



Farmers4 Safety

Managing Risk Together

About Farmers4Safety – Managing Risk Together EIP AGRI Project

Welcome to Farmers4Safety – Managing Risk Together EIP AGRI projects first Newsletter. This Farm Safety EIP AGRI Project adopts a ‘peer-to-peer’



mentoring and champion approach to engage farmers in an attitudinal and behavioral change towards farm safety by tackling and improving the social norms around farm safety and emotional wellbeing. By adopting this approach, it is hoped that this will instigate a change in farmer’s attitudes towards farm safety and thus their behaviour by adopting actions that can prevent injury, ill health, and loss of life. The project offers a

bottom up initiative that is tailored to each region to ensure it will capture a change in farmer’s attitudes and behaviors.

Project Coordinator of Farmers4Safety – Managing Risk Together, Niamh Nolan said: *‘The farm mentors offer a fresh pair of eyes on a farmyard as they may notice a risk that a farmer or farm family may not notice themselves.’*

CEO of Irish Rural Link, Seamus Boland said: *‘Because of the mentors’ own farming backgrounds, farmers will feel more comfortable talking to them and more inclined to listen and take advice on improving the safety of their farms from a peer rather than an inspector.’*

Project and Project Website Launch

Minister of State with special responsibility for Research and Development, Farm Safety and New Market Development at the Department of Agriculture, Food and



the Marine, Martin Heydon officially launched Farmers4Safety - Managing Risk Together EIP AGRI Project and Project Website on Monday the 11th of April on the Murphy Family Farm in Kildinan, County Cork. There were over 40 people in attendance at the project launch which was then followed by refreshments and a Farm

Walk on the Murphy Family Farm. Pictures from the launch can be found on our new project website www.farmers4safety.ie.

The Farm Safety EIP AGRI project adopts a ‘peer to peer’ mentoring approach that investigates farmers and farm families behaviours and attitudes towards farm safety, health and wellbeing and changes the norm around farm safety and emotional wellbeing so it becomes a normal and sustained part of farming culture in Ireland while making the sector safer for those who live, work and visit farms. By utilising a peer-to-peer mentoring approach it will effectively engage farmers on the ground and be the catalyst to change the social norms surrounding farm safety, health and wellbeing.



Irish Rural Link (IRL) in partnership with the BRIDE (Biodiversity Regeneration in a Dairying Environment) project, the Duncannon Blue Flag Farming & Communities Scheme, the New Futures Farming Group, and the Health and Safety Authority are carrying out this piloted project in their catchment areas.



The majority of farm fatalities/injuries on farms are avoidable and this project will highlight the importance of farm safety, health and wellbeing on family farms. Extreme pressures within the agriculture sector has led to farmers experiencing stress, anxiety, fatigue and financial pressures and this in turn can lead to an incident/fatality occurring. This Farm Safety EIP AGRI project indicates the importance of farmers looking after their own health and wellbeing and ensuring they are not risking their safety in carrying out jobs on the farm.



Minister of State with special responsibility for Research and Development, Farm Safety and New Market Development at the Department of Agriculture, Food and the Marine, Martin Heydon said: *'If we think back to the aim and objective of this project – to act as a catalyst to change social norms around farm safety, health, and wellbeing – then these changes may start as conscious thoughts, a concerted effort to improve safety, but over time as they are practised over and over again, they should become habit.'*

Meet Our Farm Mentors

Our 6 Farm Mentors have been active in the project since January and have completed the adequate courses that will coincide with their roles and activities within the project and make a difference to the lives of the farming communities



in Cork, Tipperary, and Wexford by highlighting the diverse ways to enhance farm safety and the importance of looking after one's own emotional wellbeing.

The 6 Farm Mentors play a vital role in this project as they determine the success of the project and drive the project on the ground. They

visit farmers at their place of work, assist them with their farm risk assessments, safety plans/statements, action plans, host farm safety events and workshops, reach out to existing farm discussion groups as well as organizing discussion groups and focus groups specifically for farm safety purposes, develop a range of farm health and safety signage, create a buddy system, manage a targeted communication plan, which includes; attendance at most agricultural shows and farmer attended events, articles in local papers, and local



radio interviews, scope and demonstrate the opportunity for bulk purchasing of safety equipment regionally and conduct attitudinal surveys to assess changes in sentiment towards farm safety, health and wellbeing. [Click here to find out more information about our mentors](#)

Project Update

To date, the project coordinator has met with the mentors/champions 11 times as a group and multiple times individually over the phone or zoom if they had any queries, concerns or questions about the project. The group meetings with the mentors/champions discussed the projects aims, objectives, outcomes and their



role and responsibilities on the ground. The meetings also got the mentors/champions opinions and perspectives about the pre, post evaluation and attitudinal surveys that will be carried out on farmers, farm families, partners, vets, advisors, AI technicians, and scanners (all

who visit the farm). The attitudinal and pre, post evaluation surveys will highlight the changes in the attitudes and behaviours of the farming communities in relation to their farm safety, health and wellbeing.

The coordinator also met with the mentors individually on their farm to establish a relationship with the mentors, learn about their thoughts and perspectives about the project, what they as mentors hope to achieve from the project and become more knowledgeable of their farming background by getting to know them individually. The project coordinator also distributed a starter pack/toolbox to the mentors which included the surveys, bullet points about the project, leaflets from the Health and Safety Authority, Mental Health Ireland, Irish Rural Link and Farmers4Safety – Managing Risk Together EIP AGRI Project leaflet.



All of these meetings equip the mentors with the relevant skills, expertise and knowledge to carry out this Farm Safety EIP AGRI project on the ground. All matters raised by the 6 Farm Mentors on the ground were addressed by organising talks that corresponded to the needs and concerns being raised by the farming community in the catchment areas.

Facts and Figures to-date

- 139 Farmers/ Farm Families directly engaged with to-date
- 53 Pre-Evaluation and Attitudinal Survey Responses from Farmers/Farm Families
- 11 Attitudinal Survey Responses from Service Providers
- 23 Attitudinal Survey Responses from Partners

Farmers4Safety – Managing Risk EIP AGRI Project in the Media

Our Project Coordinator was featured on C103's Farm Talk with John O'Connor on April 9th to speak about Farmers4Safety – Managing Risk Together EIP AGRI Project. [Click here to listen to this feature.](#)



 Agriland have also written two comprehensive articles on the launch of Farmers4Safety – Managing Risk Together EIP AGRI Project, which features quotes from our project coordinator Niamh Nolan, the CEO of Irish Rural Link Seamus Boland and Minister of State with special responsibility for Research and Development, Farm Safety and New Market Development at the Department of Agriculture, Food and the Marine, Martin Heydon. [Click here to read the article.](#)

EchoLive Cork have also written a comprehensive article on Farmers4Safety – Managing Risk Together EIP AGRI Project Launch and the Launch of the Project Website. [Click here to read the article.](#)





Our Project Coordinator was also featured on Shannonside FM on April 18th to speak about Farmers4Safety – Managing Risk Together EIP AGRI Project and the hope for the project to be carried out across the country. [Click here to listen back to the interview.](#)

Upcoming Events

Farmers4Safety – Managing Risk Together EIP AGRI Project will be meeting with Alma Jordan from AgriKids, a farm safety educational platform for children, to find out more information about her organisation and the importance of Child Safety on Farms.



Stay up-to-date with Farmers4Safety – Managing Risk Together EIP AGRI Project

Want to find out more about Farmers4Safety – Managing Risk Together EIP AGRI Project? Find us online and follow us on our social media platforms for regular updates.



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