Valle Agricultural School, Lena, Norway

Invited: Working Group 5 meeting participants:

Present:

John McNamara, Ireland – Action Vice Chair
Jarkko Leppala, Finland – Scientific Representative
Risto Rautiainen, Finland – Action Chair (took minutes)
Aurelie Berthet, Switzerland – WG4
Anne Marie Heiberg, Norway – WG5
Helle Birk Domino, Denmark – Communication Vice Manager
Erich Koch, Germany – WG5 member
Nurka Pranjic, Bosnia Herzegovina – WG5 member
Mathea Storihle, Norway – Lena-Valle Teacher; host in Monday meeting

Absent:

Peter Lundqvist, Sweden - WG1
Jose Rato Nunes, Portugal - WG2
Jose Staric, Slovenia - WG3
Federal Masci, Italy – STST Vice Manager

Agenda

Combined minutes of meetings starting on Sunday and continuing on Monday.

1. Video plan

Video plans were discussed. Video 1 will be for policy makers, explaining what the Action is about; and inspiring governments to place higher priority for funding agricultural health and safety research and programs. Focus is on motivational information, why this is important. COST Communication Officer has encouraged making videos, stating they are the most powerful media. COST allows using external video companies. It is up to us to decide about how much funding to allocate to videos, as long as we have money in the budget.

WG5 recommends to MC that during the current budget year, ending in April 2019, SACURIMA should allocate 5000 Euros to producing Video 1. The budget for the video is not in the budget currently, but we recommend using unspent funds from the Norway and Serbia MC meetings, to be reallocated to Video 1. WG5 recommends starting the video project no later than end of November.

WG5 has received two proposals, one from company in Norway and one from a company in Lithuania. WG5 met with the producer from the Norwegian company, and the company provided a detailed plan and budget for the video. The Lithuanian proposal included examples of previous video products and their costs. Both companies can produce videos within the 5000 Euro proposed budget.

Items to consider in videos are: a) translation into key languages with subtitles, b) keep the video short – about 2 minutes, c) why we do SACURIMA project; goals in short and long term, d) countries involved, e) high rate of injuries, fatalities (like Denmark: 5% of workforce in ag- 50% of fatalities in ag), f) higher priority needed for agriculture safety and health policies, g) emotional intro to video, h) point: safety culture - new way of thinking ag safety and health; highly predictive of injuries and accidents in industry; now brought in to agriculture, i) target audience: national and European policy makers; MEPs and politicians involved in agriculture.

2. Dissemination report

Not discussed.

3. Communication plan.

WG5 discussed important aspects of the communication plan. We need to define who are the key groups to inform, what are the key messages, and how can we best communicate this information to the target audiences. Risto proposed to craft a draft social marketing plan, which includes target audiences, key messages, selected media for each message we want to communicate, and a timeline for implementing communication actions.

Short term communication activities include the following: WG5 contributes to the Hurdal NMAOHS SACURIMA Workshop and conference presentations, afternoon of September 8, 2018. Erich Koch has arranged the next opportunity to present at the ENASP meeting, 30 October, 2018. Erich also noted that members should recognize the benefits of participating in SACURIMA to their own organization; and the need to convince own organization that it is important to participate.

4. Website.

Website has been established and uploading of information is in progress. Current needs are a) all member profiles should have a picture, ~30 second video, and link to relevant work site or product, b) Minutes of all meetings should be sent to Anne Marie for uploading.

5. Next meeting plans.

We propose to have WG5 meeting in Berlin October 29, 2018

15:00 Adjourn (Sunday) – meeting continued Monday afternoon during Lena-Valle School visit.

19:30 Working Group 5 Dinner Sunday

Action Items:

1. Ask MC for allocation of minimum of \$5000 for first video during the current budget year. Short video for policy makers about the importance of health and safety in agriculture, and goals of SACURIMA
2. Ask for allocation of minimum of \$5000 during next (3rd) budget year for special edition of a journal, to present review articles currently in progress

3. Improve SACURIMA website, asking 30 second video from each SACURIMA member and substitute, introducing themselves, and adding information to their profile.
4. WG5 will work on communication strategy with goals to
 - a) disseminate results of SACURIMA to farmers broadly in all SACURIMA member countries in farm press
 - b) promote a policy advocacy effort in all SACURIMA countries, reaching out to national agricultural and health policy leaders, to enhance the importance of agricultural health and safety
 - b) find funding to continue and expand work after the current SACURIMA project period ends in Spring of 2021