

Tips for “Public Service Announcements”

Content

Many of these messages describe real cases about farmers and tractor overturns. Other messages explain the risks of overturns and the value of Rollover Protective Structures (ROPS) and seat belts for preventing costly injuries to tractor operators. Some messages focus on second riders on tractors and their risk of falling off and being run over.

Objectives

Hearing or seeing these messages can help farm community members become more aware of the:

- Risks of overturns to persons who operate farm tractors
- Severe injuries and deaths that result from overturning tractors without ROPS
- Lifesaving protection provided by ROPS and seat belts
- Financial savings, peace of mind, and quality of life provided by ROPS because they protect farmers and their family members from catastrophic injury, death, and loss
- Risks to second riders of falling from tractors and being run over and crushed to death

Intended Audience

- Young and adult farm men and women
- Family members who make decisions about farm finances and operation
- Farm families who are concerned about the welfare of their children
- 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

- Examine the PSA table of contents.
- Read the overview on page 8 and Table 1 starting on page 10.
- Decide which messages might be most meaningful to farmers in your community.
- Use the materials in any of these ways:
 - ⇒ As public service announcements (PSAs) to be aired on local radio stations that carry daily farm reports. (Contact and work with your local radio station.)
 - ⇒ As messages that can be duplicated and placed on slips of paper to be used as stuffers included with regular mailings of other materials by local businesses and organizations. (Contact and work with your local businesses.)
 - ⇒ As messages that can be written in large type and used in farm safety displays and exhibits. (Contact and work with your local 4-H, FFA, extension agents, and Farm Bureau and other farm service groups.)
 - ⇒ As messages printed on the backs of business cards.
 - ⇒ As messages that can be read and discussed by groups of farmers and farm family members at community meetings.
 - ⇒ As short, printed messages in local bulletins, newsletters, and newspapers.

- It is best to use only a few messages at a time. The messages are most effective if they are presented over a period of time in multiple ways (radio, newspapers, posters, fliers, read at meetings, etc.).
- Collect additional information and stories from local farmers about tractor overturns, ROPS, seat belts, and second riders. Write new messages based on this information.

Materials Needed

- The printed messages included in this section of the notebook.
- Other information about tractor overturns, ROPS, and seat belts so that persons who want to learn more about this problem and its prevention can do so. (Much additional information like this is found in the notebook.)
- The “How to Get a ROPS and Seat Belt on Your Tractor” flier. (It is a good idea to keep a supply of these fliers handy. They provide detailed information about where and how farmers can get ROPS for their tractors.)

Discussion Questions and Teaching Points

1. Do tractor overturn events and the severe consequences that often result happen in this community?
2. Do you know about a tractor overturn that resulted in a close call, injury, or fatality?
3. Are you and members of your family at risk of overturns as you drive farm tractors?
4. Are your tractors equipped with ROPS?
5. What barriers prevent farmers from getting ROPS on their tractors? In what ways can these barriers be removed or overcome?
6. During tractor overturns, ROPS and seat belts are 98% effective in preventing injury to the operator. It usually costs less than \$1,000 to have a ROPS installed on a tractor. Many farmers (even those who have plenty of money) think this cost is too much. Why do you think they feel this way?
7. Do you allow second riders on your tractors or do you ever ride as a passenger on a tractor? When you allow second riders, especially children, who and what are at risk?

Ideas, Notes, and Comments

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

Public Service Announcements¹

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OVERVIEW

These factual messages present information about the risks of tractor overturns and how Rollover Protective Structures (ROPS) and seat belts prevent injuries and fatalities when tractors overturn. A ROPS is a roll bar for a tractor. (It is pronounced “raw-ops” and rhymes with “Pops.”) Some messages also address the risks of allowing second riders on tractors. Many deaths and serious injuries result when second riders (often children) fall off farm tractors and are run over by the tractor or trailing equipment. All the messages in this series are designed as 30 second or shorter statements suitable for radio broadcast as public service announcements (PSAs).

Goals

Collectively, these PSA messages are designed to persuade farmers to:

1. install Rollover Protective Structures (ROPS) and seat belts on their tractors
2. appreciate the economic and injury prevention value of ROPS and seat belts
3. understand the risk to second riders on tractors and prohibit this practice

The purchase of a ROPS is a good economic investment because ROPS and seat belts prevent injury to tractor operators during overturns. The seat belt also prevents the tractor operator from being bounced off or falling from the tractor during collisions with other objects. The cost of a ROPS and seat belt is very small compared to the huge hospital and medical costs, loss of life, and loss of the family farm that often result when farmers overturn tractors without ROPS. Likewise, prohibiting second riders on tractors is a cost-effective practice. It prevents the terrible crushing injuries that frequently result in death when a child or adult falls from a moving tractor. The guilt and strife that follow can destroy a family emotionally and financially.

There are two broad categories of messages in this series. One group is about overturn risks and the effectiveness of ROPS and seat belts. The second group consists of stories about farmers, tractors, overturns, and ROPS.

Overturn Risks and Prevention Facts

These informative messages present information about the risk of tractor overturns, their frequency, their injury consequences and their social and economic costs. They also explain how equipping tractors with ROPS and seat belts prevent injury and financial loss during overturns. The information in these messages is based upon studies and fatality investigations conducted by University of Kentucky researchers over a period of several years.

Farmers' Stories

These messages are stories about real farmers, stories that “hit close to home.” Many stories are taken from investigations of Kentucky tractor overturn fatalities. Others are from interviews of farmers who overturned a tractor and were injured, some severely.

Some stories are about farmers who were not injured during overturns because their tractors were equipped with ROPS and seat belts. Photographs for some of these stories are available in another section of the Notebook titled, "Photographs of Fatal and Non-Fatal Tractor Overturns." Some of the stories are about second riders on farm tractors and the injuries that result from this practice.

How to Use the Messages

These messages can be used as public service announcements (PSAs) on local radio stations. They also can be presented as a series of short articles in local newspapers, newsletters, or posted on bulletin boards. When printed on slips of paper, with one message per slip employers, businesses, and community groups and organizations can use them as "stuffers" included with regular mailings of other materials. (See the "Mailing, Billing, and Check Stuffers" section of the notebook.)

The messages are more effective when they are disseminated in many ways over a period of months and when they are supported by other community education activities like those included in the program of materials and activities in the notebook. The messages are interesting and informative because the people and events described are real.

Using these messages effectively in your community requires working with many groups that provide services and advice to farmers. Appropriate groups include local radio stations, newspapers, extension services, farm equipment dealers, teachers, health-care workers, local businesses and local employers. Contact leaders from each of these groups; show them some of the messages. Ask them in what ways they can help to get these messages out to farmers in your community. If many groups work together, the messages can be easily and inexpensively disseminated throughout the community.

How to Locate Messages of Interest

Each PSA is numbered and has a title. The names and titles appear in the table of contents. However, because there are 100 PSA messages it is difficult to find a particular type of message that may be of special interest. For this reason Table 1 on page 6 lists the PSAs by 15 categories. To locate PSAs of interest, scan the category column in Table 1. Then look up the PSA numbers that are listed for that category. Sometimes individual PSAs are listed in more than one category.

TABLE 1: MESSAGES BY CATEGORY

Category	PSA Item Numbers
Message purpose and sources	38, 39, 40, 82, 88, 89, 100
Facts and statistics about tractor overturn injuries and deaths	1, 3, 4, 12, 13, 15, 19, 20, 21, 28, 33, 35, 36, 37, 44, 50, 56, 57, 63, 72, 84, 85, 89
What ROPS are and how they work	1, 2, 38, 51, 56, 57, 58, 60, 67, 71, 76, 78, 81, 86, 91, 86, 99, 100
Stories about tractor overturn deaths	16, 20, 22, 23, 24, 31, 36, 37, 44, 50, 51, 70, 74, 77, 80, 90, 92, 93, 95
Stories about tractor overturn injuries	5, 30, 48, 60, 76
Stories about how ROPS and seat belts save lives	8, 9, 6-11, 25, 29, 48, 49, 50, 54, 60, 71, 73, 87, 91
Stories about second rider injuries and deaths	16, 26, 27, 32, 33, 41, 59, 79, 94
Tractors and child injuries and fatalities	6, 14, 16, 26, 27, 41, 46, 47, 59, 70, 94
Tractor and motor vehicle collisions	31, 32, 33, 42, 43, 49, 50, 70, 73, 83, 90
Cost of ROPS compared to the cost of injury and death from overturns	3, 4, 7, 9, 10, 11, 15, 18, 22, 34, 40, 45, 60, 62, 63, 65, 70, 76, 77, 90, 91, 96, 97, 100
Economic and financial loss when tractors without ROPS overturn	10, 15, 30, 34, 45, 48, 76, 97,
Farmers who died because they didn't fasten their seat belts	51, 52, 53, 55
Jumping from overturning tractors	29, 78, 88, 96
Why farmers install ROPS on their tractors	5, 6, 7, 61, 62, 64, 65, 66, 68, 69, 72, 73, 74, 75, 83, 84, 92, 98
ROPS as "life insurance" and "life assurance"	2, 15, 18, 64, 65, 68, 75, 76

LIST OF MESSAGES BY TITLE AND NUMBER

A number and a brief title list each of the 100 public service announcements. These numbers and titles are used to identify and locate messages listed by the categories found in Table 1 on the previous page.

01. What's a ROPS?

A ROPS is a roll bar designed for a tractor. ROPS stands for Rollover Protective Structure. During an overturn a ROPS keeps the tractor from crushing the tractor driver. In the last five years 71 Kentucky farmers died when their tractors overturned on top of them. All would have lived if their tractors had ROPS and if they had worn the seat belts. ROPS are available for most tractors at cost from local tractor dealers. Call your equipment dealer today. Get a ROPS and buckle up!

02. Why Take Chances?

Why take chances, when all it takes is a little time and money to protect you from becoming another farm injury statistic? Get a Rollover Protective Structure (ROPS) and seat belt on your tractor! Think of it as a one-time payment on a whole life insurance policy for you and everyone who drives your tractor. ROPS are available for most tractors at cost from local tractor dealers.

03. It's a Fact!

It's a fact! Without a ROPS on your tractor, you or someone in your family could be killed or seriously injured during an overturn. A ROPS usually costs less than \$3 a day for one year. For some tractors ROPS are even less expensive. See your local tractor dealer today and get a ROPS and seat belt on your tractor. If you don't, an overturn can turn your family's life upside down.

04. Get a ROPS for \$2.20 per Day!

Fact! Rollover Protective Structures are not as expensive as you think. For most tractors you can get a ROPS from your local equipment dealer for about \$800, including shipping and installation. That's only \$2.20 a day for a year! Cheap, isn't it ... compared to your health and life? And a ROPS lasts as long as the life of the tractor! If you don't take time to get a ROPS for your tractor, and you have an overturn, you may never again have the time or money to protect yourself and your family.

05. Why I Got ROPS on Our Tractors

"I didn't think we needed ROPS. Then one day my wife was bringing home a full hay wagon. As she swung wide and pulled onto the road from the field, the rear wheel dropped off the culvert and the tractor flipped upside down in the ditch. The tractor tire came down inches from her head. She was wet and dirty but not hurt. The next day I went to town and ordered ROPS and seat belts for both our tractors. She loves farming too much to quit driving and I love her too much to lose her."

Jim and Lisa Barnes (a series of six messages)

The six messages that follow are a related series that tell an interesting story about a farm family. Each message in the sequence is written so that it (a) will stand alone if a person hears only that message and (b) will motivate the listener to be alert for the rest of the story. Using the messages as a series makes them more memorable because together they tell a story that unfolds over time. The series can be used as advertising messages where commercial statements like; "At _____ Tractor & Equipment Company we care about you and your family!" can be added at the end of each message.

Although the events in each of these six messages are based on real cases, they describe a hypothetical family. Generally it is more effective if messages like these are about a real family (which is the case with most of the stories in this PSA series).

06. Jim and Lisa Barnes Think About Getting a ROPS

Jim and Lisa Barnes own a 140-acre farm. They have two tractors, neither equipped with a Rollover Protective Structure, or ROPS. They worry about their 16-year-old son, Jake, who drives the tractors nearly every day. They want to get a ROPS on at least one tractor but haven't gotten around to it. Then Jake's friend, a 14-year-old boy in the next county, was killed when he rolled a tractor without a ROPS. If you were Jim and Lisa, what would you do?

07. Jim and Lisa Barnes Sleep Better Now

After a friend of their son was killed in a tractor rollover in a neighboring county, Jim and Lisa Barnes decided to get a ROPS on one of their two tractors. They didn't want their 16-year-old son Jake to be hurt or killed if he overturned a tractor. Jim and Lisa went to their local farm equipment dealer and learned that their 1978 tractor could be fitted with a ROPS for only \$830. They got their ROPS. Now they sleep better at night.

08. Jim Barnes Escapes Injury

Two months after Jim and Lisa Barnes had a ROPS installed on their 1978 tractor, Jim was bushhogging a pasture. As he mowed weeds beside a creek, the left front wheel dropped into a hole where the bank had caved in. In an instant, the tractor overturned and landed upside down in the creek bed. Jim was shaken up, got wet and muddy, but he wasn't hurt. The ROPS and his fastened seat belt kept him from being crushed.

09. Jim Barnes Says Prevention Is Cheaper than Injury

After Jim Barnes overturned his tractor in a creek, Randy Wilson, the local equipment dealer who sold Jim the ROPS, helped remove the tractor from the creek. Randy is a member of the local EMS service and has seen many accidents like this. He says without the ROPS and seat belt Jim would have been crushed and killed. It cost \$1,800 to fix the tractor. But Jim and his family don't mind. They figure that without the ROPS it would have cost them his life and the farm.

10. Jim and Lisa Barnes Save the Family Farm

Jim and Lisa Barnes talked to their extension agent, Ken Bradley, about Jim's tractor overturn. Ken told them tractor rollovers that result in severe injuries or fatalities to farmers result in a loss of the farm in about one third of these cases. The huge financial and emotional costs, as well as lost labor, are overwhelming and often end a way of life for the family.

11. Jim and Lisa Barnes Make Another Smart Move

Jim and Lisa Barnes still had one tractor too old to be retrofitted with a ROPS. They knew it was risky to continue using this tractor for most jobs. So they talked to Randy Wilson, their local equipment dealer, and to Bob Whiting, their local banker. Jim and Lisa got a low interest loan and bought a used 1983 tractor and a ROPS for \$11,500. Jim says, "We upgraded our equipment, helped our production, and invested in our future."

12. Kentucky Farmers at Risk

Farming deaths in Kentucky are three times the national average. Over a recent five-year period, 71 Kentucky farmers died in tractor overturns. All of these farmers died needlessly because their tractors didn't have a Rollover Protective Structure or ROPS and a seat belt. The cost of a ROPS is a small one-time investment in the future of your family and your farm. See your local equipment dealer today and arrange to get a ROPS and seat belt on your tractor.

13. Odds of Overturning a Tractor

One in nine Kentucky farmers age 55 or older have overturned a tractor and lived. Many were injured—some severely—and some were permanently disabled. And these were the lucky ones. In the last 10 years more than 150 Kentucky farmers died in tractor overturns. A Rollover Protective Structure, or ROPS, and seat belt won't stop you from rolling over, but it will keep you from being injured, disabled, or killed during an overturn. Get a ROPS and buckle up!

14. Farm Children at Risk of Tractor Overturn Injuries

Farm kids begin driving tractors when they are about 11 years old. On more than three-quarters of Kentucky's farms, children drive tractors without Rollover Protective Structures or ROPS and seat belts. Without a ROPS tractor overturns are often fatal. If you don't make that one-time investment to get a ROPS and seat belt on your tractor you could be gambling with your life and the lives of your children and grandchildren.

15. Can You Afford the Cost of a Tractor Overturn?

A study at the University of Kentucky found that a serious injury from a tractor overturn resulted in medical costs of \$140,000 plus \$20,000 in related costs. A Rollover Protective Structure and a seat belt for the tractor usually cost around \$800. If you don't have a ROPS and seat belt on your tractor, and you have an overturn, your family could suffer a huge financial loss, a serious injury, or death. Order a ROPS and seat belt from your local equipment dealer today and buckle up!

16. Don't Put It Off!

In 1995, a Kentucky farmer and his wife attended a supper hosted by an equipment dealer. They watched a film about Rollover Protective Structures and seat belts. They decided to purchase a ROPS and seat belt for their tractor. But before they got around to it, the farmer was killed when his tractor overturned. Now his wife is raising four kids and running the farm by herself. Don't put it off. Check with your equipment dealer today. Get a ROPS and seat belt on your tractor before it's too late. Most dealers offer ROPS at cost, so it may be less expensive than you think.

17. An Edge You Need to Keep on Farming!

Up before daylight! Working hard all day! Doing chores late into the evening! Taking those off-farm jobs to earn extra money! It's tough being a farmer these days and it's dangerous too! Overturning a tractor without a roll bar can cost you your life and the farm! But a ROPS and seat belt can save your life and your farm! A ROPS and seat belt give you an edge you and your family need to stay alive and keep on farming. Get a ROPS and buckle up!

18. Protecting Your Life and Health

A life insurance policy pays your survivors when you die. A roll bar on a tractor is called a ROPS for Rollover Protective Structure. A ROPS is a one-time cost of a few hundred dollars. It pays off by keeping you and anyone else who drives the tractor alive and well during a tractor overturn. Don't cancel your life insurance. You need that protection. But, if you drive a tractor and it doesn't have a ROPS, you and your family are at risk. Call your equipment dealer today. Get a ROPS and buckle up!

19. Think about Getting a ROPS

In a recent survey 80% of Kentucky farmers said they hadn't thought about getting ROPS on their tractors and 92% said they had made no effort to obtain a ROPS. Yet, one in nine farmers will roll a tractor during their lifetime. A ROPS and seat belt won't stop a tractor from overturning, but ROPS are 98% effective in preventing tractor overturn deaths. If you want to avoid being crushed under an overturned tractor, get a ROPS and buckle up!

20. Being Careful Is Not Enough

He had driven the same tractor on the same land for 20 years. He was careful. He never had an overturn. He thought by being careful he could prevent an overturn. He was right for most of his life. But this last time he was dead wrong! A ROPS and a fastened seat belt can't prevent an overturn, but they can prevent injury or death when a tractor overturns. Tractor overturns happen to 1 in 9 Kentucky farmers during their lifetime. See your tractor dealer today. Get a ROPS and buckle up.

21. Facts About Tractor Overturns

You've probably heard messages about tractor overturns and their deadly consequences for farmers and their families. Some messages explain that when a tractor equipped with a roll bar—or ROPS—overturns, the person driving the tractor is usually not hurt, especially if that person is wearing the seat belt. The facts in these messages are based on University of Kentucky studies of hundreds of fatal and non-fatal tractor overturns. Stay tuned to this radio station to learn more about the risk of tractor overturns and how ROPS and seat belts save lives and money.

22. Did It Cost Too Much?

He didn't come home that morning or that afternoon either. In fact, he never came home again. His wife found him that evening when she got home from work and went looking for him. His head was crushed under the overturned tractor. He didn't think he needed a ROPS on his tractor. He had never needed one before. He thought that at \$800 the ROPS for his tractor cost too much. What do you think?

23. Who Will Fill His Shoes?

The instant the tractor overturned, their lives changed forever. He was a good husband and father. He loved his wife and kids. They loved him and his way of life as an honest and hardworking farmer. They need him and miss him so much. He won't see his children grow up or enjoy retirement with his wife. Things are hard for his family. It's too late for him and them, but not for you. Get a ROPS and seat belt on your tractor and buckle up.

24. Get Around To It!

Getting around to it! He and his wife had talked about getting a ROPS and seat belt on their tractor. They knew it was a good idea. But they were busy, and they were short on money, and they didn't get around to it. Then one day he rolled the tractor. Now she and the kids are short a husband and father. If you drive tractors without ROPS and seat belts you or someone in your family could be hurt or killed. But by installing a ROPS on your tractor you can protect your family and yourself.

25. Be Smart. Don't Count on Luck!

Bill was returning home on an old logging road when the tractor slid over a bank and landed upside down. The ROPS and seat belt kept Bill from being crushed. Uninjured, he walked home. With only \$120 damage, the tractor was back in service the next day. Bill said he was lucky. His wife said, "No, you were smart because you had a ROPS and you fastened your seat belt."

26. If You Love Them, Say “No” to Extra Riders

Before you tuck your children in bed tonight, another child will be seriously injured or killed on a family farm. In fact, each year about 300 children die on family farms in the United States. Child “extra riders” are often injured or killed when they fall off tractors and are run over. Think about this before you say goodnight to your children. Next time a child asks you for a ride on the tractor say, “No.” Tell them that you love them too much to see them hurt or killed.

27. Can’t Afford Day Care? What About a Funeral?

Did you know that children’s deaths from farm injuries could be reduced by 50% by forbidding kids as extra riders on tractors? Be disciplined enough to refuse tractor rides and save your child’s life. Arranging for childcare during the planting and harvesting seasons can lower death and injury rates of farm children. Finding childcare can be difficult, but not as difficult as planning a child’s funeral.

28. ROPS and Seat Belts Save Lives

Farming is dangerous work. During 1994-1998, 71 Kentucky farmers were crushed to death when their tractors overturned and 31 more died when they fell off moving tractors. All would have lived if their tractors had Rollover Protective Structures (ROPS), and if the operators had worn their seat belts. If you drive a tractor without a ROPS and seat belt, you stand a good chance of being seriously injured or killed if you fall off a moving tractor or if your tractor overturns. ROPS are available at cost from local tractor dealers. Get a ROPS and buckle up!

29. Don’t Count on Jumping

Because he was young and strong, Alan always thought he could jump clear of an overturning tractor. One day he was bush hogging the bank along a farm lane. The next thing he remembered was crawling away from the upside down tractor. He was OK and the tractor hood was only dented. He said, “Without the ROPS and seat belt I would have been killed. There wasn’t enough time to even think about jumping.” Don’t count on jumping if your tractor overturns. Get a ROPS and seat belt to protect yourself and your loved ones.

30. A Story Told by a Kentucky Farmer

“Seven years ago I overturned a tractor. I spent 51 days in the hospital and I’m still paying off my bills. I was driving downhill on wet ground when the tractor overturned on top of me. I suffered lots of injuries including a broken hip and broken back. I still face daily challenges of holding a job. My advice to farmers is to put a roll bar on the tractor and use the seat belt. If you overturn a tractor without a ROPS, you too might be “lucky” like me and survive with injuries and debts that will haunt you for the rest of your life.”

31. Not His Fault

Don was 19 and a great kid. He was bringing in the last load of hay that day. It wasn't his fault. A drunk driver ran his car into the field and struck the tractor. The tractor overturned and crushed Don's chest killing him instantly. His mother, dad, sister, and younger brother saw it happen and there was nothing they could do. A ROPS and a seat belt would have saved Don's life and his family's heartache. Save yourself. Save your family. Order a ROPS and seat belt from your local equipment dealer and buckle up!

32. Second Riders and Motor Vehicles: A Deadly Combination!

Motor vehicles and second riders on farm tractors make a deadly combination. A 74-year-old Kentucky farmer was killed while riding on the fender of a tractor on a roadway. A truck hit the tractor, the farmer was thrown off the fender, and his head smashed on the asphalt. If you allow second riders on your tractor, and if a collision occurs, someone you know or love may be disfigured or killed. Play it safe! Don't be a second rider and don't allow second riders on your tractors!

33. Don't Let Your Children take this Chance

In a recent survey, 78% of Kentucky farm kids between the ages of 9 and 17 said they ride along on tractors with an adult driver. Children can fall off if the tractor hits a bump, makes a sudden turn, strikes an object, or is struck by another vehicle. In the US, about half of all child farm deaths are from children falling off tractors and being crushed under the tractor wheels or by equipment pulled by the tractor. If you allow second riders, you risk a terrible tragedy. There are safer ways to get around on the farm.

34. Do the Math!

Cost of a typical tractor overturn injury:	[cha-ching!]	\$200,000
Average cost of a tractor overturn fatality:	[cha-ching!]	\$1.3 million

Cost of a Rollover Protective Structure (ROPS):	Usually between \$500 and \$1,000
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Do the math! Save your money and your life! Buy a ROPS and seat belt for your tractor. Call your local equipment dealer today.

35. Many Kentucky Farmers Have Tractors Without ROPS

In Kentucky, fewer than 50% of farms have tractors with Rollover Protective Structures or ROPS, the proven method to prevent death in the event of a tractor overturn. As recently as 1996 fewer than 20% of Kentucky farmers even thought about buying a ROPS. Think about it. A ROPS and seat belt could save your life. If you have tractors without ROPS and seat belts, call your equipment dealer for information about retrofitting them. Manufacturers now offer ROPS kits at cost, so it may be more affordable than you think!

36. Kentucky Tractor Overturn Deaths

Tractors cause most farm injuries in Kentucky. The most serious injuries, and many fatalities, are caused by tractor overturns. In fact, during a recent five-year period, 71 Kentucky farmers were killed in tractor overturns. If you have a tractor that's not equipped with a Rollover Protective Structure (ROPS) and a seat belt you and your family are at risk. Call your local equipment dealer soon. Most dealers offer ROPS at cost, so it may be more affordable than you think!

37. Rains Can Change Terrain and Result in Tractor Overturns

During the first half of 1997, six Kentucky farmers were killed in tractor overturns. None of these tractors had a Rollover Protective Structure or ROPS. The record rainfall that year was a factor in most of the rollovers. In addition to mud and wet, slick grass, the rain created soft spots and holes where none had been before. Often these places are invisible in weeds and tall grass. So, inspect your land for these hazards, and check on retrofitting your tractor with a ROPS. It's a fact; ROPS save lives during tractor overturns.

38. Rollover Protection and a Seat Belt Can Save Your Life!

The National Safety Council says that operators of farm tractors can save their lives by equipping tractors with an approved Rollover Protective Structure or ROPS and by wearing a seat belt. If your tractor overturns the ROPS and seat belt will prevent you from being crushed to death or from being thrown against an object and injured. Contact your local farm equipment dealer today for information about how to get a ROPS and seat belt for your tractor.

39. Rollover Protection Available for Older Tractors!

A Rollover Protective Structure or ROPS and fastened seat belt are 98% effective in preventing deaths during tractor overturns. Tractor manufacturers have special programs so a ROPS can be obtained for nearly all tractors manufactured since 1970 and for many older models as well. The National Safety Council urges you to contact your local farm equipment dealer today for information about a ROPS for your tractor.

40. Who Pays?

Who pays for these public service announcements about how ROPS and seat belts save lives and money? Your local radio station donates the time! And many farm folks helped write these messages for free by telling their stories about tractor overturns. Do equipment dealers make money by selling ROPS? No! They sell ROPS at cost because they care about farmers and their families. Who pays when a farmer is killed in a tractor overturn? All of us because we feel the pain of losing a family member or friend, have higher insurance costs and lost income in the community.

41. Say No to Extra Riders and Yes to A Safe Future!

The National Safety Council encourages parents and guardians of children to voluntarily prohibit children from riding on farm tractors. Children and adults riding on a

tractor can be severely injured or killed if they fall off the tractor. Say no to extra riders and yes to a safe future.

42. Deadly Automobile and Farm Equipment Collisions

Farm equipment often travels on rural roads. Suppose you pop over a hill and find a slow-moving vehicle directly ahead of you? Even with split second reactions, you may not be able to stop in time. At 55 mph, your vehicle is traveling 81 feet per second! That's the length of a football field in less than four seconds. Two thirds of all those who die in farm tractor and automobile collisions are the people in the cars. When you drive in rural areas, slow down, be prepared, and drive defensively! If you're a farmer be sure your tractor has a ROPS. And buckle up too!

43. The Life You Save May Be Your Own

It was a good road and the weather was beautiful. He came around the bend at 60 mph and saw the back of the hay wagon 400 feet ahead of him in his lane. In less than five seconds he caught up to the hay wagon and started to pass. Just then the tractor turned left into a farm road. There was a tremendous crash as his car hit the tractor. Both he and the tractor driver died on the spot. Eighty percent of all tractor and motor vehicle crashes like this one happen in broad daylight in good weather. When you drive in farm country, be alert and slow down. The life you save may be your own.

44. Farming Remains Kentucky's Most Dangerous Job

Farming continues to be the most dangerous job, accounting for about a quarter of Kentucky's total occupational fatalities each year. For example, in 1997, across all industries, there were 150 work-related deaths. Thirty-four of these workers were killed while doing farm work. Twelve of these farming deaths occurred when tractors without ROPS overturned. If these tractors had been equipped with ROPS and seat belts, 12 deaths could have been prevented.

45. The High Cost of Tractor Overturn Deaths

The average cost of one occupational fatality, including lifetime lost wages, benefits, and work production is about a million dollars. During 1997, 12 Kentucky farmers died when they overturned tractors without ROPS. The 12 tractors could have been retrofitted with ROPS and seat belts for less than \$1,000 each at a total cost of \$12,000. The 12 deaths resulted in a 12 million-dollar loss, about 1,000 times more than the cost of 12 ROPS. ROPS and seat belts not only save lives, they prevent huge economic losses for farm families and communities.

46. Don't Let Kids Play On Tractors

The tractor was parked with the engine off and the brake set. Two brothers, one age 5 and the other age 1, climbed up on the tractor to play. As they pretended to drive, the boys released the brake and knocked the tractor out of gear. The tractor rolled down a hill and into a set of plows. The one-year old was thrown from the tractor, struck his head, and

died. The boy's mother was injured when she tried to stop the runaway tractor. If you let children play on tractors the consequences can be deadly.

47. A Farm Family Tragedy

A farmer got off the tractor to check on the disc harrow. He left his 3-year-old son in the cab with the engine running. His wife, carrying a 1-year-old child, had just brought lunch for her husband. Horrified she watched as the tractor jumped into gear and ran over his legs as he tried to get up into the cab to stop the tractor. She tried to pull her husband out of the way, but he, she, and the 1-year old child were run over by the disc harrow and cut to pieces. The 3-year-old in the cab survived. Don't let your children ride or play on tractors!

48. Take the Time to Buckle Up!

He was driving his tractor like he did everyday. In less than two seconds, the cab-equipped tractor rolled completely over three times. The ROPS kept him from being crushed to death, but his legs were broken when he slammed against the inside of the operator's compartment. His medical bills were \$50,000 and he couldn't work for nine months. The ROPS saved his life. The seat belt could have saved him lots of pain and lots of money. Call your local equipment dealer today. Order a ROPS and buckle up!

49. In Highway Collisions, ROPS and Seat Belts Save Lives

A farmer was traveling on a county highway hauling a wagonload of shelled corn with a large diesel tractor. A car traveling 60 mph in the oncoming lane suddenly swerved and struck the tractor head-on. The tractor rolled over and split in half. The farmer unbuckled his seat belt and crawled out, uninjured except for a small cut over his left eye. The ROPS and seat belt saved his life. The person in the car was killed. Call your local equipment dealer today. Order a ROPS and buckle up!

50. Combating a Deadly Problem!

Deadly highway collisions between farm tractors and motor vehicles are increasing nationwide. In two-thirds of these fatal cases the motor vehicle occupants are killed. In one-third of the cases it is the tractor operators who die, usually because their tractors don't have ROPS. It's a fact! ROPS and seat belts save tractor operator's lives during highway collisions. Get a ROPS and buckle up!

51. Staying On the Tractor Can Save Your Life!

An experienced young farmer was mowing the side of a road with a rotary mower. His tractor had a ROPS but he wasn't wearing the seat belt. The right front wheel of the tractor hit the edge of a drainage culvert. The farmer was thrown off the tractor and run over by the mower. The tractor remained upright and was not damaged. The farmer died on the operating table two hours later, leaving behind his wife and three children. Protect yourself and your family. Order a ROPS from your local equipment dealer today and always wear your seat belt!

52. ROPS and Seat Belts Protect from More than Overturns!

Sam, age 79, was working on his 136 acre farm as he had for most of his life. While driving along a ridge on his ROPS-equipped tractor, he ran off the path and down a hill. Sam fell off the tractor and was dragged along the ground when his right shoelace caught on the brake pedal. That evening, when he didn't come home for supper, his family found his body under the tractor. A fastened seat belt could have saved him. If your tractor runs out of control, you can survive if you have a ROPS and a fastened seat belt. Order a ROPS for your tractor today!

53. A Dizzy Spell and a Needless Death!

A 54-year-old farmer headed to his tobacco patch driving his new ROPS-equipped tractor. When he didn't come home his wife went looking for him. She found him lying dead at the side of the farm road where he had been run over by the right rear wheel of the tractor. An autopsy found that the farmer had heart problems, but didn't have a heart attack. It was concluded he had a dizzy spell and fell off the moving tractor. A fastened seat belt could have saved his life and his farm.

54. How Jim Became a Believer!

Jim, age 42, had driven tractors all his life and never had an overturn. One afternoon he was driving his new tractor that came equipped with a ROPS and seat belt, a tractor he bought for its power and other features and not for the ROPS. In an instant, while mowing a slope, his tractor overturned. Jim walked away from the upside down tractor, shaken but not injured. Later he put ROPS and seat belts on all his tractors. Jim became a believer in ROPS. Isn't it time you did the same?

55. What Charlie Didn't Know Hurt Him and His Family!

He grew up on a farm and had driven tractors all his life. Now he was making a living by mowing highway right-of-ways. Charlie knew that a ROPS could save his life during an overturn. He was glad there was a ROPS on his tractor. He didn't think he needed to wear the seat belt. One afternoon when he hit a bump he was thrown off the tractor and run over by the mower and killed. If he had been wearing his seat belt, he could have gone home to his wife and children that evening. Don't leave your family this way. See your local dealer today. Get a ROPS and buckle up!

56. Wide Front-End Tractors also Overturn

Narrow front-end "tricycle" tractors are less stable than wide front-end tractors. People think that tricycle tractors tip over more frequently than wide front-end tractors. But in Kentucky, investigations of 25 recent fatal overturns found that only four of these tractors had narrow front ends. All 25 tractors could have been fitted with a Rollover Protective Structure and seat belt, and all 25 deaths prevented. Don't die because of a misconception. Get the facts. Then get a ROPS and buckle up!

57. Do Small Tractors Need ROPS?

A farmer asked, "I don't need a ROPS for my small tractors, do I?" A recent University of Kentucky study found that more than half of Kentucky tractor overturn deaths occurred with tractors of less than 40 horsepower. Another third of overturn deaths involved tractors in the 40-60 horsepower range. When a small tractor without a ROPS overturns the operator is often injured and sometimes killed. Get a ROPS and buckle up!

58. Why Small Tractors Need ROPS and Seat Belts.

About half of Kentucky overturn deaths involve tractors with less than 40 horsepower. Why is this? Because larger tractors are used for tillage and harvest, jobs with fewer overturn risks. Small tractors are used for utility work like mowing along ditches and roadways or hauling firewood, jobs more likely to result in an overturn. Remember that the highest risk of an overturn may be for that smaller, older tractor you use every day for small jobs around the farm. Get a ROPS and buckle up!

59. Learning a Hard Lesson: We Can't Ride Anymore!

The hayride was to be a joyous occasion. A 5-year-old, soon to be a Cub Scout, fell off the tractor his father was driving as he pulled a wagon filled with boys from the local Cub Den. The boys on the wagon saw Johnny die under the wheels of his father's tractor. Later, after they had talked to their parents, the boys said, "We can't ride on tractors anymore." If you allow children to ride on tractors you risk their lives and your health.

60. A First Time for Everything

A Robertson County farmer said, "I hill farmed for 50 years and never flipped a tractor. I thought I'd never need a ROPS. It was getting dark and I was almost done bushhogging. The rear wheel went into a deep rut. I hit the brake on the other wheel to get the tractor out. In a flash, the tractor stood straight up in the air and the ROPS crushed the bushhog! I'm glad I spent the \$1200 to get a ROPS on my 1973 tractor. Without the ROPS I'd have been crushed between the tractor and the bushhog." Think about it! Still think a ROPS costs too much? Order a ROPS and buckle up!

61. The Gift of Life

A Barren County woman said, "I heard about many tractor overturns during the last 30 years. Overturns seemed to be an accepted way of life to lose another neighbor. The more I thought about my husband needing a ROPS, the more it began to make sense. My sons decided that a ROPS, a gift of life, would be the perfect Christmas present for their dad. That ROPS is worth a lot more than other things you could buy for the same money and now we all have peace of mind." Want a ROPS for someone you love? Talk to your local equipment dealer today.

62. For Two Bucks a Day

A Barren County farmer said, "A ROPS is well worth it. It only costs about two bucks a day for a year. I'm 74 and not as quick as I used to be. So I bought a ROPS. Now when I drive through the ravines on my hilly farm I don't worry. If I roll my tractor I have a fighting chance of coming out alive because I've got the ROPS, and I'm buckled up too! Two of my friends weren't so lucky, and others who don't think a rollover could happen to them are just kidding themselves." He's right. Don't kid yourself. Call your local equipment dealer today. Order a ROPS and buckle up!

63. Too Many Tractor-Related Deaths

Over a recent five-year period 105 Kentucky farmers were killed in tractor accidents. Ninety-five of these deaths could have been prevented if the farmers' tractors had Rollover Protective Structures and if the operators had worn their seat belts. Most tractors can be fitted with a ROPS and seat belt for a couple of dollars a day. That's about the same cost as buying a Coke and a bag of chips once a day for a year. Isn't your life worth more than the cost of a snack? Call your local equipment dealer today. Order a ROPS and buckle up!

64. Sold on ROPS

A Fleming County farmer said, "I use my tractor every day for just about all jobs on the farm. I raise tobacco, corn, and hay and also have a dairy. I would hate to lose the farm if something happened to me, my wife, or children. We all drive the tractor. I decided the safety of my family was worth investing in a ROPS and seat belt; I also added a canopy to keep cool and for protection from the sun. I use the seat belt more than I thought I would. It keeps me put." A ROPS is like a life insurance policy that protects everyone who drives your tractor. Get a ROPS and buckle up!

65. Bob Decides

After reading one too many obituaries of his fellow farmers who were killed in tractor overturns, a Barren County farmer decided he would buy a ROPS and a seat belt for his tractor. He said, "An overturn can happen to anyone, even my teenage son. The safety of my family is worth the investment. After all, it's a small one-time cost that protects everyone who drives the tractor for the life of the equipment." Think about it. Isn't protecting the lives of the people in your family worth the cost of a ROPS? Call your local equipment dealer today. Order a ROPS and buckle up!

66. Remembering Close Calls and Planning for the Future

Jesse, a Barren County farmer, remembered 10 years ago when his father was thrown off a tractor that nearly overturned on top of him. Then he remembered his own close call as a teenager when the tractor he was driving overturned. Jesse said, "My dad and I were lucky we weren't hurt. My son will be driving soon, so I put a ROPS and seat belt on the tractor. Now, if my son is buckled up and the tractor overturns, the ROPS will keep him from being hurt or killed. I didn't want to count on luck!" Jesse's got the right idea! Do you? Order a ROPS and buckle up!

67. The Low Down About a Fold-Down

Greg, a Barren County farmer said, "I didn't want to get a ROPS because I have some low clearance barns. Then I found out about fold-down ROPS. So I went to my equipment dealer, found out what a fold-down ROPS cost, ordered one, and put it on the tractor. No problem getting into my barns now!" Take Greg's advice. Take the time to look into a fold-down ROPS. They're more affordable than you think and easy to use too. And they may save your life!

68. A Good Rainy Day Job

Managing your time on the farm can save you money and heartache. Ordering and planning to install a ROPS on your tractor during a rainy winter day may prevent you or someone you care about from being injured or killed in a tractor overturn. It may take a few hours to install the ROPS and seat belt, but the effort may save you a trip to the hospital, lost time from work, or the expense of a funeral for you or a loved one. Installing a ROPS on your tractor during a quiet rainy day will help assure that you and your family enjoy many sunny days in the future.

69. Too Many Close Calls

A Barren County farmer said, "I was mowing on a steep bank and felt the tractor start sliding into a ditch. I got off and realized that if I was going to keep using that tractor I had better put a ROPS on it. I remembered the close call my dad had when his tractor slid into the pond and almost turned over. I decided I had waited long enough. I ordered a ROPS and seat belt that same day and had it installed on my tractor two weeks later." Mike's a smart guy! Most farmers know someone who died in a tractor overturn. What are you waiting for? Order a ROPS for your tractor and buckle up!

70. The Sorrow Just Doesn't End

A 44-year-old woman said, "We saw our son killed when he was just 16. A car ran into the field and hit the tractor. The tractor flipped upside down. Our boy died under the tractor before we could get to him. We cried for weeks. We couldn't sleep and we couldn't get along anymore. We couldn't even farm anymore. And now we've lost the farm. A ROPS and seat belt would have saved him, but we didn't know that until after that awful day." How about you? Are you willing to gamble with the lives of your family members? Order a ROPS for your tractor and buckle up!

71. A Father's Decision Saves His Son

A father and his 16-year-old son were hanging tobacco. The ROPS was in the fold-down position so their tractor would fit under the rails as they hauled loaded wagons into the barn. That evening, when they pulled the tractor out of the barn, the father remembered that the next morning his son would be using the tractor to mow along the fence lines in the pasture. So the father put the ROPS up and locked it into position. The next morning his son overturned the tractor into a dry creek bed. The boy wasn't hurt because the ROPS was up and he was wearing his seat belt.

72. You Owe It to Your Loved Ones

If you're like most farmers, your wife, sons, daughters and grandchildren sometimes drive your tractors because you need their help, and because they like to drive. If your tractors don't have ROPS and seat belts, you're putting their lives at risk. Tractor overturns have killed hundreds of Kentucky farmers and farm family members. ROPS and seat belts are 98% effective in preventing injuries and death. Don't you owe it to yourself and your family to get ROPS and seat belts on your tractors? Call your local equipment dealer today and order ROPS for your tractors.

73. It's Never Too Late

A Kentucky farmer said, "I've had a few close calls in the 50 years I've farmed, but never rolled a tractor. But I decided to play it safe and buy a ROPS for my tractor anyway. I knew that a ROPS could keep me from being crushed in case of an overturn. A few months later my son was using the tractor to haul a load of hay to his farm. A truck rammed the wagon and the tractor overturned into a ditch. Because of the ROPS, and because he was wearing the seat belt, he walked away without a scratch. Want my advice? You owe it to yourself and your family to get a ROPS."

74. Unnecessary Death

Kevin, a Kentucky farmer said, "I bought this farm from a family after the husband was killed in a tractor rollover. It's gently rolling land and doesn't look that dangerous. A ROPS and seat belt could have prevented his death. I had all our tractors retrofitted with Rollover Protective Structures to make sure that the same thing doesn't happen to me or someone in my family. And I insist that everyone wears the seat belt while driving a tractor." Kevin's a smart man! Be like him! Call your local equipment dealer today. Order ROPS for your tractors and buckle up!

75. Recipe For Disaster Or For a Full-Course Life?

Mix one farm, one family, one busy summer day, one field of hay to rake, and one tractor without a Rollover Protective Structure and seat belt. Blend together. Add a pinch of stress and an approaching storm and you get increased risk for a fatal tractor overturn. Reduce the risk! Prepare for a wonderful full-course life with the proper ingredients. Adding a ROPS and seat belt to you tractor can save your life or the life of someone you love, not to mention your family farm. But overturning a tractor without a ROPS is a recipe for disaster!

76. ROPS and Seat Belts Can Prevent Disabling Injuries

Ben, a 47-year-old farmer, recently spent \$475 to purchase a ROPS and seat belt for his 1973 tractor. Why? Because his wife Ellen loves him and encouraged him, and because about six years ago a neighbor overturned a tractor without a ROPS. The neighbor's chest was crushed. Although the farmer lived, his medical expenses were huge and he never fully recovered. Even today he can't walk across the room without stopping to rest. So when Ellen found out about ROPS from their local equipment dealer, Ben listened and made the right decision.

77. ROPS and Seat Belts Are a Bargain

Two brothers were cutting firewood on a farm. They chained a downed tree to the back of the tractor. The older brother started the tractor and began to pull the log. Almost immediately the log snagged. The tractor reared up and flipped over backwards crushing the driver to death as his younger brother watched helplessly. The tractor could have been fitted with a ROPS and seat belt for about \$500, a tiny cost compared to the loss of a brother's life.

78. How Fast Does a Tractor Overturn?

Blink your eyes three times as fast as you can. That's how long it takes a moving tractor to overturn when it runs off a road, into a hole, or when it strikes an object. Blink your eyes two times as fast as you can. That's how long it takes a young and alert tractor driver to react to a tractor overturn. You can't jump clear in one blink of an eye. Even if you could, the tractor might roll on top of you. A ROPS and seat belt won't prevent a tractor from overturning, but they will keep you in your seat and within the ROPS frame of safety so you won't be hurt.

79. Make the No Rider Rule and Stick To It

A parent or grandparent plays a dangerous game when he or she permits a child as an extra rider on a tractor. A small bump or quick turn can throw a child off the tractor and under the wheels. When a child dies this way, it changes forever the lives and relationships of everyone in the family. Be disciplined and set a good example for your children and grandchildren. Always say no to extra child riders. If you don't, you and your family can be in for a world of hurt!

80. With a ROPS It Won't Flip All the Way Over Backwards

It was late when he finished chores so he left the tractor parked in the mud in the barnyard. There was a hard freeze that night. The next morning he started the tractor and shifted into second gear. The tractor started to stall so he gave it nearly full throttle. The tractor flipped over backward and slammed down on top of him killing him instantly. The tractor's rear tires were still frozen solid in the mud when the rescue squad arrived. He didn't have a ROPS on his tractor. He needed one to be safe and to keep on farming. How about you and your tractor?

81. How Many People Do You Know?

How many people do you know who died in tractor overturns? If you're a farmer about 50 years old or older, you probably know 5 or 6 people who died or who were seriously injured when they overturned a tractor. You have probably had a few close calls yourself, and may have survived an overturn. If you still drive tractors without Rollover Protective Structures (ROPS) you risk being killed or permanently disabled in an overturn. ROPS retrofit kits are available for most tractors at cost from local equipment dealers.

82. Stories About Life and Death

You've probably heard a lot of stories about how farmers were injured or died when their tractors overturned. You've heard about other farmers who were not hurt during overturns because their tractors were equipped with roll bars or ROPS. The stories are about real farmers whose cases were examined and whose family members were interviewed as part of a University of Kentucky study. Stay tuned to this radio station to learn more about how ROPS and seat belts save lives and money.

83. A Part-Time Farmer's Persistence

"My eldest son overturned a tractor into a ditch when he was 11. He was pinned under the tractor for 20 minutes but only had a bruised leg. Two years later my 19-year-old nephew was killed when a car struck his tractor and the tractor overturned on top of him. Later both my sons farmed. Both had tractors without ROPS. I kept after them and helped them. Both now have tractors with ROPS. If you don't act to protect the ones you love you could lose them." Call your local equipment dealer today and order ROPS for your tractors.

84. Protect Yourself and Your Loved Ones

After a Fleming County farmer installed a ROPS and seat belt on his tractor, he said, "I feel a lot more secure when I drive on the narrow and hilly highways from field to field. I use the seat belt more than I thought I would. It keeps me put! I also feel much better knowing that my wife and two daughters are protected when they drive the tractor." He's right too! In a recent five-year period, 101 Kentucky farmers died when their tractors overturned or when they fell off moving tractors. ROPS and seat belts could have saved all 101 lives.

85. One-Hundred and One Needless Deaths

John and his wife both work in town and farm 160 acres. John's said his wife, his father, and the stories he heard about overturns convinced him to buy a ROPS and seat belt for his tractor. John knows the \$620 he paid for the ROPS protects him, his wife and his kids. He's right too! In a recent five-year period 101 Kentucky farmers died in tractor overturns or when they fell off moving tractors. ROPS and seat belts could have saved all of them. Don't gamble with the lives of your family. Call your local equipment dealer today and order a ROPS for your tractor.

86. It Doesn't Matter What You Call It - Just Get It!

Whether you call it a "roll bar" or a "roll guard" or a "ropes" or a "ROPS," a properly installed Rollover Protective Structure and seat belt on a tractor can save your life during an overturn or a collision. All new tractors come equipped with ROPS and seat belts. Certified fail-safe ROPS for most older tractors are available from local farm tractor dealers. A ROPS won't plow, mow, or haul, but it can be the most important piece of equipment on your farm!

87. He Lost His Hat but Not His Life!

John, age 72, spent a lifetime driving tractors on his rolling farmland. He'd had a few close calls, but never fell off or overturned a tractor. Two years ago he traded in his 1965 tractor for a '93 model that came with a Rollover Protective Structure and seat belt. A few weeks later he was using the tractor and his bat-wing mower to clear a pasture of weeds and brush. The tractor hit a stump and jerked so hard John's hat flew off and was chopped to pieces by the mower. The fastened seat belt kept John in his seat and prevented the ordeal of a closed-casket funeral for his family.

88. A Message From a Paramedic About ROPS and Seat Belts

"Hi, I'm Gray Madison, a Farm Medic Certified Instructor and paramedic. It only takes about three-quarters of a second for a tractor to overturn sideways and about the same amount of time to react to the overturn. But it often takes more than an hour to get the tractor off the person who is pinned underneath. By then what we call the 'golden hour,' the time during which the person's life can be saved, is gone. Having witnessed someone pinned underneath a tractor, I know ROPS and seat belts are the best way to prevent injury and death from tractor overturns."

89. In Paramedic Mike Swift's Words

"EMTs and paramedics with the Barren-Metcalf County Emergency Medical Service, responding to calls involving farm-related injuries are often faced with tragic situations involving friends and neighbors. From 1994 to 98, 163 Kentucky farmers died in farm-related mishaps. That's three deaths per month! In fact, Kentucky has three times the national average of farm-tractor related fatalities. The Barren-Metcalf County EMS supports the installation of Rollover Protective Structures (ROPS) and seat belts on tractors to prevent needless deaths."

90. His Only Mistake

None of his three tractors had ROPS or roll bars. He son checked and found it would cost only a total of \$1,800 to retrofit all three tractors with ROPS and seat belts. But his dad said, "That's too much money for something we don't need." Three months later, on a road near his farm, a dump truck struck his tractor and it overturned on top of him. He died instantly. His only mistake was not spending the time and money to put ROPS and seat belts on his tractors. You can be careful when you drive a tractor, but you can't be safe without a ROPS and seat belt.

91. He Got a ROPS in Time to Save His Life

In 40 years he had never overturned a tractor. He knew farmers who died in overturns. He saw articles about ROPS in farm magazines. After thinking about it for two years he spent \$1,400 and put a ROPS on his tractor. A few months later, while going up a hill, the tractor flipped over backwards but stopped when the ROPS hit the ground. His only injuries were from being struck and bruised by wrenches that fell out of the toolbox as the tractor stood with its front end straight up in the air. The ROPS saved his life. Will you decide to get a ROPS in time to save your life?

92. He Died When He Was Only 47

“My whole life was changed in a matter of minutes. It’s hard to explain to people who haven’t experienced the death of a husband. Nothing will bring him back. I know if there had been a roll bar and seat belt on that tractor, he might have been injured, but our children would still have their father. The most difficult thing I have ever had to do was climb up on that tractor seat and continue my life alone. I still manage a 100-acre farm, work full-time, and raise three teenage children. I wouldn’t think about getting on that tractor now without a roll bar and seat belt.”

93. A Kentucky Woman’s Story About Her Father’s Death

“Nine years ago my father was killed in a tractor rollover. As he finished mowing hay he started up an embankment when the tractor turned over pinning him underneath the seat. The tractor didn’t have a roll bar and seat belt. After my father’s death I cried almost every day for a year. The hardest times are the holidays when everyone else is home but him. My family has learned the importance of having a roll bar and seat belt on tractors. What about your family?”

94. A Teenage Second Rider’s Close Call

Talking about her 16 year-old son’s injury, his mother said, “My son was hauling tobacco with four other kids. They were hurrying to get the tobacco in before it rained. Even though warned not to, my son was one of several teenagers riding on the tractor. He was thrown off when the driver went too fast and hit a ditch. My son broke his shoulder and had a \$1,500 hospital bill.” The mother said, “Farmers are in a constant rush! Teenagers need to be supervised and shouldn’t be extra riders on tractors.” Protect your kids. Make a rule today! No second riders on tractors!

95. A Brother’s Death

“My brother was hauling an empty wagon home on a narrow road with a small tractor. While going down a hill, he dropped a wheel off the road and then overcorrected, causing the tractor and trailer to jackknife. In an instant the tractor overturned on top of him killing him instantly. His family and I are dealing with his death the best we can. We miss him and the many ways he contributed to our lives. We find some comfort in knowing he was doing what he loved.” Will your family have to tell a story like this sometime in the future? Not if you get a ROPS and buckle up!

96. Can You Afford To Be Without a ROPS?

You might think a ROPS is an unnecessary expense and that you can jump free if your tractor starts to roll over. But most overturns happen in less than a second, faster than you can react. Even if you jump, you can still be crushed under the tractor. You may be one of the lucky people who survive an overturn, but your luck could run out next time. And imagine how you'd feel if your wife or kids flipped the tractor and were hurt or killed? ROPS are available for most tractors for less than it costs to buy a coke and a bag of chips every day for a year. Get a ROPS and buckle up!

97. A Real Bargain!

You may think it costs too much to retrofit your tractor with a ROPS. You might change your mind if you talked to the family members of the hundreds of farmers hurt or killed in tractor overturns because their tractors didn't have ROPS and seat belts. Some farmers who lived were never able to work again. For about a third of the farmers who died or were seriously injured, the family farm was lost through debt and despair. A ROPS usually costs less than \$1000. It's like an insurance policy that covers everyone who drives your tractor for as long as you own it.

98. A ROPS For Father's Day

"Last Father's Day, my three brothers and I talked about what we could do for our dad. He's been a farmer for 38 years and a great dad. We worried about him because he never found the time to put ROPS on his two older tractors. So we decided the best way to tell him we loved him and wanted to keep him around was to pitch in together and get a ROPS for one of his tractors." A ROPS with a seat belt is the only effective way to prevent tractor overturn injuries and death. If you'd like to get a ROPS for someone you love, call your local equipment dealer today.

99. A Poor Excuse

A farmer said, "I'm not gonna get a ROPS on my tractor, 'cause I won't ever wear the seat belt!" It's true that a fastened seat belt on a ROPS-equipped tractor provides maximum protection during an overturn. But even without a fastened seat belt a ROPS reduces by many times the chance of being killed during a tractor overturn compared to a tractor without a ROPS. Why? Because the ROPS stops the tractor from flipping all the way over. Of course, without a fastened seat belt a person can be bounced off a ROPS-equipped tractor and run over and killed. So get a ROPS and buckle up!

100. Let's Review the Reasons For ROPS

By now you probably know that a ROPS could save your life and the lives of others who drive your tractor. That's reason enough to get a ROPS! But there are other reasons too! A ROPS reduces your chances of being sued if someone is injured when they overturn your tractor. A ROPS also increases the resale value of your tractor. A sunshade can be added to the ROPS to make it more comfortable and to protect you from skin cancer. For all these reasons, don't you owe it to yourself and your family to talk to your equipment dealer about getting a ROPS for your tractor?