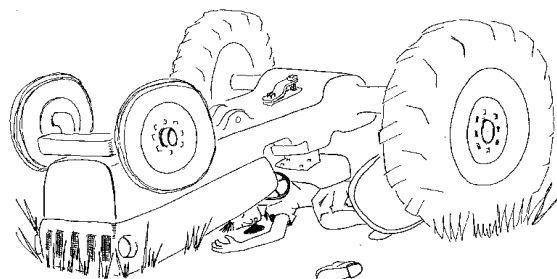
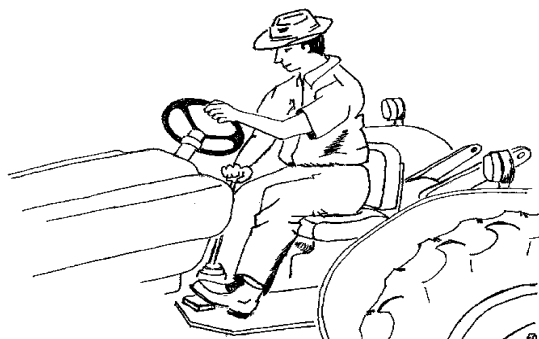


The Problem



His tractor overturned in less than a second and crushed him to death. During 1994-99, 76 Kentucky farmers died in tractor overturns and 32 more died when they fell off tractors. ROPS and seat belts could have saved all 108 lives.

After his death his wife said, "He knew overturns could be deadly. He thought by being careful he could avoid an overturn. He didn't think he needed a ROPS on his tractor."



Project

Project Goals

Encourage farmers to install ROPS on older tractors or replace them with newer ROPS-equipped tractors

Encourage the retirement of older tractors without ROPS or restrict them to jobs with less chance of overturning

Help farmers learn about the financial and injury protection benefits provided by ROPS and seat belts

Why Bother?

To save farmers and their loved ones from being injured or killed

To save farmers money by preventing costly injuries

To help preserve the farm family and farming as a way of life

To provide farm family members with peace of mind

Community Education Activities and Materials

Mass Communication Messages for Community-Wide Distribution

(PSAs) - 100, 30 seconds each

Newspaper stories about tractor overturns - 26, 1/2 to 1 page each

Charts, posters, photographs, and facts about the consequences of tractor overturns with and without ROPS

Pocket brochure that explains how and where to get a ROPS for your tractor

Mass mailing messages about ROPS

Presentations and Group Activities for Community Meetings

Model tractor overturn demonstration

Discussion of fatal and nonfatal tractor overturn photographs and stories

Skits and stories about tractor overturns with and without ROPS

Facts and figures about tractor overturn risks, injuries, deaths and their prevention

Case studies and simulation exercises about tractor overturns and second rider injuries