

## Tips for “Posters for Public Display”

### Content

These posters describe the occupational risks of farming in Kentucky, the number of farm tractor-related injuries in Kentucky, the lifesaving value of ROPS and seat belts during tractor overturns, and the cost effectiveness of ROPS and seat belts for saving money and lives. When printed in color, these posters make eye-catching displays for any industry or business where full- or part-time farmers work or visit. Company or business support for farm safety may be recognized by adding the organization name at the bottom of the poster in the space provided.

### Objectives

The posters provide educational messages for farmers and part-time farmers who may visit or be employed by a business. Displaying the posters demonstrates support for farm safety and the cost effectiveness of injury prevention for farmers and the community. These posters should be displayed in places where they will catch people’s attention, and where individuals can stop and examine them.

When displayed, these posters should raise awareness about:

- The role of rollover protective structures (ROPS) and seat belts in preventing injuries during tractor overturns
- The cost effectiveness of ROPS and seat belts for preventing expensive medical bills, lost work time, and fatalities
- The high rates of occupational injury and fatalities among Kentucky farmers
- Who to contact to have ROPS and seat belts installed on farm tractors

### Intended Audiences

- Persons in managerial positions in local companies and businesses
- Part-time farmers who work in local companies or who visit local businesses
- Farm equipment dealers
- Other farm community groups who provide educational, financial, business, social, spiritual, and health services and advice to farmers and their family members

### How to Use These Materials

- Identify employers in your community where farmers work in off-farm jobs.
- Identify organizations in your community where full- and part-time farmers visit and do business.
- Examine these posters and decide which ones may be of interest to particular companies or other organizations.
- Contact company human resource directors or business managers and make appointments to show them examples of the posters.

- Explain that by displaying the posters, employers and companies provide an important community service and also help their employees (or customers) to live and work safely. Invite the company or business to add its name to the posters.
- Find out which and how many posters a company or business would like to display.
- Ask if the company or business will consider displaying a series of different posters about ROPS and farm safety over a period of a year or two.
- Suggest that the organization print selected posters on 8 1/2 x 11-inch white paper mounted on a colored background, or have the posters enlarged and printed in color by a local printing company.
- Consider having the posters published as a series in local newspaper or newsletters, perhaps one every two weeks or one a month. Newspapers have large circulation and reach many people.

### **Materials Needed**

- The charts and graphs in this set of materials.
- A large supply of the “How to Get a ROPS and Seat Belt on Your Tractor” fliers to be placed near the posters. The fliers explain where and how to get a ROPS from local equipment dealers for many different models of tractors.

### **Discussion Questions and Teaching Points**

1. When you meet with employers and managers of businesses, explain that the posters are a simple way to get information about ROPS and seat belts to large numbers of farmers who are employed by local companies and/or who visit local businesses.
2. Explain that it is difficult to get this information to farmers in other ways because they are so busy, especially if they work a full- or part-time job off the farm.
3. Discuss the problems that result for local companies and businesses when their farmer employees or customers are injured or killed in farming mishaps.
4. Ask why it makes good business sense for companies and businesses to promote the safety of their employees and customers.
5. Explain the advantage of displaying a series of posters over a period of a year or more rather than having only a “one shot” display.
6. Explore other ways in which these company and business posters can be used in the community (included in farming and community newsletters, featured in displays at farm community events, etc.)

### **Ideas, Notes, and Comments**

Use this space to write down your ideas and plans for using these materials.

See the next page for a list of the titles and page numbers for the 24 posters.

## **Facts about Kentucky Farm Tractor Overturn Deaths and Their Prevention**

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