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## MODELS FOR PRACTICE

### FOCUS AREA: INJURY AND VIOLENCE PREVENTION

**Program Name:** Farm Safety 4 Just Kids

**Location:** Earlham, Iowa

**Problem Addressed:** Injury and Violence Prevention

**Healthy People 2010 Objective:** 15-13,15-14, 20-1, 20-2

**Web Address:** [www.fs4jk.org](http://www.fs4jk.org)

#### SNAPSHOT

Farm Safety 4 Just Kids is an ongoing network consisting of chapters, participants, sponsors, and donors that seek to prevent the problem of farm-related injuries and deaths to children and youth. It incorporates health and safety issues specific to rural communities and provides individuals, families, and communities with educational opportunities and resources to make the farm a safe and healthy environment. The program promotes awareness and education of farm safety, community involvement and collaboration, increases the awareness of and supports public policies regarding safety, and promotes efforts to advance safety in farm practices and equipment.

Farm Safety 4 Just Kids targets school children, youth including teenagers, farm families, grandparents, and Spanish-speaking adults. The program message is delivered in various environments including homes, schools, hospitals, and other work environments.

#### THE MODEL

**Blueprint:** Based in Iowa, Farm Safety 4 Just Kids currently has nearly 150 chapters throughout the United States and Canada. Over 500,000 children and families attended chapter activities in 2001. The chapter structure gives communities ownership and responsibility for developing and conducting local children's farm safety awareness and education activities using Farm Safety 4 Just Kids resources and technical support. Safety programs conducted in the community adhere to the main objectives of Farm Safety 4 Just Kids: increasing public awareness and understanding of the hazards to children on the farm, and motivating and empowering individuals and farm families.

Educational materials on farm safety are developed through partnerships with other injury-prevention organizations and community groups. Specific educational packages are developed each year and include teaching ideas, facts, references, and supplemental materials. Promotional materials vary and include interactive displays, fact sheets, brochures, puzzles, puppet

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shows, videos, and t-shirts, in addition to other items. These are disseminated through a network of sponsors, members, chapter-based volunteers, and collaborating organizations. The program is marketed and publicized to prospective clients and the community at large through newspapers, billboards, web pages, community involvement, radio, television, booths, conferences, and exhibits.

Farm Safety 4 Just Kids is staffed with eight full-time individuals and one part-time employee. Farm Safety 4 Just Kids staff also deliver keynote addresses, workshops, and conduct community involvement programs and training on youth farm safety issues. There are approximately 3,000 chapter volunteers and members. A 14-member board that includes agricultural industry leaders, health and safety professionals, and community representatives governs the organization. In addition, Farm Safety 4 Just Kids has established formal relationships with various organizations such as the National Children's Center for Rural and Agricultural Health and Safety, the Great Plains Center for Agricultural Safety and Health, and the Southeast Agricultural Center, to name a few.

The program is funded through grants, members, donors, and private and public sponsors. The program is brought to the attention of potential supporters through continuous communication via media such as newsletters, special mailings, and community activities.

**Making a Difference:** Each program that Farm Safety 4 Just Kids conducts includes an evaluation component. Every educational resource is peer reviewed before it is produced and constantly monitored for ease of use, creativity, and accurateness. An organizational effectiveness survey is conducted every five years. Survey instruments include paper surveys, phone interviews, and e-mail responses. In addition, Farm Safety 4 Just Kids maintains a database of names, addresses, and contact information that is used to track every contact, activity, and cross-reference.

**Beginnings:** Marilyn Adams founded Farm Safety 4 Just Kids after her 11-year-old son suffocated in a gravity flow wagon on his family's Iowa farm in 1986. Implemented in 1987, the organization started through a gift from Firestone Tire in Des Moines, Iowa. In 1992, the first of many chapters throughout the United States and Canada was established.

Each year, new community-based chapters are initiated while some are dissolved for various reasons including change in leadership, community support, and time commitments. Farm Safety 4 Just Kids programs continue to be delivered through community volunteers, members, and staff. Marilyn Adams continues to serve as the spokesperson for the organization and helps deliver the message about farm safety through her speaking engagements.

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**Challenges and Solutions:** Financial challenges include limited budgets to establish additional volunteer groups as well as provide face-to-face training to curb attrition. Second, financial resources are needed to create, pilot test, and implement quality programs and resources. Many programs are not fully developed, and products sit on shelves when funding sources are depleted. Although many new businesses and organizations have been added as sponsors, others have decreased their support in recent years due to budget considerations. The current agricultural economy has affected the organization's membership base and general charitable contributions. Ongoing efforts to seek funds are strengthened by awards and recognition that Ms. Marilyn Adams and Farm Safety 4 Just Kids have received for their efforts in promoting farm safety for kids.

### **PROGRAM CONTACT INFORMATION**

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