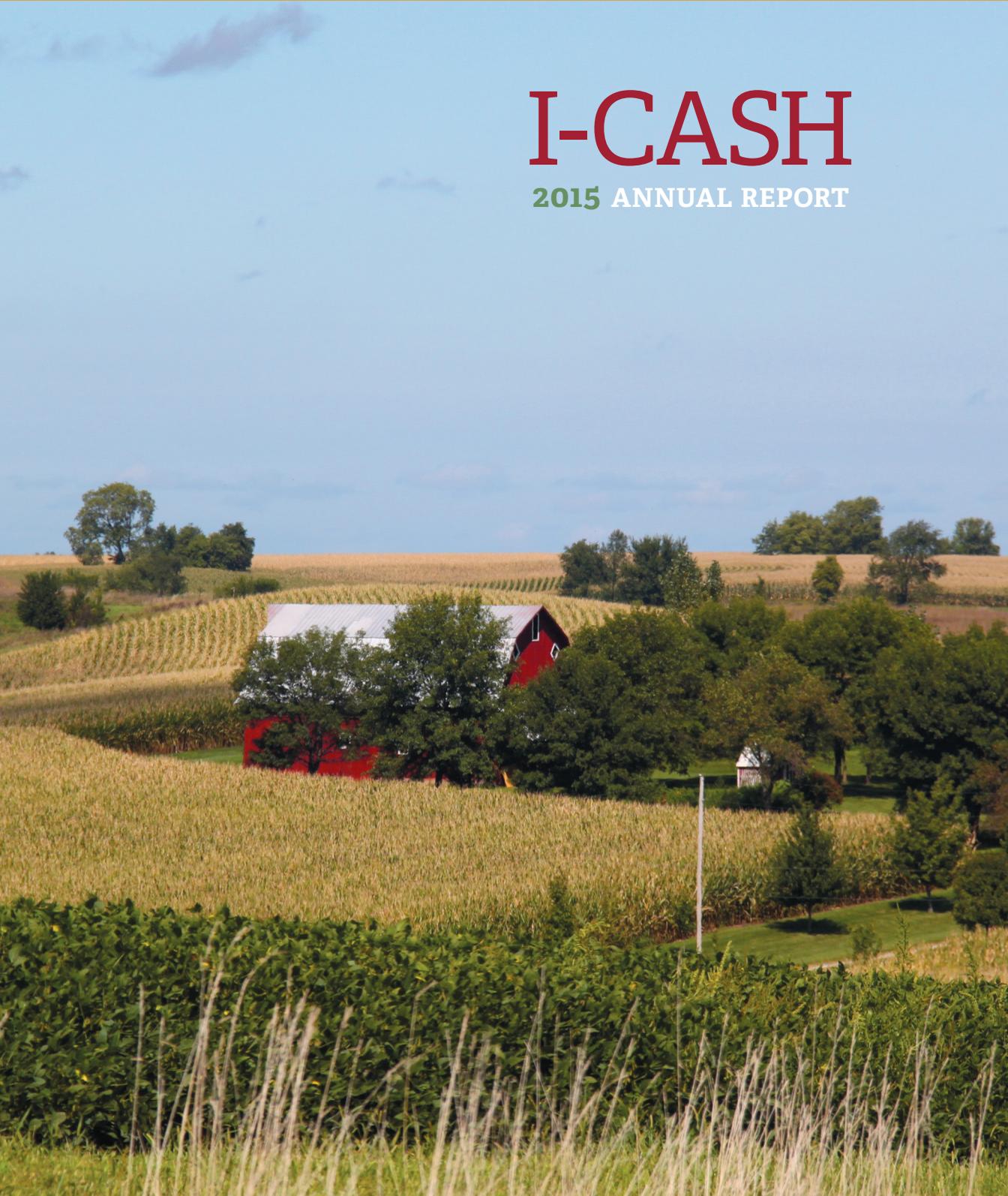


# I-CASH

2015 ANNUAL REPORT





## DIRECTOR'S MESSAGE

IT'S BEEN A BUSY YEAR FOR I-CASH. In September, the Advisory Board approved a new strategic plan that will guide us for the next five years. We identified three key aspirational goals: to improve safety culture on Iowa's farms, provide statewide leadership in agricultural safety and health, and to increase the visibility of I-CASH in Iowa. The I-CASH staff and Advisory Board got right to work on these and we've started a number of initiatives that address our goals.

In June, we kicked off our first Seasonal Campaign. These short, seasonally relevant outreach efforts are designed to raise awareness about particular issues, help I-CASH create new partners in the state, and raise the profile of I-CASH. Read more about our first campaign on page 12. Also, in the interest of improving I-CASH's visibility, this year our website received a much needed overhaul. You can see the results at [www.i-cash.org](http://www.i-cash.org).

Another way we are increasing our reach is by developing new partnerships. Over the past year, we have created a Corresponding Advisory Board (CAB) for I-CASH. This group consists of farmers, community members, as well as leaders in academia, industry, and government who want to stay abreast of our programming. My hope is that we can develop a mutually beneficial process where CAB members know more about the landscape of agricultural safety and health and will, in turn, share information about the work that I-CASH does in their local communities.

Finally, as part of our strategic plan, I-CASH will work specifically to address the needs of beginning farmers in the coming years. "Improving safety culture" is a daunting goal, but beginning farmers are the "new face" of agriculture and could be our best advocates for changes in safety practices. We will be working with the Iowa Finance Authority, Practical Farmers of Iowa, and other statewide partners to disseminate information to this diverse and important group of producers.

Brandi Janssen

Director, Iowa's Center for Agricultural Safety and Health

# I-CASH PARTNER SUMMARIES

**I**n 1990, the Iowa State Legislature identified a need for a statewide center addressing concerns in agricultural safety and health. Iowa's Center for Agricultural Safety and Health came out of that legislative session. Although I-CASH is based at the University of Iowa, it is designated as a collaborative effort between four institutions: Iowa State University, the Iowa Department of Public Health, the Iowa Department of Agriculture and Land Stewardship and the University of Iowa.

While each organization engages in safety and health promotion individually, it is the collaboration between the four institutions that acts as one of I-CASH's greatest strengths.



## Iowa State University

IOWA STATE UNIVERSITY Extension and Outreach (ISUEO) has an active farm safety program. Initiatives include organizing farm safety articles that were distributed to Iowa's newspapers during National Farm Safety & Health Week in 2014 and providing 92 digital safety resources that were downloaded 18,510 times from the ISU Extension online store. ISU Extension's safety events reached 938 youth this year, providing more than 3,400 contact hours. The Iowa Concern Hotline, which is part of ISUEO, continues to provide information and referral, stress counseling, and legal education. During July 2014 - June 2015 the Hotline received 9,595 calls and had approximately 7,000 visits per month to its website.

ISUEO has partnered with I-CASH by displaying and distributing materials for the Summer 2015 Seasonal Campaign. I-CASH provides a framework for Iowa State University to foster collaboration with other in-state partners for the safety and well-being of Iowans involved in agriculture. Regular meetings, as well as informal networking with agencies and organizations between meetings, helps communication and synergy among partners to improve overall programming.

## Iowa Department of Public Health

THE IOWA DEPARTMENT OF PUBLIC HEALTH (IDPH) Occupational Health and Safety Surveillance Program (OHSSP) and State Office of Rural Health (SORH) continue collaboration with I-CASH and its partners to promote healthy, safe workplaces for Iowans. IDPH Rural Health programs focus on provider education, health access and quality care excellence in rural Iowa. Medical, preventive and community care coordination services are pivotal for those involved in farming and agriculture industries. The SORH supports the Great Plains Center for Agricultural Health (GPCAH) Agricultural Medicine Course by offering student scholarships.



The IDPH OHSSP collects data regarding occupational injuries, fatalities, and exposures that impact workers in Iowa, including farmers. They advocate for workers by sharing findings and partnering with other groups and agencies to promote worker safety. The IDPH OHSSP also coordinates the Farm Progress Show Health and Safety Tent area when it is held in Iowa. Twenty-five partners participated in the Farm Progress Show in 2014, including I-CASH, GPCAH,

Iowa Department of Agriculture and Land Stewardship Pesticide Bureau, and the AgriSafe Network.

## Iowa Department of Agriculture and Land Stewardship

THE IOWA DEPARTMENT OF AGRICULTURE AND LAND STEWARDSHIP (IDALS) in cooperation with ISUEO and the US Environmental Protection Agency (EPA) conduct the pesticide applicator certification program, which establishes applicator standards and provides training to a wide network of professionals working in Iowa agriculture.

The Worker Protection Standard (WPS) for agricultural pesticides is a regulation issued by the EPA. The WPS emphasizes educating agricultural employers on farms, forests, nurseries, and greenhouses of the need to train their workers and pesticide handlers regarding the safe use of pesticides. IDALS cooperates with the Iowa Department of Public Health, Proteus, Inc., I-CASH, EPA, and ISUEO to promote WPS compliance.

## The University of Iowa

THE UNIVERSITY OF IOWA Department of Occupational and Environmental Health offers the only graduate training program in Agricultural Safety and Health in the nation. The GPCAH Agricultural Medicine Course, supported by I-CASH, continues to be a point of collaboration between key partners with participants from the Iowa Concern Hotline, the State Office of Rural Health, Proteus, Inc., Farm Safety for Just Kids, the National Education Center for Agricultural Safety, and the AgriSafe Network. The students' experiences are enhanced by engagement with other institutional partners. The course is a required component of the DVM/MPH program, a collaborative

degree awarded by both the University of Iowa College of Public Health and Iowa State University College of Veterinary Medicine.

I-CASH sponsored the second annual Networking Reception as part of the Agricultural Medicine Course. The event featured recent student and faculty research, ATV safety demonstrations courtesy of University of Iowa Hospitals and Clinics (UIHC), and equipment displays courtesy of Amana Farms and Roger and Sally Stutsman.





# I-CASH IN ACTION

**I**-CASH works with diverse partners to promote agricultural safety and health. This includes bringing together researchers and practitioners and awarding injury prevention grants to youth groups. We also raise awareness through radio, news media, collaboration across the University of Iowa, and our statewide network. I-CASH is proud to support other organizations that enhance Iowa agriculture, including the Farm Service Agency, Practical Farmers of Iowa, and Local Foods Connection.



## **Midwest Rural Agricultural Safety and Health Conference (MRASH)**

*Transforming Safety and Health in the Heartland* was a joint effort of I-CASH, GPCAH and the Iowa Rural Health Association (IRHA) annual meeting. Bringing together health care practitioners, farmers, researchers, and agricultural safety and health professionals, the meeting encouraged dialogue between groups who do not always have the opportunity to interact.

Keynote speakers encouraged participants to *Think Big about Small Places* and addressed recent changes in health care policy and its effect on rural communities. Breakout sessions highlighted diverse research addressing rural roadway safety, disease surveillance, pesticide exposure, noise induced hearing loss, and unique agricultural populations such as women, youth, and migrant workers. An evening poster reception with refreshments, live music, and great conversation provided additional networking opportunities.



Clay Central/Everly Middle School FFA students received the Outstanding I-CASH Youth Project Award.

*The conference theme was a timely reminder of the inherent connections between farming, rural economic viability, and the health and wellbeing of rural residents.*



The second day of the conference celebrated National Rural Health Day with a luncheon recognizing award winners committed to making a difference in their communities. I-CASH presented the *Outstanding I-CASH Youth Project Award* to Clay Central/Everly Middle School FFA for their project on agricultural hearing loss, which included interactive presentations, county fair demonstrations, and public service announcements (PSAs). Afternoon sessions encouraged participants to share concerns and new ideas related to rural health and agricultural safety. The conference theme was a timely reminder of the inherent connections between farming, rural economic viability, and the health and wellbeing of rural residents.

## University of Iowa Mobile Museum

I-CASH was featured as part of the University of Iowa Mobile Museum during the summer of 2015. This was the second year for the Museum, which travels across Iowa during the summer and had over 33,000 visitors in 2014. I-CASH designed a digital display which provided information about the work of the center, and highlighted the Youth Grant Program to a statewide audience. Using youth grant projects as examples, the display focused on current issues in agricultural safety and health, and promoted community level interventions. Topic areas addressed were livestock, ATV use, tractors, fatigue, and hearing protection.



## Agricultural Youth Injury Prevention Grants

Each year I-CASH designates funds for community grants that address farm-related injuries in young people and their families. Since 1998, over 100 grants have been awarded across the state, providing over \$75,000 in project funding. In collaboration with Farm Safety for Just Kids, I-CASH awarded funds to nine farm safety projects this year.

### AGWSR FFA

FFA members, working with a certified National Safe Tractor and Machinery Operation program instructor, helped to plan and provide a demonstration to youth on safe tractor operation.

### Cherokee County AGsplorations

Students in an agriculture career exploratory class offered a *SAFE T* bingo game with farm safety facts and related prizes during an Ag Safety Day and at the county fair.

### Delaware County Fair Society

Maquoketa Valley FFA students worked with fair organizers to prepare a livestock safety booklet distributed to farmers and at livestock shows during the fair.

### **Hancock County ISU Extension and Outreach**

4-H youth planned and implemented a program on poison awareness and storage on the farm. Their message was transmitted via Facebook, newspaper advertisements, and school presentations.



### **Liscomb Lively Laborers 4-H Club**

Youth assisted with a grain bin safety presentation, hosted an information booth and distributed materials on the Tug of War with Grain exhibit at the annual Agriculture Education Day.

### **Lone Tree FFA**

High school students interviewed farmers about farm hazards and organized a Farm Safety Day for 5th grade students; topics included PTO, tractor, and ATV safety.

### **O'Brien County Extension and Outreach**

Local FFA chapters provided sun safety and personal protective equipment (PPE) presentations to 2nd grade students. Sun safe hats and PPE were available for students to try on; sunscreen was handed out.



### **Poweshiek County ISU Extension and Outreach**

4-H members created a miniature farm scene with safety recommendations to be displayed at the county fair and at elementary schools. Smaller versions of the farm scene will be made into board games.

### **Washington County 4-H & Extension**

*The Stay Safe, Take a Break* project targets farmers and farm families during the busy fall harvest season. The 4-Hers assemble and deliver goody bags containing snacks and PPE to area farmers.

## Seasonal Campaign

To address the goals of the new strategic plan, the I-CASH staff and advisory board proposed seasonal campaigns to raise awareness about timely issues throughout the year. The first campaign on sun exposure and heat stress started in June 2015. It included statewide PSA broadcasts and a skin cancer prevention poster displayed at county Farm Service Agency (FSA) offices and at Regional ISU Extension offices. Extension offices also handed out single-use packets of sunscreen, courtesy of I-CASH. These campaigns are providing excellent opportunities for collaboration with our statewide and local partners.

**SKIN CANCER and YOU**

**#1** Skin cancer is the most common type of cancer in the US. Farmers are at higher risk than the average American.

Ultraviolet (UV) radiation is a major risk factor, even on cloudy days.

2.3 times as many die from skin cancer each year in the US.

millions people are treated for skin cancer each year in the US.

**LOOK FOR SKIN CHANGES**  
New growths ♦ Non-healing sores ♦ Changes in moles

**ABCDEs of MELANOMA**  
Melanoma is the most serious form of skin cancer. Identify warning signs by

- A – asymmetry
- B – border
- C – color
- D – diameter
- E – evolving

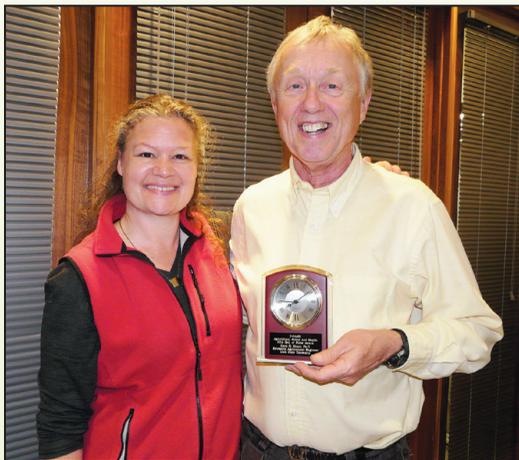
**HOW TO PROTECT YOURSELF**

**SUNSCREEN**  
Broad spectrum (UVA & UVB)  
SPF 15 to SPF 30  
Apply 20 minutes beforehand  
Re-apply every 2 hours

**CLOTHING**  
Light colored long-sleeve shirt & pants  
Sunglasses  
Wide brim hat

I-CASH Iowa Center for Agricultural Safety and Health | GREAT PLAINS Center for Agricultural Safety and Health | www.public-health.iowa.edu/gpcah | www.public-health.iowa.edu/icas

## Hall of Fame Award



Mark H. Hanna, PhD, received the 2014 I-CASH Hall of Fame Award in Ankeny, IA on November 18, 2014. Hanna holds a BS, MS and PhD from Iowa State University and has been an Agricultural Engineer at ISU Extension for many years. As a machinery expert, Hanna works to include safety messaging in all of his programming. As a researcher, he applies his engineering skills to improve both economic efficiencies for farmers and reduce the environmental impact of agriculture. Mark has won numerous

awards during his long career, including the Outstanding Achievement in Extension from the College of Agriculture and Life Sciences at Iowa State University, the American Society of Agricultural and Biological Engineers Engineer of the Year Award, and the Mission Award for Extension from Gamma Sigma Delta, as well as serving multiple terms on the I-CASH Advisory Board. I-CASH created the Hall of Fame Award in 2002 to recognize individuals or organizations that have made significant contributions to agricultural safety and health in Iowa.

## Statewide Engagement

I-CASH works to engage all stakeholders in agriculture across the state. Through collaborations, events, sponsorships, and exhibits, I-CASH remains a leader in agricultural safety and health outreach.

### Iowa Farmer Today

I-CASH, in partnership with the Iowa FACE Program, GPCAH, and the Injury Prevention Research Center contribute to the monthly Safety Watch column in *Iowa Farmer Today*.

### Women Food and Agriculture Network (WFAN)

I-CASH sponsored the WFAN annual conference in November. Topics included women's leadership, beginning farmers, pesticide drift, and water quality.

### Practical Farmers of Iowa

I-CASH sponsored the annual PFI conference, where Nate Fethke, assistant professor in occupational and environmental health, and Maya Ramaswamy, PhD student in occupational and environmental health, presented data from a GPCAH funded study on musculoskeletal disorders among farmers.

### Local Foods Connection



I-CASH has supported Local Foods Connection, a nonprofit dedicated to making local food more accessible to low-means families in eastern Iowa through event sponsorships. I-CASH also co-hosted a Community Supported Agriculture Fair at the University of Iowa College of Public Health.

### Leaders and Legislators

I-CASH was present at the UI College of Public Health Legislative Breakfast along with other faculty and students, and at the 2015 Hawkeye Caucus to promote our programs to Iowa's legislators. I-CASH leadership attended, by invitation, the second annual Iowa Agriculture Leaders Dinner hosted by Iowa Secretary of Agriculture Bill Northey.



## Selected Publications, Presentations, and Posters by I-CASH Staff and Advisory Board

**“Center Works to Protect What Matters.”** Brandi Janssen, Safety Watch column for *Iowa Farmer Today*, September 2014.

**“Conference Brings Together Farmers, Health Care Providers.”** Gayle Olson, Safety Watch column for *Iowa Farmer Today*, October 2014.

**“Occupational and Environmental Stress in Latino Agricultural Workers.”** Diane Rohlman, presentation at the International Symposium: Safety and Health in Agricultural and Rural Populations. Saskatoon, SK, October 2014.

**“Exposures, Symptoms, and Neurobehavioral Performance: A Longitudinal Study of Adolescent Pesticide Applicators.”** Diane Rohlman, presentation at the International Symposium: Safety and Health in Agricultural and Rural Populations. Saskatoon, SK, October 2014.

**“Direct Market Farmers: Opportunities and Challenges for Agricultural Safety and Health.”** Brandi Janssen, presentation at the Midwest Rural Agricultural Safety and Health Forum. Ankeny, IA, November 2014.

**“Improving Agricultural Safety and Health in the ‘Healthier and Safer’ Agriculture.”** Brandi Janssen, presentation at the Annual Meeting of the Society for Applied Anthropology. Pittsburgh, PA, March 2015.

**“Spring Cleaning: Tips for Safe and Successful Controlled Burns on the Farm.”** Brandi Janssen, Safety Watch column for *Iowa Farmer Today*, March 2015.

**“Perceptions of Vulnerability among Iowa Farmers: Comparing the Two ‘Food Streams.’** Brandi Janssen, presentation at the Law and Society Association Annual Meeting. Seattle, WA, May 2015.

**“Characteristics of Work- and Non-work-Related Farm Injuries.”** N Gross, T Young, M Ramirez, K Leinenkugel, C Peek-Asa. *Journal of Rural Health*, May 2015.

**“Progress or Poison? The Science and Controversy behind Genetically Modified Organisms.”** Brandi Janssen, invited lecture for University of Iowa Science Café. Ottumwa, IA, June 2015.

**“Farm Safety as Public Health.”** Brandi Janssen, invited lecture for UI College of Public Health Business Leadership Network. Carroll, IA, June 2015.

**“Age’s Influence on Farm Safety and Health Resource Preferences.”** Shari Burgus, presentation at the International Society for Agricultural Safety and Health Annual Meeting. Normal, IL, June 2015.

**“Barriers to Agricultural Safety and Health Research: A Qualitative Assessment of Broiler Chicken Production.”** Brandi Janssen and Matthew Nonnenmann, presentation at the International Society for Agricultural Safety and Health Annual Meeting. Normal, IL, June 2015.

**“Invest in Your Health: An Innovative Ag College Health Experience.”** Carolyn Sheridan, presentation at the International Society for Agricultural Safety and Health Annual Meeting. Normal, IL, June 2015.

**“Safety Training for Agricultural ATV and UTV Use.”** Charles Jennessen, presentation at the International Society for Agricultural Safety and Health Annual Meeting. Normal, IL, June 2015.

**“Farming Can Be Challenging after Knee, Shoulder Surgery.”** Brandi Janssen, Safety Watch column for *Iowa Farmer Today*, June 2015.

**“Nonfatal Tractor-Related Injuries Presenting to a State Trauma System.”** AR Swanton, TL Young, K Leinenkugel, JC Torner, C Peek-Asa. *Journal of Safety Research*, June 2015.

## WHO WE ARE

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Jeris Petersen – Producer  
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Kristine Schaefer – Iowa State University  
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Emily Sinnwell – Proteus, Inc.  
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