

Canadian Agricultural Safety Week Campaign Survey Highlights

* All percentages are of respondents to the question.

Over 650 surveys were sent out and we received 150 responses or a 23% response rate, which is excellent. Survey respondents were geographically located as follows:

Alberta	23	(15% of respondents)
British Columbia	12	(8% of respondents)
Manitoba	29	(19% of respondents)
New Brunswick	8	(5% of respondents)
Newfoundland & Labrador	2	(1% of respondents)
Nova Scotia	10	(7% of respondents)
Ontario	36	(24% of respondents)
Prince Edward Island	2	(1% of respondents)
Quebec	8	(5% of respondents)
Saskatchewan	17	(11% of respondents)
Yukon / North West Territories / Nunavut	3	(2% of respondents)
Total	150	

Respondents came from a range of agricultural backgrounds as follows:

Agribusiness	6	(4% of respondents)
Agricultural or commodity organization (national, provincial,	24	(16% of respondents)
Educational institute - university, college, elementary, or high	11	(7% of respondents)
Emergency Services (national, provincial, regional, or county)	5	(3% of respondents)
Farmer, rancher, or primary producer	38	(25% of respondents)
Government (national, provincial, regional, or county)	13	(9% of respondents)
Non-government farm safety organization (national, provincial,	14	(9% of respondents)
Public health or health services (national, provincial, regional, or	24	(16% of respondents)
Other: incl. NGO, youth org., hobby farmers, industry extension	15	(10% of respondents)
Total	150	

2. As a farmer, rancher, or primary producer - who is the primary enforcer of safety in your workplace?

Farm woman / Wife / Mother	27%
Farm man / Husband / Father	68%
Non-owner Farm Manager / Supervisor	5%
Workers	0%
Others:	0%

3. As a farmer, rancher, or primary producer - who should be the primary enforcer of safety in your workplace?

Farm woman / Wife / Mother	19%
Farm man / Husband / Father	54%
Non-owner farm manager / Supervisor	8%
Workers	5%
Others: (mostly citing farm man & woman together)	14%

4. As a non-primary producer in question #2, who is the primary enforcer of safety in your workplace?

A designated safety officer	24%
Manager / Supervisor	37%
Owner	7%
No one is designated	18%
Other:	14%

5. What one age groups best describe the people you deal with in regard to farm safety?

5 and under	1%
6 to 15	31%
16 to 25	13%
26 to 40	16%
41 to 65	33%
66 and older	6%
Not answered:	--

6. What kind of relationship do you have with the people you deal with about farm safety?

Customers / Clients / Students	36%
Family	14%
Friends	3%
General public	26%
Workers	16%
Other:	5%

7. Which of the following publications are you most familiar with as sources of farm safety information?

B. C. Agri-Digest	2%
Farm Focus	17%
La Terre de Chez Nous	5%
Manitoba Co-operator	15%
Ontario Farmer	19%
The Western Producer	31%
Other: CASA Newsletter, Grain News, Country Guide, Cattlemen's, Small Farm Canada, newsletters, etc.	12%

8. Which forms of media would you prefer to get most of your farm safety information from?

Choose up to three that apply.

Agr. Publications: magazines, newsletters and agricultural	29%
Daily newspapers	4%
Direct mail	17%
Internet	25%
Radio	6%
Television	9%
Weekly community newspapers	11%

9. What parts of a media campaign are most effective to you as a means of getting farm safety messages? Please select all that apply.

	Respondents	Percentage
"How to" written articles	65	10%
Cartoons	29	5%
e-Mail with links	47	7%
Feature stories on real people	94	15%
Line art illustrations	7	1%
News conference / public event	30	5%
On-line news group	7	1%
On-line publications	39	6%
Photos	62	10%
Press release	42	7%
Radio commercials	28	4%
Radio interviews	26	4%
Radio stories	26	4%
Television commercials	55	9%
Television interviews	27	4%
Television stories	35	6%
Webcast	14	2%
Other: Booths at fairs and exhibitions	1	0%

10. Which of these non-media sources do you receive the most farm safety information from? Please choose up to three that apply.

	Respondents	Percentage
Agribusiness	21	6%
Children bring home materials from school or community	20	6%
Commodity or industry organization	21	6%
Farm safety organizations	94	27%
Public events - fairs, farm shows, plowing matches, etc.	81	23%
Public health organizations	25	7%
Searching Internet sites	55	16%
Training seminars	31	9%
Webinars	1	0%
Other:	0	0%

11. Which of these non-media sources would you prefer to get most of your farm safety information from?

Agribusiness	7%
Children bring home materials from school or community	8%
Commodity or industry organization	8%
Farm safety organizations	27%
Public events - fairs, farm shows, plowing matches, etc.	19%
Public health organizations	5%
Searching Internet sites	12%
Training seminars	10%
Webinars	4%
Other:	0%

12. What types of non-media farm safety materials do you find most beneficial?

Custom developed materials: posters, decals, emergency contact	11%
Document templates & check lists that can be adapted	8%
Downloadable Internet materials	18%
Instructional CDs and DVDs e.g. to help train workers	7%
Material sharing on CDs and DVDs e.g. photos, short video clips	6%
Promotional items: notepads, T-shirts, key chains, coffee cups,	15%
Written materials: fact sheets, booklets, brochures	33%
Other:	2%

13. Are you familiar with Canadian Agricultural Safety Week?

Yes	78%
No	22%

14. Which of the following Canadian Agricultural Safety Week campaigns do you recall hearing about?

1999 - Be Seen - Be Safe (lighting and reflectors for machinery)	10%
2000 - Use ROPS and wear a seatbelt (rollover protective structures)	8%
2001 - Runovers are preventable (no riders)	9%
2002 - Livestock Handling Safety: Put your best foot forward	9%
2003 - Farm Safety and Street Smarts (driving skills and rules of the road)	5%
2004 - Farm Safety Makes \$ense (economics of farm safety)	9%
2005 - Safety is in the details (safety for seniors on the farm)	8%
2006 - Farm safety is MY business (risk management)	10%
2007 - Protect your moving parts! (crushes, entanglements, pinch points)	18%
2008 - Manage more than just your back! (sprains, strains, and ergonomics)	14%

15. What farm safety topics do you feel should be focused on in upcoming Canadian Agricultural Safety Week campaigns?

Survey respondents clearly divided the topics into priorities as follows:

A LIST PRIORITIES (score 21 & over)

- 1. Child Safety (scored 40):** safe play areas, age appropriate tasks, teaching safety, visibility of children, were repeatedly noted.
- 2. Personal responsibility & Attitudes (scored 35):** don't work alone – tell someone where you are, get enough rest, don't rush, pay attention, attitude of making safety a priority, identifying risks, clean & tidy work areas, get first aid & CPR training, enforce OH&S Act, and make safety part of the job.
- 3. PPE, HACCP, HAZMAT (scored 21):** confined spaces, sight and hearing protection, respiratory protection, ergonomics, physical fitness and safety, using GPS for safety on the farm, HACCP and HAZMAT

B LIST PRIORITIES (score 11 – 20)

- 4. Worker Training (scored 14):** training and documentation of new workers, risk analysis, training and dealing with family members who think they already know how to do the job, safety by example,
- 5. Livestock Handling (scored 12):** horseback riding, helmets, un/loading cattle, haow to handle various types of livestock, mothers and their babies, males,
- 6. ATV Safety (12):** helmets and protective wear, safe use, driving ages, road laws, etc.

C LIST PRIORITIES (score 1 – 10)

- 7. Machinery (9):** power take-offs, moving parts, safe practices, no riders,
- 8. Driving & Road Safety (8):** rules of the road, SMVs, hand signals, rail safety,
- 9. Pesticides & Poisons (8):** proper handling, use and storage, awareness of poisons, toxins and poisonous plants.
- 10. Business & Management (7):** the economics of losses, insurance, liability, due diligence, different management tactics for safety, developing safety plans, production tractability safety requirements,
- 11. Stress management (6):** how to deal with stress,
- 12. Older Workers (5):** how to deal with senior workers, what to watch for, tactics
- 13. Electrical Safety (4):** wiring in farm buildings, lightening, overhead wires,
- 14. Workshop Safety (3):** importance if cleanliness, general safety (i.e. power tools, welding, ladder safety), technology and farming--get in the know,
- 15. Evidence Based (3):** where are most injuries coming from statistically
- 16. Water Safety (1):** Dugout/water safety
- 17. Fire (1):** evacuation plan
- 18. Farm Woodlot Safety (1):** chainsaws, exposure,
- 19. Gun safety (1):** how to use them
- 20. Food Safety (1):** biosecurity and how are food is kept safe,
- 21. Hutterite life (1):** special cultural needs

**16. Which of the following organizations are you most familiar with as sources of farm safety information?
Please choose all that apply.**

Choice	YK & NWT	BC	AB	SK	MB	ON	QC	NB	NL	NS	PEI	Total	%
Agribusinesses		1	5	2	6	2				1		17	3%
Agriculture & Agri-Food Canada (AAFC)		4	8	2	7	8	1		1	4		35	6%
Canadian Agricultural Injury Surveillance Program (CAISP)		1	8	4	3	5	2	3		2		28	5%
Canadian Safety Council (CSC)		5	8	11	6	10	2	3		3		48	8%
Farm Credit Canada (FCC)		4	6	4	5	3		3	1	2		28	5%
National Commodity Groups and/or Marketing Boards					1	1						2	-
Provincial Commodity Groups and/or Marketing Boards					1	1		1				3	-
Safe Communities Canada		1	11	4	3	4		3				29	5%
Safe Kids Canada	2	7	15	9	6	11	2	4		1		57	10%
St. John Ambulance - National HQ	1	5	7	4	5	4	1	4	1	3		35	6%
The Canadian Agricultural Safety Association (CASA)	2	7	11	6	11	16	1	7	1	3	1	66	11%
The Canadian Federation of Agriculture (CFA)		2	7	4	7	8	1	3		4		36	6%
Canadian Farmers With Disabilities				1	1					2		4	-
Government of the Northwest Territories												0	-
Territorial Farmers Association	1											1	-
Yukon Agricultural Association												0	-
BC Agricultural Council		3										3	-
BC Safety council		4										4	-
Farm & Ranch Safety & Health Association		8										8	1%
AAFRD: Ag Education & Training Branch, Farm Safety			11									11	2%
Alberta Farm Safety Centre			16									16	3%
Wild Rose Agricultural Producers			3									3	-
Agr. Health & Safety Network				3								3	-
Agr. Producers Association of SK (APAS)				1								1	-
SK Alliance for Safety & Health in Agr.				4								4	-
SK Farm/Workplace Safety				6								6	1%
SK Labour – Farm Safety Program				6								6	1%
SK Safety Council				12								12	2%
Western Farm Leadership Council												0	-
Keystone Agr. Producers					10							10	2%

MB Agr., Food and Rural Initiatives					16							16	3%
Manitoba Safety Council					7							7	1%
Safety Services Manitoba					4							4	-
Workplace & safety & Health Branch, Manitoba Labour					13							13	2%
Indian Agricultural Program of Ontario												0	-
Farm Safety Association						26						26	4%
Ontario Federation of Agriculture						9						9	1%
L'Union des producteurs agricoles							6					6	1%
Quebec Farmers' Association							2					2	-
Atlantic Provinces Agr. Safety & Health Council								1		2		3	-
Agriculture Alliance of New Brunswick								3				3	-
New Brunswick Safety Council Inc.								4				4	-
Workplace Health, Safety & Compensation Commission NB								5				5	1%
Newfoundland & Labrador Fed. Of Agr												0	-
Safety Services Newfoundland & Labrador												0	-
NS Environment & Labour – OHS Division										2		2	-
NS Farm Health & Safety Committee										6		6	1%
NS Federation of Agriculture										6		6	1%
PEI Fed. of Agriculture											1	1	-
Workplace Compensation Board of PEI											1	1	-
Other:			2		2	1	1	1				7	1%
Sum:	6	52	118	83	114	109	19	45	4	41	3	594	100%

17. Which of the following organizations do you consider to be the most authoritative with respect to providing farm safety information? Please choose all that apply.

Choice	YK & NWT	BC	AB	SK	MB	ON	QC	NB	NL	NS	PEI	Total	%
Agribusinesses										1		1	-
Agriculture & Agri-Food Canada (AAFC)		1	4		1	2						8	6%
Canadian Agricultural Injury Surveillance Program (CAISP)					1		1	1				3	2%
Canadian Safety Council (CSC)			1	4		3						8	6%
Farm Credit Canada (FCC)		1		1	1							3	2%
National Commodity Groups and/or Marketing Boards						1						1	-
Provincial Commodity Groups and/or Marketing Boards												0	-
Safe Communities Canada			1									1	-
Safe Kids Canada		2	1				1					4	3%
St. John Ambulance - National HQ										1		1	-
The Canadian Agricultural Safety Association (CASA)	2	2	7	1	4	7	2	5	2	3	1	36	25%
The Canadian Federation of Agriculture (CFA)		1	4		1					1		7	5%
Canadian Farmers With Disabilities					1							1	-
Government of the Northwest Territories												0	-
Territorial Farmers Association	1											1	-
Yukon Agricultural Association												0	-
BC Agricultural Council		1										1	-
BC Safety Council		1										1	-
Farm & Ranch Safety & Health Association		2										2	1%
AAFRD: Ag Education & Training Branch, Farm Safety												0	-
Alberta Farm Safety Centre			2									2	1%
Wild Rose Agricultural Producers			1									1	-
Agr. Health & Safety Network				1								1	-
Agr. Producers Association of SK (APAS)												0	-
SK Alliance for Safety & Health in Agr.				1								1	-
SK Farm/Workplace Safety				1								1	-
SK Labour – Farm Safety Program				2								2	1%
SK Safety Council				5								5	3%
Western Farm Leadership Council												0	-
Keystone Agr. Producers												0	-

MB Agr., Food and Rural Initiatives					5							5	3%
Manitoba Safety Council					1							1	-
Safety Services Manitoba												0	-
Workplace & safety & Health Branch, Manitoba Labour					10							10	7%
Indian Agricultural Program of Ontario												0	-
Farm Safety Association						21						21	15%
Ontario Federation of Agriculture					1							1	-
L'Union des producteurs agricoles							4					4	3%
Quebec Farmers' Association												0	-
Atlantic Provinces Agr. Safety & Health Council												0	-
Agriculture Alliance of New Brunswick												0	-
New Brunswick Safety council Inc.												0	-
Workplace Health, Safety & Compensation Commission NB								1				1	-
Newfoundland & Labrador Fed. Of Agr												0	-
Safety Services Newfoundland & Labrador												0	-
NS Environment & Labour – OHS Division										2		2	1%
NS Farm Health & Safety Committee										1		1	-
NS Federation of Agriculture												0	-
PEI Fed. of Agriculture												0	-
Workplace Compensation Board of PEI											1	1	-
Other:			2		2	1						5	3%
Sum:	3	11	23	16	27	36	8	7	2	9	2	144	100%

18. Which two organizations have you received the most farm safety information from in the past six months?

Choice	YK & NWT	BC	AB	SK	MB	ON	QC	NB	NL	NS	PEI	Total	%
Agribusinesses			2	1	1	2				2		8	3%
Agriculture & Agri-Food Canada (AAFC)	1	1	3	1	2	4				1		11	4%
Canadian Agricultural Injury Surveillance Program (CAISP)		1	2		1							4	2%
Canadian Safety Council (CSC)			1	3	1	2	1					8	3%
Farm Credit Canada (FCC)		1			4	3						8	3%
National Commodity Groups and/or Marketing Boards						1						1	-
Provincial Commodity Groups and/or Marketing Boards					1	1						2	-
Safe Communities Canada				4								4	2%
Safe Kids Canada		2	6	2	1	4		2		1		18	7%
St. John Ambulance - National HQ		1		1			1	1				4	2%
The Canadian Agricultural Safety Association (CASA)	2	4	9	5	7	11	2	6	2	2	1	51	20%
The Canadian Federation of Agriculture (CFA)		2	5	1	5	6	2	1	1	1		24	9%
Canadian Farmers With Disabilities										2		2	-
Government of the Northwest Territories												0	-
Territorial Farmers Association	1											1	-
Yukon Agricultural Association												0	-
BC Agricultural Council												0	-
BC Safety council		1										1	-
Farm & Ranch Safety & Health Association		7										7	3%
AAFRD: Ag Education & Training Branch, Farm Safety			6									6	2%
Alberta Farm Safety Centre			5									5	2%
Wild Rose Agricultural Producers												0	-
Agricultural Health & Safety Network				1								1	-
Agr. Producers Association of SK (APAS)												0	-
SK Alliance for Safety & Health in Agr.				3								3	1%
SK Farm/Workplace Safety				1								1	-
SK Labour – Farm Safety Program				3								3	1%
SK Safety Council				4								4	2%
Western Farm Leadership Council												0	-
Keystone Agr. Producers					1							1	-
MB Agr., Food and Rural Initiatives					12							12	5%

Manitoba Safety Council					1							1	-
Safety Services Manitoba												0	-
Workplace & safety & Health Branch, Manitoba Labour					9							9	3%
Indian Agricultural Program of Ontario												0	-
Farm Safety Association						22						22	8%
Ontario Federation of Agriculture						3						3	1%
L'Union des producteurs agricoles							4					4	2%
Quebec Farmers' Association							1					1	-
Atlantic Provinces Agr. Safety & Health Council								1				1	-
Agriculture Alliance of New Brunswick								1				1	-
New Brunswick Safety Council Inc.												0	-
Workplace Health, Safety & Compensation Commission NB								1				1	-
Newfoundland & Labrador Fed. Of Agr												0	-
Safety Services Newfoundland & Labrador												0	-
NS Environment & Labour – OHS Division										1		1	-
NS Farm Health & Safety Committee										4		4	2%
NS Federation of Agriculture										2		2	-
PEI Fed. of Agriculture											2	2	-
Workplace Compensation Board of PEI											1	1	-
Other:			3	3	3	1	1	1		2		14	5%
Sum:	4	20	42	33	49	60	12	14	3	18	4	259	100%