Home-Grown Influence Campaigns: Strategies for Boosting Social Marketing Efforts in Farm Populations

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**Injuries and Fatalities in Agricultural Populations**

**Fatality rate:**
26.7 per 100,000 FTW

**Non-fatal injury rate:**
5.7 per 100 FTW

Power Take-Off Entanglements

- Rotating shaft (9-16 rotations per second)
- 60% non-fatal
  - Amputations in 2/3 of cases
- 21% to children
- 40% of farm-related medical costs

In New York: **8.6** PTO entanglements per year

Preventing Entanglements

<table>
<thead>
<tr>
<th>Total Number of Implements</th>
<th>Grade Distribution (mean percentages of all implements)</th>
<th>Total Number of Implements</th>
<th>Properly Shielded (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All implements</td>
<td>1,470</td>
<td>2,632</td>
<td>90.2</td>
</tr>
</tbody>
</table>

- No difference in shielding based on:
  - Farm size
  - Commodity
  - Experience

Why Aren’t Farmers Shielding?

- Cost
- Time constraints
- Shields impede maintenance and work
- Poor durability
- Difficult to find the correct parts
- Risk normalized
- Alternate safety strategies

What Might Change Their Minds?

- Safety culture
- Personal experience
- Desire to protect family or workers

Encouraging PTO Shielding

Try out the new, affordable PTO shield. It’s easier than farming without limbs.

Don’t let an accident take down you or your farm. Order a new, easy-to-install, universal fit PTO shield starting at $59. Our toll-free number makes it easy to order. Call 1-800-341-7327 or visit www.nycare.com/programs/proshield to learn more.

Visit our website to see how to install your shield in under ten minutes!

It took three generations to build this farm and one broken shield to lose it.

Don’t let an accident take down you or your farm. Order a new, easy-to-install, universal fit PTO shield starting at $59. Our toll-free number makes it easy to order. Call 1-800-341-7327 or visit www.nycare.com/programs/proshield to learn more.

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Losing your arms in a PTO accident is tough, but the toughest thing is not being able to hug your granddaughter again.

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# Outcomes of the Social Marketing Campaign

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<tr>
<th>Treatment Group</th>
<th>Total Number of Farms</th>
<th>Number Purchasing Shields</th>
<th>Rate per 10,000 Farms Exposed</th>
<th>Extrapolated Total Sales for Statewide Intervention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Marketing</td>
<td>4,301</td>
<td>6</td>
<td>14</td>
<td>50</td>
</tr>
<tr>
<td>Control</td>
<td>30,808</td>
<td>94</td>
<td>31</td>
<td>110</td>
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</table>

How Does Shielding Differ From Other Safety Decisions?

**Installing Tractor Rollbars**
- Cost-ROPS expense
- Time to find parts
- Experience as protection

**Installing PTO Shields**
- Negative prior experience
- Time to find parts
- Experience as protection
Using Principles of Persuasion to Overcome History

**Influence**

- **Consistency**
  Desire to be consistent with what we’ve already said and done

- **Scarcity**
  Desire to have things that are rare

- **Social Proof**
  Desire to follow the lead of peers

- **Authority**
  Desire to follow the lead of experts

- **Reciprocity**
  Desire to “return the favor”

- **Liking**
  Tendency to say “yes” to those we like
Using Principles of Persuasion to Overcome History

**Scarcity**
Offer a limited time sale (50% off) on PTO shields.

**Consistency**
Work with 4H/FFA students to develop family safety contracts that include PTO shielding.

**Social Proof**
Ask farmers who have tried the shield to share their feedback in local publications.

**Reciprocity**
Send farmers gift cards for Tractor Supply, along with order forms for PTO shields.

**Authority**
Have local authority figures, such as farm cooperatives, ask farmers to maintain shields.

**Liking**
Give care packages with PTO shield information to farmers, and ask them to pass them on to their friends and family.
Evaluating Outcomes

**Compliance:**
Change in behavior, not attitude; due to social pressure.

**Identification:**
Change in behavior or attitude; due to social reward.

**Internalization:**
Change in behavior and attitude; due to private acceptance.

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Example: Consistency

Baseline

Sub-compliant, compliance, or identification

Initial Commitment

Who: FFA and 4H students and their families
What: Write and sign farm safety contracts

Official Ask

Who: Project staff, 4H and FFA teachers
What: Provide information about PTO safety and PTO shields

Follow Through

Who: Parents
What: Purchase and install PTO shields

Follow-up

Internalization
Next Steps

- Baseline survey (Summer 2017)
- Intervention launch (Fall/winter 2017)
- Follow-up (Summer 2019)
- State-wide intervention launch (Fall/Winter 2019)
QUESTIONS?