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RECRUITING!



Farm Kid Paradox

Bridging the gap between farm parents and safety professionals
on raising kids around livestock

Raising children on farms can create an improved work ethic, enhance problem solving skills and strengthen a child's immune system. However, farming is one of the most hazardous industries in the U.S. with about 33 children seriously injured on farms and ranches each day. This is a prime example of what researchers call the "*Farm Kid Paradox.*"

Children's interaction with cattle is a prime example of this paradox. While there are benefits to growing up around cattle, they are also a leading cause of injury. Existing safety resources often don't seem practical to parents and may limit their child's experiences on the farm.

Until now, researchers have explored these risks and benefits separately, creating a gap between farm parents and safety professionals. In this project, researchers will be working with both farm parents and safety professionals to bridge this gap and tailoring safety information with parent-reported benefits of farm life.

This project will include in-depth conversations with both safety professionals and parents of children who live on dairy and beef operations. Researchers will use the information collected from both groups to create safety recommendations that are effective and practical for farm and ranch parents.

You are eligible to participate if you **have dairy or beef cattle** on your operation and currently raising **children under the age of 18**. If you choose to do so, your participation will include an interview describing activities you let your child perform with dairy and beef cattle and the benefits of these activities, as well as activities you do not let your child perform, and why. These interviews will last approximately one hour, scheduled at your convenience over the phone or web-based meeting platform (Zoom).

If you are interested in joining the study or have any questions, contact Kyle Koshalek, Research Coordinator, by email at koshalek.kyle@marshfieldresearch.org or call him at (715) 389-3786.

