



10 Year Anniversary Media Toolkit

**U.S. Agricultural Safety and Health Centers YouTube
@USagCenters**

Introduction

The **U.S. Agricultural Safety and Health Centers** protect the health and safety of workers in agricultural, forestry, and fishing and their families. Geographically, the Centers are distributed throughout the nation to be responsive to the agricultural health and safety issues unique to the different regions. Our goal is to reduce work-related injuries, illnesses, and deaths among more than 5.5 million full- and part-time contract and seasonal workers in agriculture, forestry, and fishing, as well as farm family members.

The 12 Agricultural Safety and Health Centers are funded by the National Institute for Occupational Safety and Health (NIOSH). This channel is a joint effort by all 12 Centers to share the videos we have created.

The U.S. Agricultural Safety and Health Centers have been on YouTube since 2013, making 2023 the 10 year anniversary of the [@USAgCenters YouTube channel](#). This toolkit was created to celebrate the 10 year anniversary of the channel, and to provide promotional materials for the YouTube channel. [Learn more about the 10 year anniversary here.](#)

This toolkit contains:

- [Promotional guidance](#)
- [Press release](#) to share with local media
- [Social media handles](#) for Ag Centers and NIOSH
- [@USAgCenters logo, graphics, and imagery](#)
- [Social media toolkit](#), with draft post text for various videos on the YouTube channel

Promotional Guidance

Promote the [@USagCenters YouTube channel](#) via traditional media and social media. Consider tailoring the press release contained and contact local, state, and national media outlets to share information about the [@USagCenters YouTube channel](#).

To find media outlets in your area:

- [Print](#)
- [Radio](#)
- [Television](#)

This toolkit provides a draft media release and draft social media text and graphics to make promoting the [@USagCenters YouTube channel](#) easy, you may also edit the draft messaging or create your own.

General Tips for Communications

- Follow the Media Guidelines for Agricultural Safety – download the PDF:
 - [English](#)
 - [Spanish](#)
- **When including visuals:** Ensure photos or graphics show appropriate farm safety protocols.

Media Engagement

- Remember that you are competing for limited space and airtime.
- Target media outlets interested in rural/agricultural issues.
- Prepare to suggest several story ideas that will generate broad interest.
- Consider writing a letter to the editor.
- Consider reaching out to trade publications for agricultural associations.
- When participating in interviews:
 - Keep your answers short and to the point.
 - Prepare your answers ahead of time.
 - Provide instructions on accessing the [@USagCenters YouTube channel](#).

Social Media Posting

- [Tag the ag center](#) who created the video.
- Reshare other posts about the [@USAgCenter YouTube channel](#).
- Posts with images do best.
- Consider translating posts into languages common to your area.
- Make sure your posts are accessible for individuals with disabilities.
 - [Creating Accessible Social Media Content](#)
- Tailor post text to specific platforms, considering length, hashtags, and links.
 - [Ideal Length of Social Media Posts](#)
- Hashtag #USagCenters where appropriate in your posts.

- Consider using other hashtags relevant to the topic of your post and/or your audience(s), including:
 - #FarmSafety
 - #TeachAg
 - #TractorSafety
 - #RoadwaySafety
 - #FarmerHealth
 - #SafeFarmKids
 - #ConfinedSpaces
 - #GrainBinSafety
 - #GrainSafety
 - #RespiratorySafety
 - #BreatheBetter
 - #CultivateSafety
 - #USAgCenters

Press Release

U.S. agricultural safety and health centers celebrate 10 Years on YouTube

In 2013, the National Institute for Occupational Safety and Health (NIOSH) Agriculture, Forestry and Fishing Centers (AgFF Centers) formed a committee to modernize their safety and health outreach and training solutions through development of a YouTube channel.

Now, 10 years later, the [U.S. Agricultural Centers' YouTube channel](#) boasts more than 170 videos in three languages on numerous topics including chainsaw safety, pesticides, infectious diseases, mental health, livestock, child development, grain bins, testimonial stories, and much more. The site has 31 playlists to assist visitors in finding multiple videos on a specific topic. Videos from the channel are used for worker training, classroom instruction, and personal enrichment.

“It is rewarding to see how all the AgFF Centers have worked together over the past decade to build, promote, and maintain a channel that is not only high-quality, but also diverse in topics and populations served,” said Ellen Duysen, coordinator for the Central States Center for Agricultural Safety and Health, and a member of the original development team.

The channel has accumulated more than 723,000 views, almost 60,000 watch time hours, and over 3,400 subscribers. The viewers are largely (87.9%) male between the ages of 25 and 44. Although most viewership is within the U.S. (56.4%), the channel also reaches audiences from across the world.

The success of the U.S. Agricultural Centers' YouTube channel exemplifies how collaborative efforts multiply the reach and impact any one center can produce alone. Check out the videos on the [U.S. Agricultural Centers' YouTube channel](#) and subscribe to stay up to date on the latest releases.

YouTube is the primary site for online videos and the second largest social media platform with over 2.7 billion users. Every day 122 million people visit YouTube and consume 1 billion hours of videos. With an established presence and convenient accessibility, YouTube offers a cost-effective option to deliver agricultural occupational health and safety information to a global audience.

The AgFF centers were established by Congress in 1990 in response to evidence that agricultural workers were suffering substantially higher rates of occupational injury and illness than other U.S. workers.

NIOSH, within the Centers for Disease Control and Prevention (CDC), funds 11 regional Centers for Agricultural Disease and Injury Research, Education, and Prevention and one national center dedicated to children's agricultural safety. [The NIOSH Agricultural Centers](#) are distributed throughout the nation to be responsive to the agricultural safety and health issues unique to different regions.

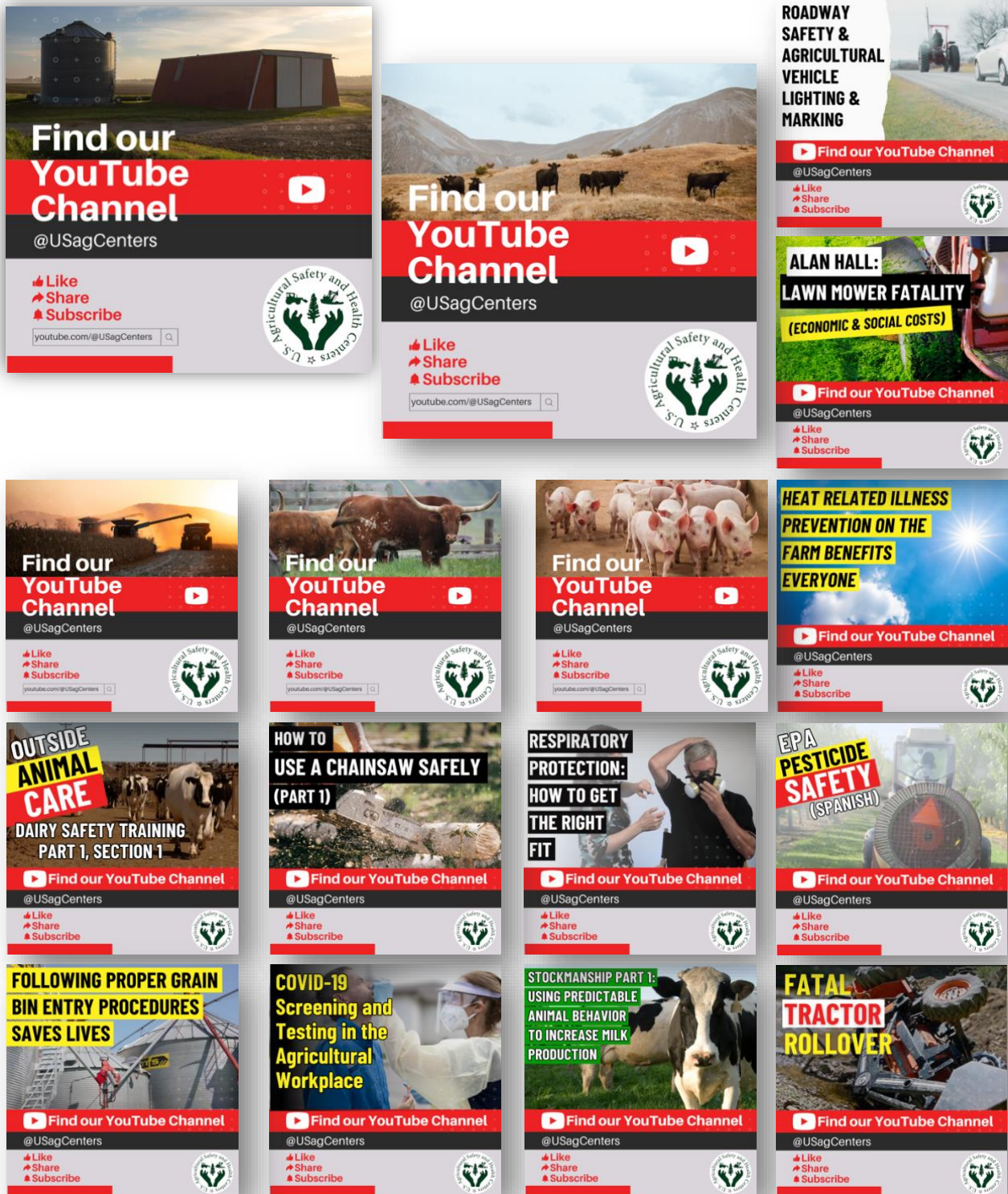
###

Find a social media kit to use to promote agricultural safety and health videos at <https://www.unmc.edu/publichealth/cscash/newsandevents/youtube-us-ag-centers.html>

U.S. Agricultural Safety and Health Centers Social Media Handles			
Center	Facebook	Instagram	Twitter
PNASH Pacific Northwest Agricultural Safety and Health Center	<u>@PNASHCenter</u>	<u>@pnashcenter</u>	<u>@PNASHCenter</u>
WCAHS UC Davis Western Center for Agricultural Health and Safety	<u>@AgHealthUCD</u>	<u>@aghealthucd</u>	<u>@AgHealthUCD</u>
HICAHS High Plains Intermountain Center for Agricultural Health and Safety	<u>@HICAHSAgCenter</u>	<u>@hicahs</u>	<u>@HICAHS</u>
UMASH Upper Midwest Agricultural Safety and Health Center	<u>@UMASHcenter</u>	<u>@umashcenter</u>	<u>@UMASHcenter</u>
CS-CASH UNMC Central States Center for Agricultural Safety and Health	<u>@unmccscash</u>	<u>@unmccscash</u>	<u>@unmccscash</u>
SWAG Center Southwest Center for Agricultural Health, Injury Prevention and Education	<u>@swagcenter95</u>	<u>@swagcenter95</u>	<u>@swagcenter95</u>
NCCRAHS National Children’s Center for Rural and Agricultural Health and Safety	<u>@nccrahs</u>		<u>@NCCRAHS</u>
GPCAH Great Plains Center for Agricultural Health	<u>@GPCAH</u>		<u>@GPCAH</u>
SCAHIP Southeast Center for Agricultural Health and Injury Prevention	<u>@SCAHIP</u>	<u>@scahip</u>	<u>@SCAHIP</u>
SCCAHS Southeastern Coastal Center for Agricultural Safety and Health	<u>@sccagsafety</u>	<u>@sccagsafety</u>	<u>@sccAgSafety</u>
NEC Northeast Center for Occupational Health and Safety	<u>@theNortheastCenter</u>	<u>@northeastcenter</u>	<u>@TheNECenter</u>
Great Lakes Center for Occupational Health and Safety	<u>@glcohs</u>		
NIOSH National Institute for Occupational Safety and Health	<u>@niosh</u>	<u>@nioshusa</u>	<u>@NIOSH</u>

@USagCenters Logo, Graphics, and Imagery

All graphics for promotion of the YouTube channel can be accessed and downloaded [here](#). The @USagCenters logo can be accessed [here](#).



General Promotion Posts		
Facebook	Instagram	Twitter
<p>Did you know? The #USAgCenters YouTube Channel is a joint effort by the 12 @niosh funded Agricultural Safety and Health Centers. This YouTube channel has videos from each ag center highlighting different ways to stay safe and healthy on the farm – from using a chainsaw safely, to proper grain bin entry procedures, to machine and animal safety, and more!</p> <p>Visit https://www.youtube.com/@USagCenters to check out all the videos, and make sure to subscribe so you get notified when new ones are uploaded. #FarmSafety #CultivateSafety</p>	<p>The #USAgCenters YouTube Channel is a joint effort by the 12 @nioshusa funded Agricultural Safety and Health Centers. This YouTube channel has videos from each ag center highlighting different ways to stay safe and healthy on the farm – from using a chainsaw safely, to proper grain bin entry procedures, to machine and animal safety, and more!</p> <p>Search YouTube for “USAgCenters” or visit https://www.youtube.com/@USagCenters to check out all the videos, and make sure to subscribe so you get notified when new ones are uploaded. #FarmSafety #CultivateSafety</p>	<p>The #USAgCenters YouTube Channel is a joint effort by the 12 @NIOSH funded Ag Safety and Health Centers. See videos from each ag center about ways to stay safe and healthy on the farm! 📺 Visit, like 👍 & subscribe: https://www.youtube.com/@USagCenters #FarmSafety #CultivateSafety</p>
Characters: 533	Characters: 558	Characters: 268

[Download General Promotion Post Graphic 1](#) | Alt text: The top half is a photo of longhorn cattle. Below it is a bar of red and then gray, overlaid by white text that says “Find our YouTube Channel @USagCenters” and the YouTube logo (white square with red play arrow centered). Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols, followed by a search bar with the text youtube.com/@USagCenters.

[Download General Promotion Post Graphic 2](#) | Alt text: The top half is a photo of a barn and grain silo. Below it is a bar of red and then gray, overlaid by white text that says “Find our YouTube Channel @USagCenters” and the YouTube logo (white square with red play arrow centered). Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols, followed by a search bar with the text youtube.com/@USagCenters.

[Download General Promotion Post Graphic 3](#) | Alt text: The top half is a photo of cattle in a mountainous area. Below it is a bar of red and then gray, overlaid by white text that says “Find our YouTube Channel @USagCenters” and the YouTube logo (white square with red play arrow centered). Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols, followed by a search bar with the text youtube.com/@USagCenters.

[Download General Promotion Post Graphic 4](#) | Alt text: The top half is a photo of piglets walking down the aisle of a barn. Below it is a bar of red and then gray, overlaid by white text that says “Find our YouTube Channel @USagCenters” and the YouTube logo (white square with red play arrow centered). Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols, followed by a search bar with the text youtube.com/@USagCenters.

[Download General Promotion Post Graphic 5](#) | Alt text: The top half is a photo of corn being harvested at sunset. Below it is a bar of red and then gray, overlaid by white text that says “Find our YouTube Channel @USagCenters” and the YouTube logo (white square with red play arrow centered). Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols, followed by a search bar with the text youtube.com/@USagCenters.

How to use a Chainsaw Safely – Part 1

Facebook	Instagram	Twitter
<p>Learn how to fell trees with a chainsaw safely and effectively! Watch a video from Montana State University and the @HICAHSAgCenter through CDC/NIOSH for info on saw safety features, maintenance, proper posture, and more. #chainsawing #safetyfirst https://www.youtube.com/watch?v=H9BegDz1Beo&list=PLY7XQBihZRnt7a3K-jbNHzs-59TlqQofl</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel youtube.com/@USagCenters/videos</p>	<p>Let's go felling! Time to learn how to safely operate a chainsaw and tackle big trees with confidence. From choosing the right saw for the job, to understanding saw maintenance, posture, and how to run it, check out the Chainsaw Safety Awareness Part II from @hicaHS and CDC/NIOSH to get all the info you need to stay safe and make sure your tree is cut into manageable pieces. 🙌 #SawItDidIt https://www.youtube.com/watch?v=H9BegDz1Beo&list=PLY7XQBihZRnt7a3K-jbNHzs-59TlqQofl</p>	<p>Learn how to fell trees with a chainsaw safely and effectively! Watch a video from Montana State University and the @HICAHS through CDC/NIOSH for info on safety features, maintenance, proper posture, and more. #chainsawing https://www.youtube.com/watch?v=H9BegDz1Beo&list=PLY7XQBihZRnt7a3K-jbNHzs-59TlqQofl</p>
Characters: 444	Characters: 476	Characters: 246
<p>Download Graphic 1 - How to use a Chainsaw Safely Part 1 Alt text: The top half is a photo of a chainsaw being used on a tree limb, with the text “How to use a chainsaw safely (part 1)”. Below it is a bar of red overlaid by white text that says “Find our YouTube Channel” and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says “@USagCenters”. Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols.</p>		

Following Proper Grain Bin Entry Procedures Saves Lives

Facebook	Instagram	Twitter
<p>Before entering a grain bin, it's critical to know the hazards & take proper precautions. Get informed with this video, brought to you by @ASHCA, @nccrahs and the #GrainHandlingSafetyCoalition. Watch: https://www.youtube.com/watch?v=FhIq87HPkT0&list=PLY7XQBihZRNukpxj7Q4ItHFpxXW34f6CX #GrainSafety #SafetyFirst</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel youtube.com/@USagCenters/videos</p>	<p>Keep your grain bin entry safe and take the proper precautions with real life incidents discussed in this video produced by ASHCA, the Marshfield Clinic, and the Grain Handling Safety Coalition. Learn more about the hazards associated with grain bin entry and how to reduce the risk with the training programs provided by the Grain Handling Safety Coalition. Visit www.grainsafety.org now to get informed and save lives! #grainbinsafety #grainsafety https://www.youtube.com/watch?v=FhIq87HPkT0&list=PLY7XQBihZRNukpxj7Q4ItHFpxXW34f6CX</p>	<p>Stay safe in grain bins! Follow these life-saving tips from ASHCA, @NCCRAHS and the Grain Handling Safety Coalition to keep your bin entry safe. Visit www.grainsafety.org to get informed, reduce risks, & save lives. https://www.youtube.com/watch?v=FhIq87HPkT0&list=PLY7XQBihZRNukpxj7Q4ItHFpxXW34f6CX</p>
Characters: 423	Characters: 533	Characters: 243
<p>Download Graphic 2 - Following Proper Grain Bin Entry Procedures Saves Lives Alt text: The top half is a photo of the tops of several grain bins overlaid by the text "Following proper grain bin entry procedures saves lives". Below it is a bar of red overlaid by white text that says "Find our YouTube Channel" and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says "@USagCenters". Underneath is a light gray section with the @USagCenters logo to the right, and text that say "Like, Share, Subscribe" with matching symbols.</p>		

EPA Pesticide Safety Spanish (Video in Spanish)

Facebook	Instagram	Twitter
<p>Take a step towards better safety protocols and check out this bilingual (Spanish/English) training video modules on Pesticides, Heat-Related Illness, Orchard Ladder Safety, Lifting Techniques and Platform Safety. All 6 modules comply with EPA, and #SQF standards. Check them out now at http://www.farmworkertraining.com! @PNASHCenter #pesticide #WorkerProtection</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel youtube.com/@USagCenters/videos</p>	<p>It's time to learn about pesticide safety and protection for agricultural workers with the @PNASHCenter! Check out this bilingual video, fully compliant with GLOBALG.A.P., EPA's revised Worker Protection Standard, and with Washington State Department of Agriculture and L&I. Also watch the entire set of modules for an engaging and informative look at food safety, heat-related illness, orchard ladder safety, and more. #AgriculturalSafety #WorkerProtection #FarmWorkerTraining Find the video here https://www.youtube.com/watch?v=TVYWVoM08Y4&list=PLY7XQBihZRNuX3v_uDQ2znGawblHesMao&index=2</p>	<p>Check out this bilingual (Sp/Eng) safety video series from @pnashcenter - 6 modules to comply with #GLOBALGAP, EPA's WPS & more. It includes pesticide safety, food safety, heat illness prevention, & more. https://www.youtube.com/watch?v=TVYWVoM08Y4&list=PLY7XQBihZRNuX3v_uDQ2znGawblHesMao&index=2 #HealthyFamilies #USAgCenters</p>
Characters: 476	Characters: 591	Characters: 256
<p>Download Graphic 3 – EPA Pesticide Safety (Spanish) Alt text: The top half is a photo of a tractor with a trailer spraying pesticides while driving away from the camera's perspective between a row of trees, with overlaid text that says "EPA Pesticide Safety (Spanish)". Below it is a bar of red overlaid by white text that says "Find our YouTube Channel" and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says "@USagCenters". Underneath is a light gray section with the @USagCenters logo to the right, and text that say "Like, Share, Subscribe" with matching symbols.</p>		

Respiratory Protection: How to get the right fit




Facebook	Instagram	Twitter
<p>Do you know how to get the right fit when wearing respiratory protection? Learn from the experts as @unmccscash with this respiratory protection video, created in collaboration with @AgrisafeNetwork. It talks you through choosing the right mask for the right job, and how to get the right fit. #BreatheBetter #RespiratorySafety #USAgCenters https://www.youtube.com/watch?v=MTiocWwZsPg&list=PLY7XQBihZRNuSg7vOVk4VKYuaA4afNud&index=3</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel http://youtube.com/@USagCenters/videos</p>	<p>Do you know how to get the right fit when wearing respiratory protection? Learn how to get the correct fit for your mask or respirator in a short video on the #USAgCenters YouTube Channel. Thank you @unmccscash for this great resource. #BreatheBetter #RespiratorySafety #USAgCenters https://www.youtube.com/watch?v=MTiocWwZsPg&list=PLY7XQBihZRNuSg7vOVk4VKYuaA4afNud&index=3</p>	<p>Safety first! Understand how to get the correct fit for your mask or respirator. Get the knowledge, skills & abilities to wear your respiratory protection correctly and #BreatheBetter. @unmccscash https://www.youtube.com/watch?v=MTiocWwZsPg&list=PLY7XQBihZRNuSg7vOVk4VKYuaA4afNud&index=3 #RespiratorySafety #USAgCenters</p>
Characters: 552	Characters: 376	Characters: 252
<p>Download Graphic 4 – Respiratory protection: How to get the right fit Alt text: The top half is a photo of a man putting on a respirator with a female providing assistance, with overlaid text that says “Respiratory Protection: How to get the right fit”. Below it is a bar of red overlaid by white text that says “Find our YouTube Channel” and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says “@USagCenters”. Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols.</p>		

Outside Animal Care (Dairy Safety Training Part I, Section 1)

Facebook	Instagram	Twitter
<p>Hey Dairy Farmers, Are you up to date on the latest and most effective techniques for handling animals on your farm? Check out this video series from the Ag Centers' YouTube Channel and @swagcenter95 on how to work safely with cows, bulls, and other farm animals! Learn all about moving cows safely, understanding their point of view, working with locking stanchions, treating animals in chutes, hoof trimming, and more! Get in the know - and stay safe - with this exciting new series, "Considering Human and Animal Safety." #AgCenters https://www.youtube.com/watch?v=oZdiYKe4Qpo&list=PLY7XQBihZRNux6fNXaUbFMefuvE7j89Rb&index=2</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel youtube.com/@USagCenters/videos</p>	<p>We're learning how to sensible & properly handle animals on the farm 🐮. From chute treatment to hoof trimming, this video from @swagcenter95 will take you through the best safety tips for handling cows! 😊 Join us on this educational journey as we explore the importance of human & animal safety on a dairy farm together! #DairyFarm #DairyEducation #HumanAnimalSafety #SafetyTraining https://www.youtube.com/watch?v=oZdiYKe4Qpo&list=PLY7XQBihZRNux6fNXaUbFMefuvE7j89Rb&index=2</p>	<p>Learn how to handle animals on your dairy farm safely! The educational series Consider Human and Animal Safety by @swagcenter95 covers moving cows, understanding their vision, locking stanchions, treating them in chutes, hoof trimming & safety around bulls https://www.youtube.com/watch?v=oZdiYKe4Qpo&list=PLY7XQBihZRNux6fNXaUbFMefuvE7j89Rb&index=2</p>
Characters: 740	Characters: 476	Characters: 280
<p>Download Graphic 5 – Outside Animal Care (Dairy Safety Training Part I, Section 1) Alt text: The top half is a photo of dairy cows walking on a dairy farm with overlaid text that says “Outside Animal Care” followed by the subtitle “Dairy Safety Training Part 1, Section 1”. Below it is a bar of red overlaid by white text that says “Find our YouTube Channel” and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says “@USagCenters”. Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols.</p>		

Fatal Tractor Rollover		
Facebook	Instagram	Twitter
<p>Check out this powerful video about a Vermont farm family and the tragic tractor rollover that occurred on their land. This video was produced by Matt Myers, ROPS Coordinator at UVM Extension, Starmedicine Productions with support from the @theNortheastCenter. Watch now to learn more: https://www.youtube.com/watch?v=6elr5_kFRco&list=PLY7XQBihZRnu8O41QbksW9KoOS00RmvXc&index=12 #VTFarmSafety #NEC #TractorSafety</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel http://youtube.com/@USagCenters/videos</p>	<p>We all have a stake in safety. Check out this important video from Vermont about a tragedy that was preventable. Produced by Matt Myers, ROPS Coordinator at UVM Extension, Starmedicine Productions in conjunction with @northeastcenter, this story from a Vermont farm family helps us understand the importance of working safely around tractors: https://www.youtube.com/watch?v=6elr5_kFRco&list=PLY7XQBihZRnu8O41QbksW9KoOS00RmvXc&index=12 #ROPSSafety #AgSafety #TractorSafety</p>	<p>Terrifying tragedy on VT farm. Watch this video to learn how a tractor rollover affected a family and understand the importance of farm safety: https://www.youtube.com/watch?v=6elr5_kFRco&list=PLY7XQBihZRnu8O41QbksW9KoOS00RmvXc&index=12 @northeastcenter #FarmSafety #AgCenters @TheNECenter</p>
Characters: 532	Characters: 472	Characters: 220
<p>Download Graphic 6 – Fatal Tractor Rollover Alt text: The top half is a photo of a tractor rolled over in mud with overlaid text that says “Fatal Tractor Rollover”. Below it is a bar of red overlaid by white text that says “Find our YouTube Channel” and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says “@USagCenters”. Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols.</p>		

Stockmanship Part 1 Using Predictable Animal Behavior to Increase Milk Production

Facebook	Instagram	Twitter
<p>Check out Dairy Stockmanship, a practice that promotes positive animal handling and yields numerous benefits for animals and handlers!  Watch this one of five videos created to demonstrate stockmanship principles when working with dairy cattle: https://www.youtube.com/watch?v=xbvOeF5dddU&list=PLY7XQBihZRNUbHTGO9P4neRDR8AHqcSjB  @UMASHcenter with funding provided by the National Institute for Occupational Safety and Health (NIOSH). Download the fact sheets and posters available on the UMASH website: http://umash.umn.edu </p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel youtube.com/@USAgCenters/videos</p>	<p>Dairy Stockmanship is so much more than just animal handling! Discover how adopting stockmanship practices can lead to reduced stress, increased productivity, and improved herd health for both animals and handlers. Check out this video from the Upper Midwest Agricultural Safety and Health Center (@umashcenter) and see the amazing impact stockmanship can make! #Stockmanship #DairyCows #Ag safety #HealthandSafety https://www.youtube.com/watch?v=xbvOeF5dddU&list=PLY7XQBihZRNUbHTGO9P4neRDR8AHqcSjB</p>	<p>Let's reduce stress, improve herd health, and reduce animal & handler injuries with dairy stockmanship! Learn the principles with the five videos from @UMASHcenter. Also, use the fact sheets & posters at the UMASH site. https://www.youtube.com/watch?v=xbvOeF5dddU&list=PLY7XQBihZRNUbHTGO9P4neRDR8AHqcSjB #dairystockmanship #AgCenters</p>
Characters: 647	Characters: 499	Characters: 273
<p>Download Graphic 7 – Stockmanship Part 1: Using Predictable Animal Behavior to Increase Milk Production Alt text: The top half is a photo of dairy cows in a field with overlaid text that says “Stockmanship Part 1: Using Predictable Animal Behavior to Increase Milk Production”. Below it is a bar of red overlaid by white text that says “Find our YouTube Channel” and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says “@USAgCenters”. Underneath is a light gray section with the @USAgCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols.</p>		

COVID-19 Screening and Testing in the Agricultural Workplace

Facebook	Instagram	Twitter
<p>It's important that farmers and farmworkers have the information they need to protect themselves from COVID-19. Dr. Glenn Morris of the @sccagsafety and the University of Florida's Emerging Pathogens Institutes outlines the current screening and testing procedures for the agricultural workplace in this informative video. Check it out to learn about the two types of tests and the importance of screening! https://www.youtube.com/watch?v=Oa3hNU-HY1A&list=PLY7XQBihZRNvw2AgsHtrYYIN6QDejqocp&index=6 #COVID19 #AgWorkplaceSafety</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel youtube.com/@USagCenters/videos</p>	<p>Stay safe, informed, and protected with the latest COVID-19 screening and testing procedures provided by Dr. Glenn Morris and @sccagsafety! Visit https://www.youtube.com/watch?v=Oa3hNU-HY1A&list=PLY7XQBihZRNvw2AgsHtrYYIN6QDejqocp&index=6 to learn more about how you can stay ahead of the curve. #StaySafe #COVIDtesting #SCCAHS</p>	<p>Agricultural workers play a crucial role in getting food to our tables. Learn from Dr. Glenn Morris, director of @sccAgSafety, exactly how they can be safely screened and tested for #COVID19 in this insightful video: https://www.youtube.com/watch?v=Oa3hNU-HY1A&list=PLY7XQBihZRNvw2AgsHtrYYIN6QDejqocp&index=6 #StaySafe #KnowledgelsPower</p>
Characters: 639	Characters: 326	Characters: 268
<p>Download Graphic 8 – COVID-19 Screening and Testing in the Agricultural Workplace Alt text: The top half is a photo of a female healthcare worker with PPE on taking a nasal swab from a man in a blue dress shirt with overlaid text that says "COVID-19 Screening and Testing in the Agricultural Workplace". Below it is a bar of red overlaid by white text that says "Find our YouTube Channel" and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says "@USagCenters". Underneath is a light gray section with the @USagCenters logo to the right, and text that say "Like, Share, Subscribe" with matching symbols.</p>		

Alan Hall: Lawn Mower Fatality (Economic and Social Costs)

Facebook	Instagram	Twitter
<p>It's easy to take farm safety for granted, until something goes wrong. This video documents the true story of an experienced farmer and university professor who lost his life to a preventable accident with a Dixie Chopper zero-radius mower. His son shares this tragedy as a powerful message to take the Economics of Prevention seriously and stay safe on the farm. Visit the link to watch the full story and join us in honoring this family for their costly reminder of the importance of farm safety. @SCAHIP #EconomicsOfPrevention #FarmSafetyMatters #HonoringAGenerationOfFarmers https://www.youtube.com/watch?v=YMBxXSHtN6I&list=PLY7XQBihZRnu8O41QbksW9KoOS00RmvXc&index=5</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel youtube.com/@USAgCenters/videos</p>	<p>The life of one farmer was tragically cut short due to a preventable accident, leaving his family with an empty void and a barn left behind. The Economics of Prevention Projects strive to make sure no family has to go through this again. @scahip #FarmSafety #Prevention #FamilyTies https://www.youtube.com/watch?v=YMBxXSHtN6I&list=PLY7XQBihZRnu8O41QbksW9KoOS00RmvXc&index=5</p>	<p>The farmer is gone, but his legacy and story remain. A tragedy made worse by the preventable nature of his death. A deep reminder that safety must be a priority in life and on the farm. @SCAHIP https://www.youtube.com/watch?v=YMBxXSHtN6I&list=PLY7XQBihZRnu8O41QbksW9KoOS00RmvXc&index=5</p>
Characters: 783	Characters: 373	Characters: 217
<p>Download Graphic 9 – Alan Hall -- Lawn Mower Fatality -- Economic & Social Costs Alt text: The top half is a photo of a lawn mower deck with freshly cut grass on it, with overlaid text that says “Alan Hall: Lawn Mower Fatality (Economic & Social Costs)”. Below it is a bar of red overlaid by white text that says “Find our YouTube Channel” and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says “@USAgCenters”. Underneath is a light gray section with the @USAgCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols.</p>		

Roadway Safety and Agricultural Vehicle Lighting and Marking

Facebook	Instagram	Twitter
<p>I don't know about you, but the best advice I've ever gotten was from my dad. ❤️ Check out this awesome video from @GPCAH of a daughter teaching her farmer father about the importance of visible lighting and marking on agricultural vehicles. 🚜 Help us spread the word and let's make sure all our farmer friends stay safe! #vehiclesafety #agriculture #safetyfirst #visibledlighting #familylove https://www.youtube.com/watch?v=XtrmNCqHOOw&list=PLY7XQBihZRntsYG7KlrD2yJVscP5fuML&index=2</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel youtube.com/@USagCenters/videos</p>	<p>Don't let your farmer dad drive in the dark - help him stay safe with visible lighting and marking on his ag vehicle! My dad and I just talked about why his farming vehicle should have visible lighting and markings while saving money. Who knew safety could be this cost effective? #GoDaddyGo #SafetyStats https://www.youtube.com/watch?v=XtrmNCqHOOw&list=PLY7XQBihZRntsYG7KlrD2yJVscP5fuML&index=2</p>	<p>Don't let your farmer dad drive in the dark - help him stay safe with visible lighting and marking on his ag vehicle! @GPCAH #AgSafety #FarmerLife https://www.youtube.com/watch?v=XtrmNCqHOOw&list=PLY7XQBihZRntsYG7KlrD2yJVscP5fuML&index=2</p>
Characters: 599	Characters: 397	Characters: 170
<p>Download Graphic 10 – Roadway Safety & Agricultural Vehicle Lighting & Marking Alt text: The top half is a photo of a tractor and sedan driving on a paved road, with half of the picture covered up by torn paper that is overlaid with text that says “Roadway Safety & Agricultural Vehicle Lighting & Marking”. Below it is a bar of red overlaid by white text that says “Find our YouTube Channel” and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says “@USagCenters”. Underneath is a light gray section with the @USagCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols.</p>		

Heat Related Illness Prevention on the Farm Benefits Everyone

Facebook	Instagram	Twitter
<p>Check out this informative video on the importance of protecting farmworkers from the heat and establishing safety practices to prevent heat illness! This video, developed as part of the California Heat Illness Prevention Study (CHIPS), was funded by CDC/NIOSH and the @AgHealthUCD. #Heatillness #Farmsaftey #Farmworkers</p> <p>https://www.youtube.com/watch?v=35NHjgZ0YuQ&list=PLY7XQBihZRNvezeSe7dCHgSlkoN9Nyvnr&index=8</p> <p>For more ag health and safety tips subscribe to the Ag Centers YouTube Channel youtube.com/@USAgCenters/videos</p>	<p>🔥 Working in the heat can be tough, but with the right safety practices you can protect your workers from heat illness! Learn more about the California Heat Illness Prevention Study (CHIPS) and the importance of protecting workers from the heat by visiting @aghealthucd</p> <p>#Heatillnessprevention #HeatSafety #WorkingintheHeat</p> <p>https://www.youtube.com/watch?v=35NHjgZ0YuQ&list=PLY7XQBihZRNvezeSe7dCHgSlkoN9Nyvnr&index=8</p>	<p>Protecting workers from heat illness is not only legally mandated, but it also has an economic benefit. Tune in to this @AgHealthUCD funded video to hear what farmworkers and farm owners say about it!</p> <p>https://www.youtube.com/watch?v=35NHjgZ0YuQ&list=PLY7XQBihZRNvezeSe7dCHgSlkoN9Nyvnr&index=8</p>
Characters: 526	Characters: 316	Characters: 224
<p>Download Graphic 11 – Heat Related Illness Prevention on the Farm Benefits Everyone Alt text: The top half is a photo of a sunny sky overlaid with text that says “Heat Related Illness Prevention on the Farm Benefits Everyone”. Below it is a bar of red overlaid by white text that says “Find our YouTube Channel” and the YouTube logo (white square with red play arrow centered). Below that is a bar of dark gray overlaid by white text that says “@USAgCenters”. Underneath is a light gray section with the @USAgCenters logo to the right, and text that say “Like, Share, Subscribe” with matching symbols.</p>		