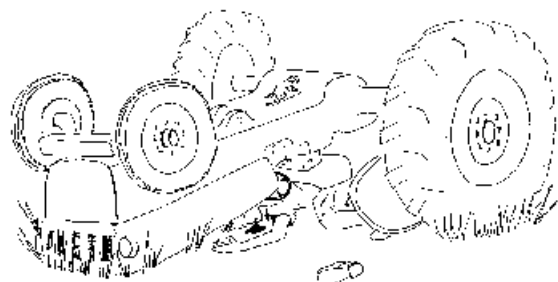


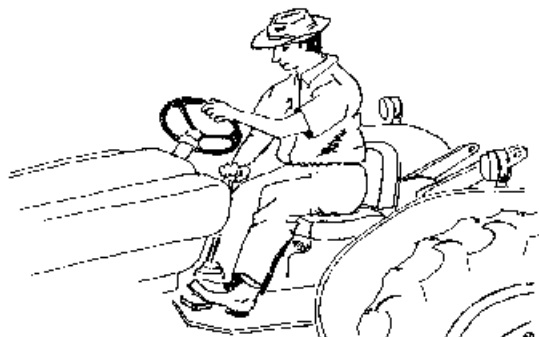
# The Problem

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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."



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## Project

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### 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

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## Community Education Activities and Materials

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### Mass Communication Messages for Community-Wide Distribution

- ◆ Radio public service announcements (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