

# Teaming up with grower groups for better safety information

## IDEAS can come from a range of sources.

- » Health statistics
- » Government priorities or policies
- » Tragedy
- » Industry concerns
- » EPA compliance surveys
- » Industry liaison groups
- » Media interest and public concern

## EARLY ENGAGEMENT with stakeholders is essential.

We work with industry groups, insurers and other government agencies interested in improving health and safety with hazardous substances.

They help us:

- » Define the problem
- » Identify the target audience and their needs
- » Identify delivery channels.

The safety gear campaign was initiated by an Agricultural Industry Liaison Group.

**"We never take a we-know-best approach"**

## BACKGROUND

New Zealand farmers pride themselves on being tough, resilient and able to take on any challenge, but these attitudes can lead to some sad safety statistics. It's not uncommon to hear comments like:

**"It only affects me", "I don't mind", "It's my choice", "It hasn't killed me yet, I'll be fine".**

This is what we call the *She'll be right* attitude.

The safety gear campaign is designed to change those attitudes and to encourage farmers to have the right safety gear and maintain it. From July 2014, posters and flyers are being displayed in all major farm stores around New Zealand and promoted through industry magazines and by store staff.

The same development process used in this campaign has been used to develop larger, more complex materials, such as our Hazardous Substances Toolbox which has won awards and industry acclaim for its ease of use.



The Toolbox was developed in 2012 to help business owners comply with New Zealand regulations. It includes a practical guide, workbook, emergency response flipchart, animated videos and chemical inventory calculator.

[www.hazardoussubstances.govt.nz](http://www.hazardoussubstances.govt.nz)

**"Real people don't care about regulations; they just want to know what they have to do"**



**"If words are open to interpretation, then someone will misinterpret it"**



Watch the videos



**DAD USED TO SAY "SHE'LL BE RIGHT"**

**BUT HE GOT IT WRONG**

**YOU'VE GOT TO WEAR THE RIGHT SAFETY GEAR**

Many farm chemicals are poisonous. They can damage your health and shorten your life. It's not worth the risk. Wear the right safety gear, always read the label and follow the instructions.

**Your health and your family depend on it.**



New Zealand Government



## DEVELOPMENT

### Target audience/delivery method

The in-store safety gear campaign targets farmers while they are buying their agrichemicals. A flyer was produced so farmers could easily tuck the information away in their pockets, and refer to it later when using the checklist.

### Plain English

Plain English is a key component of EPA outreach material. Information must be clear, understandable and reader-focused. The two principle questions we ask are:

1. Who is the audience?
2. What do they need to know?

### Focus groups

Focus groups are used on larger projects to ensure information resonates with the target audience. These groups can also identify new audiences. For example, feedback indicated that animated videos made for employers would be more useful as an employee training tool.

## AWAKEN the message.

A strong, emotional message will grab an audience's attention. Get people thinking about the consequences and motivate them to take action.

The safety gear campaign tugs at a farmer's heartstrings, asking them to consider the impact on their family if they suffer from the effects of exposure to hazardous farm chemicals.

**"Use language, images, emotion and colour to convey your message"**

## PARTNERSHIP

The safety gear campaign is run with farm supply stores. Their staff support the messages, providing advice on safety equipment at the point of sale.

Stores are trusted by their customers and so play a key role when delivering messages.

WorkSafe New Zealand\* is also distributing flyers as part of their national Safer Farms campaign.

\*WorkSafe NZ is a new government agency responsible for health and safety in workplaces.

**The goal: deliver 5,000 Toolboxes in year one**

**10,000 requests in the first 10 months**

**95% users say the Toolbox is practical and usable**

**66% changed their behaviour after receiving the Toolbox**

ResearchNow Quantitative Study (Toolbox Database April 2014)  
Total Sample = 201 (Under 50 employees = 103; Over 50 employees = 98)

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