



Heat Safety Preparedness Campaign for Agriculture

[#BeHeatSmart](#) [#HeatSafety](#) [#USAGCenters](#) [#NIOSH](#) [#QuéOndaConElCalor](#)

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CENTER OVERVIEW

The Pacific Northwest Agricultural Safety and Health Center (PNASH) conducts Research for Healthy Workers, Strong Communities & Productive Agriculture. Visit our website. PNASH is dedicated to the prevention of illness and injury among agricultural producers, workers, and their families. One of eleven regional centers, PNASH serves Alaska, Idaho, Oregon, and Washington, integrating expertise from multiple disciplines, institutions, and community partners. The Center is focused on safe and sustainable agricultural workplaces and communities, with an emphasis on injury and illness prevention, especially among hired laborers, migrant/seasonal workers, and children.

Our approach includes:

1. Working in partnership with employers, workers, agencies, and other research and service organizations.
2. Conducting innovative research and intervention programs that focus on problem solving.
3. Taking solutions to the workplace through training, outreach, and participatory research.
4. PNASH research priorities and project selections are based on the burden and need of our Northwest communities, the seriousness of the hazard, the number of people affected, and the probability that research will lead to health improvements.

We are housed in the UW Department of Environmental and Occupational Health Sciences, School of Public Health, and have formal affiliations with multiple UW programs, as well as with Washington State University (WSU) and Oregon State University, among others. PNASH's funding base is awarded through the National Institute for Occupational Safety and Health (NIOSH/CDC).



Heat Illness Prevention Website

Visit our website to learn more about our research and training resources.

https://deohs.washington.edu/pnash/heat_illness





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INTRODUCTION

The U.S. Ag Centers are launching a new coordinated campaign **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.

Be Heat Smart Media Kit Goals:

- Create cohesive, clear, understandable messaging to prevent heat illness in agriculture.
- Increase engagement on farm safety and health social media platforms.
- Disseminate resources about farm safety and health.

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 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. **Promote the campaign, share social media cards and resources, and disseminate the press release.**
4. Post weekly social media cards from **July 1st to September 30th** (see timeline for post schedule and themes).
5. **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.



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PRESS RELEASE

FOR IMMEDIATE RELEASE

June 1, 2023

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

Join the launch of the 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 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	Be Heat Smart Campaign Launch	Cards: English & Spanish Templates: English & Spanish
Week 2	Heat Safety: Employer Responsibility	Cards: English & Spanish Templates: English & Spanish
Week 3	Heat Acclimatization	Cards: English & Spanish Templates: English & Spanish
Week 4	Heat Index & Mobile App	Cards: English & Spanish Templates: English & Spanish
Week 5	Staying Hydrated	Cards: English & Spanish Templates: English & Spanish
Week 6	Heat illnesses: Signs & Treatments	Cards: English & Spanish Templates: English & Spanish
Week 7	Heat Resources (HEAT Toolkit)	Cards: English & Spanish Templates: English & Spanish
Week 8	Heat Illness Risk Factors	Cards: English & Spanish Templates: English & Spanish
Week 9	Heat Stress & Clothing	Cards: English & Spanish Templates: English & Spanish
Week 10	Prevention Checklist	Cards: English & Spanish Templates: English & Spanish
Week 11	Heat Stress & PPE	Cards: English & Spanish Templates: English & Spanish
Week 12	Keeping Cool in the Community	Cards: English & Spanish Templates: English & Spanish
Week 13	Medications & Heat Illness Risk	Cards: English & Spanish Templates: English & Spanish
Week 14	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 one-hour programs and public service announcements to share heat-related illness safety information, tips, and resources with agricultural workers and their families. The campaign, hosted by Radio KDNA, La Voz de los Campesinos, along-side partners 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:

Pablo Palmández, MS, Agricultural Research & Safety Extensionist, PNASH Center
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 (Spanish only)	Script (English & Spanish)
Message 1: Be Ready & Stay Hydrated	https://deohs.washington.edu/pnash/media/186	https://docs.google.com/document/d/1IdAT1hKhB7p76P_1f4GI5qZNVurG70aL/edit?usp=drive_link
Message 2: Acclimatization	https://deohs.washington.edu/pnash/media/187	https://docs.google.com/document/d/1f2EkxHs6JtywJ-nAOmjDTNX2d90fU-ju/edit?usp=drive_link
Message 3: Hydration	https://deohs.washington.edu/pnash/media/188	https://docs.google.com/document/d/17hbVklqglPpR04X_DTlok0mHjLmJNCIq/edit?usp=drive_link
Message 4: Clothing	https://deohs.washington.edu/pnash/media/189	https://docs.google.com/document/d/1vXIQTBs2oOwllyvy4OW_gPRNhJWkMRXh/edit?usp=drive_link
Message 5: Personal Risks for Heat-Related Illness	https://deohs.washington.edu/pnash/media/191	https://docs.google.com/document/d/1FVAmZJus1GnP0zM1qN3AthnIwMNGdxwC/edit?usp=drive_link
Message 6: Heat Stroke VS Heat Exhaustion	https://deohs.washington.edu/pnash/media/192	https://docs.google.com/document/d/1QjOMBDZviTaVSdnJs9jKCK4FTupPtpDs/edit?usp=drive_link



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Heat Education & Awareness Tools (HEAT)

The HEAT training is a set of resources and tools developed in collaboration with agricultural workers and educators compliant with WA Department of Labor & Industries heat education requirement.

How to use the Kit

The HEAT training is a train-the-trainer guide to help employers, supervisors, trainers, and health educators deliver heat illness prevention training. It provides a training guide for the identification, prevention, and treatment of heat illness as well as solutions to prevent heat illness in the workplace and community.



What educational topics are covered?

- Types of heat illness and treatments
- Risk factors for heat illness
- Clothing for work in hot weather
- Staying hydrated at work
- Personal protective equipment (PPE) and heat
- Keeping cool in the home and community
- Heat Acclimatization (NEW)

What is included in the HEAT Toolkit?



Scan to Order Training Tools Online

Get the HEAT Toolkit

All materials are available to download for free on our website: <https://bit.ly/PNASH-HEAT-Toolkit>

Available for bulk purchase through our print and ship storefront: <https://pnash.olypress.com/>

One **FREE** printed HEAT toolkit is available for folks who share information & resources with agricultural workers!!

Email pnash@uw.edu or call (206) 616-1958 to request a promo code.



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ONLINE LEARNING: HEALTH AND SAFETY SOLUTIONS IN AG

Online Course Series:
Health and Safety Solutions in Ag

New Online Course:
Heat-Illness Prevention in Agriculture

- ✓ Learn to recognize signs & symptoms
- ✓ Best practices for prevention at work & at home
- ✓ Tips for using the HEAT Toolkit training & resources

bit.ly/PNASH-Online-Courses

Scholarships are available!

PACIFIC NORTHWEST AGRICULTURAL SAFETY AND HEALTH CENTER
farming • fishing • forestry

NORTHWEST CENTER FOR OCCUPATIONAL HEALTH AND SAFETY
ENVIRONMENTAL & OCCUPATIONAL HEALTH SCIENCES | SCHOOL OF PUBLIC HEALTH

This is a 3-part online learning series created to share best practices and training resources with safety managers and educators on three key agricultural hazards in English & Spanish: 1) **heat-illness prevention**, 2) pesticide safety, & 3) sexual harassment prevention.

Visit our website to learn more or apply for a scholarship:

<https://bit.ly/PNASH-Online-Courses>

Target Audience:

- Employers
- Supervisors
- Human Resources
- Safety Professionals
- Community Health Workers



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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

US AG CENTER

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

PNASH Center, Heat Illness Prevention: https://deohs.washington.edu/pnash/heat_illness

SCCAHS Center, Heat Stress: <http://www.sccaahs.org/index.php/ag-health-safety-topics/heat-stress/>

SWAG Center, Heat Safety Resources: <https://www.uthct.edu/agricultural-safety-resources/>

UMASH Center, Heat Illness: <http://umash.umn.edu/farm-safety-check-heat-illness/>

WCAHS Center, Heat Illness Prevention: <https://aghealth.ucdavis.edu/training/heat-illness>

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://wac296-307-097)

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>



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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>

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 \(English & Spanish\)](#)



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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>

LOGOS & GRAPHICS

- Graphics - Facebook cover & campaign announcement - Google Folder
https://drive.google.com/drive/folders/17ley4pNUCwHWKk-hHYvmjbcuodwyH_5?usp=sharing
- Logos - Google Folder
https://drive.google.com/drive/folders/17ley4pNUCwHWKk-hHYvmjbcuodwyH_5?usp=sharing