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Reality Tales: How Did It Happen?
Life Changing AG Injury Stories from Workers & Farmers

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Stories Educate

Our Storytellers

Farmworkers

Owner operators

Life Changing AG Injury Stories

The Process

| Topic review | Define Messages | Recruit Story-tellers | Record & Edit | Place & Evaluate |

Messages

The Products

Spanish

English

Talk Radio Show
(14:13")

4 Novelas
(3:00-4:43")

10 Farm Injury Stories
(2:01 – 4:20)

Ladder Injury Storytelling Contest and Talk Radio Show

- Antonio
- Gregorio
- Isabel
- Eliseo
- Esmeralda

Four Heat Illness Novelas

sign & symptoms, treatment, risk factors, treatment

Rash "Prickly Heat"

+

Cramps

Heat Syncope

Heat Stroke

Heat Exhaustion

AG Injury Story Corps

- Grain
- Dairy
- Children
- Seniors
- Machinery
- Vehicles – tractor/ ATV
- Animal Handling

10 Farm Injury Stories
(2:01 – 4:20)

Story Corps - Dairy

Track 9: Victor: Bull Fatality
"A bull in the group had a little bit of an attitude"

Track 3: Gloria: Fall in Manure Pit
"Jason was on the slab with his little red tractor mimicking his dad. He scooted right off into the (hole) and splashed right down into the manure tank"

Story Corps – Rollovers:

Track 1: Brett: Harobed Rollover
"If that rack had failed ….. that potentially could have wiped me out."

Track 6: Russell & Eric: ATV Rollover "If you ride ATV's there's really only two categories of riders, those that have already had an accident and those whose accidents are pending."

Track 8: Chris Tractor Rollover "It hit home how important safety is and how much our parents loved us. Another little reality check on being careful around everything. Life is short."

Children in Agriculture

Track 7: Scott - Flywheel burn
"I've learned you have to be very cautious on a farm with kids and machinery."

Track 3: Gloria: Fall in Manure Pit
"Jason was on the slab with his little red tractor mimicking his dad. He scooted right off into the (hole) and splashed right down into the manure tank"

Story Corps - Seniors

Track 4: Ron - Ladder Fall from Grain Tank
"The biggest mistake was me being up there by myself particularly at my age and maybe I should not be in such a hurry all the time."

Track 5: Russell - ATV Fatality
"My brother's mind was on the spraying and not on backing the ATV up. "

Story Corps - Farm Machinery

Track 2: Diana - Combine Amputation
" Don't wear jewelry when you are working around farm equipment"

Track 7: Scott - Flywheel burn
"I've learned you have to be very cautious on a farm with kids and machinery."

Placement & Evaluation

Training	Magazine	Radio

83% story recall
79% identify prevention

60% sample readers identified key message from storytellers

62% listening audience recognized the novelas

Dissemination: Radio

65 Station Managers

Dissemination
Health & Safety Training

Community Health Workers

Agriculture Extension

Worker's Compensation – Insurance Training Groups

Commodity Groups

Nationally