

July 1 -
Sept 30
2021



#Be Heat Smart

Practical tips and resources to
keep you safe this summer

Share messages & resources
and help prevent heat illness in agriculture

#Be Heat Smart #¿Qué Onda Con El Calor?



2021 Be Heat Smart

US Ag Centers Campaign & Media Kit

Heat Safety Preparedness Campaign for Agriculture

Launch: July 1, 2021

#BeHeatSmart #HeatSafety #USAGCenters #NIOSH #QuéOndaConElCalor

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INTRODUCTION

The U.S. Ag Centers are launching a new coordinated campaign **2021 Be Heat Smart** to share practical tips and resources for heat-related illness prevention in agriculture. This campaign and media kit, provides key messages and customizable social media cards to promote national and regional resources with your stakeholders.

The purpose of the #BeHeatSmart campaign is to bring awareness to heat illness in agriculture and promote best practices and resources for prevention. Our goal is to work in coordination with partners across the nation to bring these messages to agricultural workers, supervisors, and employers.

US AG CENTER INTERNAL GOAL is to enhance our social media and evaluation efforts and build Ag Center capacity on the issue of Heat-related Illness. Please complete the evaluation form attached to help us measure our reach and impact.

CONTACTS

- **Dennise Drury**, PNASH Center: 206-291-3180, dodrury@uw.edu
- **Graphics & Media: Sarah Fish**, PNASH Center: 206-616-7924, fischs@uw.edu

TO DOs & TIMELINE

1. **Share your Center's campaign contacts** with Dennise (dodrury@uw.edu).
2. **Review and prepare within your Center with this kit for the summer 2021 campaign.** We encourage you to use the templates we have created on Canva to add your Center's logo, resources, and other relevant messages. All the cards have already been translated in Spanish and reviewed by PNASH Center Staff.
3. Attend **NIOSH AFF Eco Call on August 18 at 11:00am** for campaign update and progress.
4. **Promote the campaign, share social media cards and resources, and disseminate the press release.**
5. Post weekly social media cards from **July 1st to September 30th** (see timeline for post schedule and themes).
6. **Fill out the campaign evaluation [form](#)** before and after the campaign to track your engagement outcomes. Send the completed form to Sarah Fish (fischs@uw.edu). The PNASH Center will compile the collective reach of the Ag Centers and report back. We will request time during the NIOSH AFF ECO call on October 20th.



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PRESS RELEASE

FOR IMMEDIATE RELEASE

July 1, 2021

Record-breaking Temperatures This Summer Put Agricultural Workers at Increased Risk for Heat Illness

Join the launch of the 2021 Be Heat Smart Campaign to prevent heat illness and deaths in agriculture. The U.S. Agricultural Safety and Health Centers (US Ag Centers) are joining the National Institute for Occupational Safety and Health/CDC to share critical information and resources for farming, fishing, and forestry industries.

We invite employers, safety specialists and educators to join us in preparing for the hot season by sharing resources and guidance with operators and workers to prevent heat illness.

During Summer 2021, record breaking heat records are anticipated throughout the country. Extreme heat events can have deadly consequences and lead to more deaths than any other weather-related events. In the United States, agricultural workers are 20x more likely to die from heat-related illnesses than civilian workers overall.

Farming, fishing and forestry workers are at particular risk for heat illness because of the fast-paced and labor intensive nature of their work. This, in combination with the hot outdoor work environments places them at high risk for developing heat illness. Heat illness occurs when the body can no longer manage heat levels and the body's physical and mental functions break down.

Most important to know, is that heat illnesses and deaths are preventable. Awareness of heat illness signs and symptoms and guidance and tools for prevention and preparedness will equip employers, supervisors, and workers to #BeHeatSmart this summer:

- Signs and symptoms
- Preparedness - with employer checklist
- Personal risk factors
- Emergency response

In 2014 alone, 2,630 workers suffered from heat illness and 18 died from heat stroke and related causes on the job. The Bureau of Labor Statistics and regional studies at the US NIOSH Ag Centers show that agricultural work (especially crop workers) has one of the highest rates of work deaths from heat.

The US Ag Centers have prepared a collection of safety resources and tips for agriculture for the 2021 Be Heat Smart campaign. We invite you to share practical tips and resources in (English and Spanish) to increase awareness and prevent heat illness in agriculture.

The 11 U.S. Agricultural Safety and Health Centers (www.cdc.gov/niosh/oep/agctrhom.html) are funded by the National Institute for Occupational Safety and Health (NIOSH). Contact your regional Ag Center to learn about the resources in your region.

Contact:

**Ag Center Contact Name,
Email, & Phone number**



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SAFETY THEMES & POST TIMELINE

Date	Topic	Card Preview & Templates
Week 1: July 1st	Be Heat Smart Campaign Launch	Cards: English & Spanish Templates: English & Spanish
Week 2: July 5th	Heat Safety: Employer Responsibility	Cards: English & Spanish Templates: English & Spanish
Week 3: July 12th	Heat Acclimatization	Cards: English & Spanish Templates: English & Spanish
Week 4: July 19th	Heat Index & Mobile App	Cards: English & Spanish Templates: English & Spanish
Week 5: July 26th	Staying Hydrated	Cards: English & Spanish Templates: English & Spanish
Week 6: Aug 2nd	Heat illnesses: Signs & Treatments	Cards: English & Spanish Templates: English & Spanish
Week 7: Aug 9th	Heat Resources (HEAT Toolkit)	Cards: English & Spanish Templates: English & Spanish
Week 8: Aug 16th	Heat Illness Risk Factors	Cards: English & Spanish Templates: English & Spanish
Week 9: Aug 23rd	Heat Stress & Clothing	Cards: English & Spanish Templates: English & Spanish
Week 10: Aug 30th	Prevention Checklist	Cards: English & Spanish Templates: English & Spanish
Week 11: Sept 6th	Heat Stress & PPE	Cards: English & Spanish Templates: English & Spanish
Week 12: Sept 13th	Keeping Cool in the Community	Cards: English & Spanish Templates: English & Spanish
Week 13: Sept 20th	Medications & Heat Illness Risk	Cards: English & Spanish Templates: English & Spanish
Week 14: Sept 27th	Heat-related Illness vs. Pesticide Poisoning	Cards: English & Spanish Templates: English & Spanish



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CANVA INSTRUCTIONS

Canva is a free online graphic design tool to make graphic design easy and accessible.

Step 1: Sign up for a free Canva account: <https://www.canva.com/>.

Step 2: Click on link in Safety Themes & Post Timeline to open template.

Step 3: Select Uploads on the right hand side, select media, select from logo location device or google drive, and upload your Center's logo.

Step 4: Drag and drop logo where you would like it. Pull corners to resize. Make any other changes to personalize the cards.

Step 5: Download the files. Based on which platform, you may want to select a different format.



Instagram. We recommend selecting the PNG format. The cards will download in a zipped folder. To get the images out of the folder, copy and paste them into another unzipped folder. Email or call Sarah or Dennise for guidance.



Facebook and Twitter. We recommend selecting the MP4 format. The cards will download as a small video which will transition through each slide every 5 seconds. Here is an example of the [video](#) slides.

*Note: Because the links and hashtags do not work the same on the cards or mp4 videos, we recommend adding text to each post with links, hashtags, and any organization tags.



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RADIO CAMPAIGN

A radio campaign was launched to share heat-related illness safety information, tips, and resources with agricultural workers and their families in Spanish. The campaign is hosted by Radio KDNA, La Voz de los Campesinos (*Voice of Farmworkers*) and includes one-hour radio programs and 60-second public service. The messages were developed and delivered along-side partners including El Proyecto Bienestar, Washington Growers League, Washington Department of Labor and Industries, and Washington Department of Health.

RADIO PROGRAMS

Program 1: Be Heat Smart Campaign, “Que Onda Con el Calor?”

Presenters:

1. Pablo Palmández, MS, Agricultural Research & Safety Extensionist, PNASH Center
2. Erica Chavez Santos, Research Assistant & Doctoral Student, PNASH Center, University of WA

Description: Presenters shared information on identifying and preventing heat illnesses in agriculture and shared tips and resources to prevent heat-related illness. They discussed why agricultural workers are at increased risk for heat related illnesses and PNASH-led research to identify what factors increased the risk of heat illnesses in the Eastern Washington and the Skagit Valley. They shared the different types of heat illnesses and treatments, along with tips and resources for preventing heat-related illness.

Program 2: Be Heat Smart Campaign, New Temporary Emergency Rules for Outdoor Workers and Heat Illness Tools & Tips for the Agricultural Workplace

Presenters:

Pablo Palmández, Agricultural Research & Safety Extensionist, PNASH Center
 Erica Chavez Santos, Research Assistant & Doctoral Student, PNASH Center, University of WA
 Alejandro Diaz: Safety and Health Specialist, Washington Department of Labor and Industries
 Bradley Farrar: Technical Safety Specialist, Washington Department of Labor and Industries

Description: Presenters shared the new temporary emergency heat rules for outdoor workers in Washington State and workplace resources for heat-related illness prevention. The state agency discussed the new requirements employers have to follow to keep workers safe and phone numbers to report workplace hazards. PNASH shared the different types of heat illnesses and treatments, along with tips and resources for preventing heat-related illness.



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PUBLIC SERVICE ANNOUNCEMENTS

Topic	Audio File
Message 1: Be Ready & Stay Hydrated	https://deohs.washington.edu/pnash/media/186
Message 2: Acclimatization	https://deohs.washington.edu/pnash/media/187
Message 3: Hydration	https://deohs.washington.edu/pnash/media/188
Message 4: Clothing	https://deohs.washington.edu/pnash/media/189
Message 5: Personal Risks for Heat-Related Illness	https://deohs.washington.edu/pnash/media/191
Message 6: Heat Stroke VS Heat Exhaustion	https://deohs.washington.edu/pnash/media/192



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SOCIAL MEDIA LINKS

Center	Twitter	Facebook	Instagram
Pacific Northwest Agricultural Safety and Health Center (PNASH)	@PNASHCenter	@PNASHCenter	@pnashcenter
UC Davis Western Center for Agricultural Health and Safety	@AgHealthUCD	@AgHealthUCD	@AgHealthUCD
High Plains Intermountain Center for Agricultural Health and Safety (HICAHS)	@HICAHS	@HICAHS	@hicahs
Upper Midwest Agricultural Safety and Health Center (UMASH)	@UMASHCenter	@UMASHCenter	@umashcenter
UNMC Central States Center for Agricultural Safety and Health (CS-CASH)	@unmc_cscash	@unmccscash	
Southwest Center for Agricultural Health, Injury Prevention and Education (SWAG Center)	@SouthwestAg95	@swagcenter	
National Children's Center for Rural and Agricultural Health and Safety (NCCRAHS)	@nccrahs	@nccrahs	
Great Plains Center for Agricultural Health (GPCAH)	@GPCAH	@GPCAH	
Southeast Center for Agricultural Health and Injury Prevention	@SCAHIP	@SCAHIP	@scahip



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Center	Twitter	Facebook	Instagram
Southeastern Coastal Center for Agricultural Health and Safety	@sccAgSafety	@sccagsafety	@sccagsafety
New York Center for Agricultural Medicine and Health (NYCAMH)		@NYCAMH	
Additional Centers and Partners			
NIOSH	@NIOSH	@NIOSH	@nioshusa
NIOSH en Español		@NIOSHEspañol	
NECASAG	@NECASAG	@necasag	
Agricultural Safety and Health eXtension Community of Practice (CoP)	@AgSafety4U	@AgSafety4U	
Association of Farmworker Opportunity Programs	@AFOPHealth&Safety	@AFOPhealth	@afophealth
National Farm Medicine Center	@FarmMedicine	@FarmMedicine	
Cultivate Safety	@CultivateSafety	@CultivateSafety	



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Additional Centers	Twitter	Facebook	Instagram
UMN Extension - Farm Safety	@UMNFarmSafety		
National AgrAbility	@NatIAgrAbility	@nationalagrability	
Ag Injury News	@AgInjuryNews		
Ag Health & Safety Alliance	@ahsa_aghealth	@aghealthandsafety	@aghealthandsafetyalliance
Ohio State University Extension - Agricultural Safety and Health Program	@OSUAgSafety	@OSUAgSafetyandHealth	
Progressive Agriculture Safety Days	@PAFSafetyDays	@PAFSafetyDays	@pafsafetydays
Migrant Clinician's Network	@tweetMCN	@migrantclinician	@migrantcliniciansnetwork
AgriSafe	@AgriSafeNetwork	@agrisafe.network	

HASHTAGS

[#BeHeatSmart](#)
[#AgSafety](#)
[#USAgCenters](#)
[#NIOSH](#)

[#QuéOndaConElCalor](#)
[#Agricultura](#)
[#Seguridad](#)

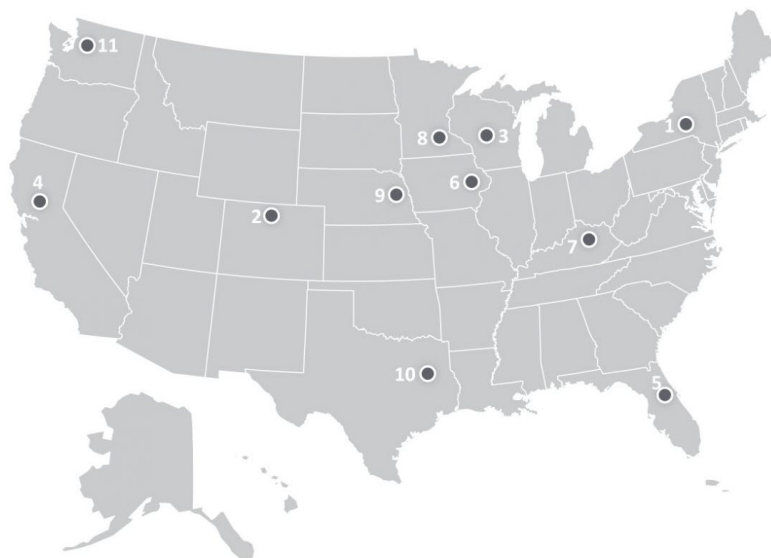


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RECOMMENDED RESOURCES

NIOSH CENTERS FOR AGRICULTURAL SAFETY & HEALTH



Source: <https://www.cdc.gov/niosh/oe/agctrhom.html>

4. Western Center for Agricultural Health and Safety (**WCAHS Center**), Heat Illness Prevention: <https://aghealth.ucdavis.edu/training/heat-illness>

5. Southeastern Coastal Center for Agricultural Health and Safety (**SCCAHS Center**), Heat Stress: <http://www.sccaahs.org/index.php/ag-health-safety-topics/heat-stress/>

8. Upper Midwest Agricultural Safety and Health Center (**UMASH Center**), Heat Illness: <http://umash.umn.edu/farm-safety-check-heat-illness/>

10. Southwest Center for Agricultural Health, Injury Prevention and Education (**SWAG Center**), Heat Safety Resources: <https://www.uthct.edu/agricultural-safety-resources/>

11. Pacific Northwest Agricultural Safety and Health Center (**PNASH Center**), Heat Illness Prevention: https://deohs.washington.edu/pnash/heat_illness

US Ag Center YouTube Channel: <https://www.youtube.com/user/USAgCenters>



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REGIONAL

California. State OSHA (Cal OSHA) Protect Outdoor Workers from Heat Illness:

<http://www.99calor.org/english.html>

Washington. State OSHA (WA Dept. Labor & Industries) Outdoor Heat Exposure Rule: [WAC 296-307-097](http://www.wa.gov/OSHA/296-307-097)

Washington. State OSHA (WA Dept. Labor & Industries) Be Heat Smart webpage:

<http://bit.ly/LNI-Be-Heat-Smart>

NATIONAL

NIOSH/CDC Heat Stress Webpage (*English*): <https://www.cdc.gov/niosh/topics/heatstress/>

OSHA Heat Safety Tool App (*English & Spanish*): <https://www.osha.gov/heat/heat-app>

OSHA Heat Illness Prevention Campaign (*English & Spanish*): <https://www.osha.gov/heat>

National Ag Safety Database. Heat/Cold Illnesses (*English*):

<https://nasdonline.org/browse/202/heat-cold-illnesses-skin-cancer.html>

SPANISH

NIOSH/CDC Protección de los trabajadores contra las enfermedades por calor/ (Protect workers from heat illness): https://www.cdc.gov/spanish/niosh/docs/2011-174_sp/

NIOSH/CDC Datos Breves de NIOSH: Protéjase del estrés por calor (NIOSH Brief Data: Protect Yourself From Heat Stress): https://www.cdc.gov/spanish/niosh/docs/2010-114_sp/

NIOSH/CDC Prevención de las enfermedades relacionadas con el calor o muerte de trabajadores que se desempeñan al aire libre (Preventing Heat-related Illness or Death of Outdoor Workers): https://www.cdc.gov/spanish/niosh/docs/wp-solutions/2013-143_sp/

OSHA Las enfermedades relacionadas con el calor y primeros auxilios (Heat Related Illnesses and First Aid): <https://www.osha.gov/heat-exposure>



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GAMES / HANDS-ON LEARNING

Heat Stress Jeopardy PPT ([English](#) or [Spanish](#))

True or false? Test your Heat Safety Knowledge Quiz 1 ([English](#))

True or false? Test your Heat Safety Knowledge Quiz 2 ([English](#))

¿Cierto o falso? ¿Cuánto sabe sobre las enfermedades del calor? Quiz 1 ([Spanish](#))

¿Cierto o falso? ¿Cuánto sabe sobre las enfermedades del calor? Quiz 2 ([Spanish](#))

[Deadly Heat: Heat-Stress Safety Education Program](#)

[OSHA Heat Safety Tool mobile App \(English & Spanish\)](#)



IMAGES

- Photos - Google Folder - Be Heat Smart
https://drive.google.com/drive/folders/17ley4pNUCwHWKk-hHYvmjbcuodwyH_5?usp=sharing
- Photos - PNASH Flickr - Working in Heat
<https://flic.kr/s/aHsmMJmdqR>



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LOGOS & GRAPHICS

- Graphics - Facebook cover & campaign announcement - Google Folder
https://drive.google.com/drive/folders/17ley4pNUCwHWKk-hHYvmjbcuIodwyH_5?usp=sharing
- Logos - Google Folder
https://drive.google.com/drive/folders/17ley4pNUCwHWKk-hHYvmjbcuIodwyH_5?usp=sharing