

FARM KID PARADOX



National Children's Center
for Rural and Agricultural Health and Safety



Bridging the Gap Between Benefits and Risks

Raising children on farms can improve 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."



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 combine safety information with messaging that includes the benefits of farm life.

Please visit the study website for more information on the project and the team:

<https://marshfieldresearch.org/nccrahs/FarmKidParadox>

The Research



While there are benefits to growing up around cattle, they are also a leading cause of injury. Existing safety resources, while effective in preventing injury, don't usually acknowledge the benefits. Parents also mention that safety materials often don't seem practical and may limit their child's experiences on the farm.



This project asks:

How can safety materials about children and livestock be adapted to be more "realistic" for farm parents?

Can we create safety resources that are acceptable to both farm parents and safety professionals?



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



Participants will be recruited from across the United States, from dairy and beef operations. Both types of participants (farm parents and safety professionals) will work together to create safety messages, which will then be tested by both groups.



Researchers believe resources developed by collaborating with farm/ranch parents and safety professionals will be both effective and attractive. It is anticipated that these materials will include both safety practices and the benefits of growing up on farms and ranches, highlighting their compatibility.

Research Outcomes - This project will unite farm/ranch parents and safety professionals around a common goal: reducing risks and enhancing the benefits to children who live and work around livestock. Ultimately, including both the risks and benefits in safety materials will help *bridge the gap* between safety professionals and farm parents, leading to more useful, relevant and attractive safety resources for farm families, helping them reduce injuries from livestock. This project may also serve as a model for development and enhancement for other safety materials.

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