



I-CASH | Iowa's Center for  
**Agricultural Safety and Health**

**2019 I-CASH ANNUAL REPORT**



Sustaining Partnerships





## DIRECTOR'S MESSAGE

My childhood on our family farm spans the 1980s, a very troubling time in US agriculture. I spent much of my youth at farm sales, watching the possessions of farm families auctioned off to others in the neighborhood. With both of my parents working off-farm and an extended family that worked together to manage our land, along with my uncle's and grandfather's, our farm survived that decade. The challenges that farmers have faced over the past year have caused many, including me, to wonder if we are on the verge of the next Farm Crisis. Volatile prices, trade uncertainty, and unstable weather conditions have taken a toll on Iowa and the rest of the Midwest. Concerns about mental health in rural areas are not a new phenomenon; rates of depression and suicide have long been higher in rural communities than urban. However, the pressures over the past year have heightened attention to the issue in a way that seems "new" to many.

From my perspective, what is "new" is the proactive approach that many organizations, including I-CASH, have taken this year. Our center has worked with commodity groups, mental health providers, Iowa State University Extension and Outreach (ISUEO), Farm Service Agency (FSA), state agencies, and many others to collaboratively come up with solutions that we hope will head off some of the worst of what many of us remember all too well from the 1980s. Some of these collaborations are described in this report. Others have happened less formally as counselors, farmers, and agricultural service providers have reached out to I-CASH for resources and advice.

I-CASH is currently the only active farm safety organization devoted solely to Iowa's farmers. Given the current climate in agriculture, our work is more important than ever. I am very glad to report that the Iowa State Legislature agrees; I-CASH was awarded a line item in the state agricultural budget that will support half of our operating expenses. The University of Iowa College of Public Health is committed to providing the other half. This financial stability will allow us to do what we do best: convene people in a variety of industries and agencies from across the state to leverage our collective resources and ensure safe and healthy farms.

The collaborative work that I've seen over the past year leaves me with more hope than despair, despite the challenging conditions. I see people reaching out to one another to support prevention education and mental health awareness. I see recognition across the urban-rural divide that we all have a stake in healthy rural communities. Even better, I see people willing to have difficult conversations about mental health and depression, and roll up their sleeves to work on solutions. Here's to better years ahead.

**BRANDI JANSSEN, PHD**  
I-CASH DIRECTOR

### I-CASH MISSION

Leading statewide partnerships that promote agricultural safety and health.

### I-CASH VISION

Safe and healthy farming for all Iowans.



# Connection and Engagement

## THANKSTO OUR PARTNERS who have helped us Connect and Engage this year:

- Amerigroup
- Cedar County Co-op
- Central States Center for Agricultural Safety and Health
- CommUnity Crisis Services
- County Rural Offices of Social Services — Marion County
- Great Plains Center for Agricultural Health
- Grow: Johnson County
- International Society for Agricultural Safety and Health
- Iowa Corn Growers Association
- Iowa Department of Agriculture & Land Stewardship
- Iowa Department of Public Health
- Iowa Farm Bureau Federation
- Iowa Pork Producers Association
- Iowa Poultry Association
- Iowa Soybean Association
- Iowa State University Extension and Outreach
- Iowa Valley Resource Conservation & Development
- National Education Center for Agricultural Safety
- National Pork Board
- Northeast Iowa Behavioral Health
- Please Pass the Love
- Practical Farmers of Iowa

I-CASH brings together agencies and organizations from across the state and region to improve the health and safety of Iowa's farmers. Through our Youth Grant program, annual Midwest Rural Agricultural Safety and Health (MRASH) conference, and other trainings and meetings, we serve as a central point of contact that connects the farm community with important resources.



### Anhydrous Ammonia Workshop

Dan Neenan from The National Education Center for Agricultural Safety led two anhydrous ammonia safety workshops at this year's MRASH conference. Neenan received a pilot grant from the Great Plains Center for Agricultural Health (GPCAH) to develop the training for multiple audiences including first responders, agricultural workers, educators, and farm families. The program used a new portable anhydrous ammonia simulator donated by an agricultural producer for educational use. In the workshop, Neenan covered the basic health effects resulting from ammonia exposure, safety procedures during tank transport and application, proper use of personal protective equipment, and basic first aid.

### Midwest Rural Agricultural Safety and Health (MRASH) Conference

The Midwest Rural Agricultural Safety and Health (MRASH) conference in Council Bluffs brought together more than 150 people on November 27-29, 2018. Keynote speakers included Dr. Mark Grey of the University of Northern Iowa and farm management expert Dick Wittman. I-CASH funded Wittman to work with three Iowa farmers during the months leading up to the conference: Josie Rozum manages operations, sales, and marketing for her family's dairy and creamery in Ely, IA; David Rosmann farms with his dad and brother on their 5th generation certified organic farm in Harlan, IA; and Brad Forristall farms with his family and manages a crew of about 25 employees in Carson, IA. I-CASH provided these farmers with Wittman's guidebook as he consulted with them on farm management practices, especially as they related to safety, over the summer months. At the conference the farmers joined with Wittman on a panel presentation to discuss the changes that they are implementing on their farms.

The conference also included a poster and networking reception that was attended by local legislators and guests. Breakout sessions showcased original research and practices from presenters across the Midwest. Speakers addressed topics such as college agricultural health and safety programs, hearing protection, injury surveillance, rural nursing distance learning, farm stress and behavioral health, and the multi-center "Telling the Story" project.



#### You Are Not Alone – Stay Connected



There are several crisis hotlines and chat services available to help, 24 hours a day, 7 days a week:

- CommUnity Crisis Services  
855-325-4296
- Iowa Concern  
1-800-447-1985
- IowaCrisisChat.org
- Your Life Iowa  
855-581-8111 (call)  
855-895-8398 (text)



Additional resources at [www.i-cash.org](http://www.i-cash.org)

### Rural Mental Health Roundtable

I-CASH worked with the Iowa Department of Agriculture and Land Stewardship, the Great Plains Center for Agricultural Health, and CommUnity Crisis Services to host a roundtable discussion between Iowa's commodity groups and several rural mental health care providers. This event allowed commodity groups to learn about services available in their areas, especially opportunities for Mental Health First Aid and QPR (Question, Persuade, and Refer) trainings, while rural providers learned more about the current issues and concerns facing farmers in Iowa. At the request of commodity group attendees, I-CASH produced a small two-sided card (adapted from a youth-focused card developed by "Please Pass the Love") for field staff and representatives to distribute. The new resource is agriculturally focused, with information about signs and symptoms of stress and depression, and crisis resources. Six hundred cards have been shared by our commodity group partners since June.



### Agricultural Youth Grants

Every year I-CASH provides funds for small grants to Iowa youth groups for farm safety-related projects. In addition, I-CASH awards an Outstanding Youth Grant Award and the winner is invited to the annual Midwest Rural Agricultural Safety and Health Conference to present their project. This year 10 projects were funded.

**BEDFORD FFA** produced an educational program to increase awareness about agricultural safety. Participants received hands-on experience with livestock, farm equipment, and small farm animals; special attention was focused on the use of hearing protection.

**CHEROKEE COUNTY 4-H YOUTH COUNCIL** members developed and provided an educational scavenger hunt. Participants had to find handling tips and techniques for showing each species of animal at the county fair.

**CHEROKEE COUNTY FARM BUREAU** hosted a farm safety day, providing hands-on opportunities to learn about agricultural safety. The safety day helped students develop the necessary skills needed to stay safe on the farm.

**DELAWARE COUNTY FAIR SOCIETY** prepared an animal handling safety program with the help of FFA students and Temple Grandin. FFA members learned leadership and presentation skills, and youth exhibitors were taught how to handle animals safely. (photo at right)

**IDA COUNTY FARM BUREAU** provided opportunities for students to get hands-on experience and learn about agricultural safety and health. Nine stations were set up to include information on animals, electrical, chemical, and grain bin safety, as well as information about first aid.

**LINN COUNTY 4-H STAFF** conducted a program titled "Thank a Farmer – Fill Their Bucket." Five-gallon buckets, filled with health and safety items such as respirators and ear plugs, were delivered to farmers around the county.



**MAHASKA COUNTY 4-H** conducted an "on the farm" day camp and set up farm safety stations at the county fair. Interactive presentations helped participants learn about agricultural safety and health.

**MITCHELL COUNTY EXTENSION** held an educational day camp for 4th grade students to empower youth to take safety into their own hands. Students were able to learn about animal, ATV, and household chemical safety.

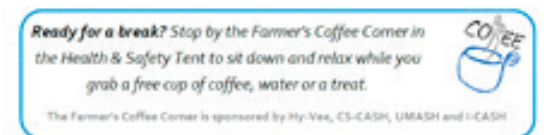
**SOUTHEAST WARREN FFA** hosted a 6th grade agricultural day covering topics such as tractor, auger, four-wheeler, and animal safety. Safety glasses, halters, and ear plugs were distributed to students who planned on showing animals at the county fair.

**WASHINGTON COUNTY 4-H** conducted their successful "Stay Safe, Take a Break" project again this year. Students collected and delivered health and safety items to area farmers, providing the farmers with a break during the long hours of harvest.



### Tractor Safety Training at Grow: Johnson County

Grow: Johnson County is an organization that grows fresh produce for 15 local hunger relief agencies through the help of volunteers. In March, I-CASH provided a tractor safety training to the organization's staff. The training focused on safe tractor operation and practices when working on or near tractors; roll-over, run over, and noise hazards; as well as precautions to take around tractor PTO-driven equipment and hydraulics. The group completed a walkthrough of the farm and discussed strategies to keep volunteers and visitors safe while on the farm. I-CASH is working with Grow: Johnson County to add signs, create a comprehensive safety plan, and provide resources to keep future endeavors safe.



### Farm Progress Show "Coffee Corner"

I-CASH was a sponsor of the Coffee Corner in the Health and Safety Tent at the Farm Progress Show. Organized by the Iowa Department of Public Health, the tent featured exhibits from health and safety organizations around the Midwest. The Coffee Corner provided a shady spot for visitors to gather and socialize while taking in the safety information provided by state and regional organizations.



# Communicating Best Practices

## THANKSTO OUR PARTNERS who help us communicate best practices:

American Foundation for Suicide Prevention

CommUnity Crisis Services

Environmental Health Sciences Research Center

Farm Service Agency

Grain Handling Safety Coalition

Great Plains Center for Agricultural Health

Healthier Workforce Center of the Midwest

Injury Prevention Research Center

Iowa Department of Agriculture & Land Stewardship

Iowa Farmer Today

Iowa State University Extension and Outreach

Northeast Iowa Behavioral Health

Practical Farmers of Iowa

University of Iowa School of Pharmacy

I-CASH communicates best health and safety practices by working with our partners across the state. Our Seasonal Campaigns and annual Farm Safety Calendar are developed with input from our advisory board and outside expert reviewers before being distributed through Farm Service Agency (FSA) and Iowa State University Extension and Outreach (ISUEO) offices. We partner with *Iowa Farmer Today* for the monthly Safety Watch column, share the most recent science through our I-CASH "Updates from the Field" listserve, and send the Alive & Well Newsletter to nearly 2,000 households each quarter.

## I-CASH Updates from the Field

Since 2003, I-CASH has maintained a free monthly listserve providing abstracts from recent research publications on rural and agricultural health and safety issues. The updates have become an efficient way for health and safety professionals to receive timely information, and subscribers can be sent the full-text articles upon request. This year the topics included: ATV safety, whole body vibration, opioids and pain management, roadway safety, heat and cold stress, sun safety, resiliency, respiratory health, manure gas, and grain bin safety.



## Media Partnerships

I-CASH is a resource for statewide and national media. This year, we have contributed to stories on Iowa Public Radio, PolitiFact, the Des Moines Register, WHO-TV, KCRG-TV9, and IowaWatch. I-CASH worked with the Iowa Department of Agriculture and Land Stewardship communications staff and Secretary of Agriculture Mike Naig to promote National Farm Safety and Health Week in September 2018. In addition, we contributed six SafetyWatch columns in *Iowa Farmer Today* that addressed pain management, rollover protective structures (ROPS), standard operating procedures for safety, ATV safety, and grain related injuries.



## Calendar

In 2018, I-CASH developed a safety calendar that included evidence-based tips for safety and health on the farm. Five thousand calendars were distributed through ISUEO and FSA offices, farm shows, and fairs. In 2019, I-CASH partnered with the Great Plains Center for Agricultural Health, the HealthierWorkforce Center of the Midwest, and the University of Iowa Injury Prevention Research Center, incorporating safety and health messages and promoting their work to support Iowa farmers.



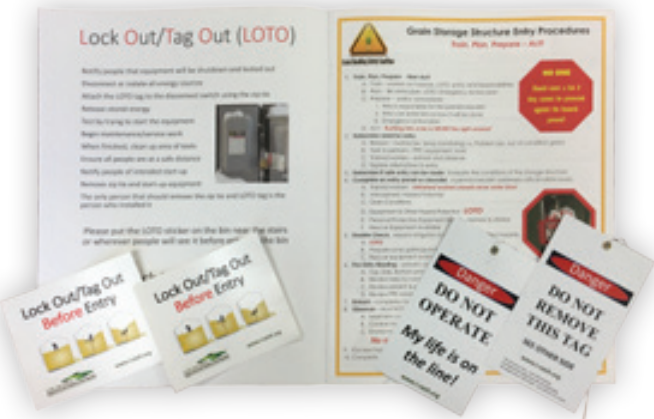


# Seasonal Campaigns



## FALL 2018: LOCK OUT/TAG OUT

The fall campaign emphasized Lock Out/Tag Out procedures. Before entering a bin, the power sources should be shut down, locked so that they cannot be turned on, and tagged so that others know that someone is working in the bin and the equipment should remain off. Working in a bin with equipment running is a common cause of grain engulfment, as the moving grain acts like quicksand, pulling a person under in less than 60 seconds. I-CASH distributed Lock Out/Tag Out kits that included two reusable warning tags, information about best practices with bin entry procedures, and stickers to remind farmers and their employees to Lock Out/Tag Out before bin entry.



**Question. Persuade. Refer. (QPR)**  
Three steps anyone can learn to help prevent suicide

*"If you're worried about someone, have a conversation with them, that's a big push with American Foundation for Suicide Prevention... just have a conversation - you don't have to be an expert, or a counselor, or psychiatrist, just be a friend."*

— Ryan Nesbit, Co-Chair, Iowa Chapter of American Foundation for Suicide Prevention

• According to the CDC, rural areas have the highest suicide rates in the US.

• **Suicide is preventable.** QPR (Question, Persuade, Refer) is an evidence based suicide prevention training program that helps bystanders learn how to respond when they see suicidal behaviors in their co-workers, friends, or loved ones.

**QPR Training and Suicide Prevention Resources are available at [www.i-cash.org](http://www.i-cash.org)**

## WINTER 2018-19: SUICIDE PREVENTION

The winter campaign promoted QPR (Question, Persuade, Refer) and Mental Health First Aid trainings as important resources for communities to help prevent suicide. QPR training is an evidence-based suicide prevention program that empowers community members, bystanders, co-workers, and loved ones to intervene and help prevent suicide. Mental Health First Aid training is a program that helps bystanders identify and respond to signs of mental illness. Suicide rates in rural areas are higher than in urban settings and that gap has steadily increased over the past ten years. Farm work includes many factors that are related to suicide risk, including economic volatility, social isolation, and managing chronic pain. As part of this campaign, I-CASH partnered with CommUnity Crisis Services, Northeast Iowa Behavioral Health, and the American Foundation for Suicide Prevention to create a video about suicide prevention in rural Iowa. Posters with QPR training and suicide prevention information were sent all FSA and ISUEO offices.

**Pain Management**  
**How to MANAGE PAIN without OPIOIDS**

Pain is one of the leading reasons for primary care visits in the U.S. Therapies that rely on non-opioid medications are an essential part of pain management. Work with your doctor to determine the best treatment plan.

**Non-medication pain management**  
Many people find pain relief with these non-drug treatments. They can be used alone or in combination with medications:

- Regular exercise and stretching
- Cognitive behavioral therapy and mindfulness
- Physical therapy
- Massage therapy
- Acupuncture
- Chiropractic adjustments

**Non-opioid medication options**  
Consider non-opioid medications, available either over-the-counter or by prescription, that can provide adequate pain relief for many conditions. Always follow the package instructions carefully for total daily dose.

**Over-the-counter treatments**  
Discuss options with your pharmacist. They can help you choose a course of action based on your individual medical situation.

- Acetaminophen (Tylenol)
- Aspirin
- Ibuprofen (Advil, Motrin)
- Topical analgesics (Aspercreme, Bengay, Icy Hot)

**Discuss options for non-opioid prescription pain management with your doctor.**

Visit [www.i-cash.org](http://www.i-cash.org) for additional resources

## SPRING 2019: PAIN AND MEDICATION MANAGEMENT

The spring campaign focused on two components of pain relief: pain management and medication management. A recent survey by the American Farm Bureau Federation and the National Farmers Union showed that 74% of farmers and farmworkers have been directly affected by the current opioid epidemic. A major contributor to opioid misuse is gaining access to opioid medications through a friend or family member, rather than through consultation with one's doctor. Information cards outlining options for non-opioid pain relief, as well as best practices for storing and disposing of opioid and other prescription medications, were provided to all FSA and ISUEO offices. To facilitate proper disposal, especially in rural areas where it may be difficult to get to a pharmacy or other drug drop-off site, drug disposal packets were also provided to each county. These packets contain activated carbon, which will neutralize any pharmaceutical drugs. The packets can then be sealed and disposed of in household trash.

**Hearing protection**  
What type is best for you?

**Earmuffs**  
• Easy to use  
• Can be used with glasses  
• Can be used with hearing aids  
• Can be used with dentures  
• Can be used with dentures

**Formable Earplugs**  
• Easy to use  
• Can be used with glasses  
• Can be used with hearing aids  
• Can be used with dentures  
• Can be used with dentures

**Push-in Earplugs**  
• Easy to use  
• Can be used with glasses  
• Can be used with hearing aids  
• Can be used with dentures  
• Can be used with dentures

Earplugs are cheaper than hearing aids!

[www.gpcah.org](http://www.gpcah.org)

## SUMMER 2019: HEARING PROTECTION

The summer campaign addressed a persistent issue in agriculture: hearing loss. Spending the workday near loud equipment such as tractors, skid steers, some power tools, mowers, and in loud hog barns can cause hearing loss at any age. A general rule of thumb is, if you have to raise your voice to be heard, hearing protection should be worn. Every FSA and ISUEO office received a box of earplugs, as well as handouts from the GPCAH that describe the different types of hearing protection available, and directions for properly inserting formable foam earplugs.





# Recognizing Leadership

## THANKSTO OUR PARTNERS who help us recognize leaders:

Ag Health and Safety  
Alliance

AgriSafe Network

Iowa Concern  
Hotline

Iowa Department of  
Agriculture & Land  
Stewardship

Iowa Department of  
Human Rights

Iowa Department of  
Public Health

Iowa State  
University

Iowa Women in  
Agriculture

National Education  
Center for  
Agricultural Safety

Proteus, Inc.

Rural Health and  
Safety of Eastern  
Iowa

Rural Producers

State of Iowa  
Legislators

Syngenta

University of Iowa

University of Iowa  
Hospitals & Clinics

Recognizing leaders who have made contributions to the health and safety of farmers is an important part of ensuring an ongoing culture of safety and health in agriculture. I-CASH recognizes established leadership with our Hall of Fame award as well as up and coming youth leaders through our Outstanding Youth Grant Award. The I-CASH Advisory Board, a diverse group of professionals who provide leadership for the center and are invested in farm safety and health, determine the recipients of these awards each year.

## Hall of Fame

The 2018 I-CASH Hall of Fame award was presented to Kelley Donham, DVM. The award recognizes individuals or organizations in the public or private sector in Iowa who have made substantial or long-term contributions to the health and safety of Iowa's agricultural community. Dr. Donham is professor emeritus of Occupational and Environmental Health at the University of Iowa. He holds BS and MS degrees from the University of Iowa and a Doctor of Veterinary Medicine from Iowa State University. He is the founding director of I-CASH, and co-founder of Rural Health and Safety of Eastern Iowa. He is author of countless peer reviewed articles, the foundational textbook *Agricultural Medicine: Rural Occupational and Environmental Health, Safety, and Prevention*, now in its second edition, and a co-author of "Agriculture at Risk: A Report to the Nation," a document that laid the groundwork for decades of work in agricultural safety and health. Congratulations to Dr. Donham on a remarkable career and an unparalleled impact on the field of agricultural safety and health.



## Outstanding 2018 Youth Grant

Mitchell County Extension won the 2018 I-CASH Outstanding Youth Grant Award. Olivia Logue, the Mitchell County Youth Coordinator, and Sydney Patterson of St. Ansgar FFA attended the awards banquet at MRASH to present their project and its impact. In this project Mitchell County 4-H County Council, along with St. Ansgar and Osage FFA Chapters, planned and presented farm safety information to 130 fourth graders in the St. Ansgar and Osage school districts. FFA chapter members developed and delivered presentations to the students and assembled and distributed first aid kits.





# I-CASH Counts

## This year I-CASH:

Contributed to media stories on Iowa Public Radio, PolitiFact, the Des Moines Register, WHO-TV, KCRG-TV9, and IowaWatch and authored **6 Safety Watch columns** in *Iowa FarmerToday*, reaching nearly

**150,000**  
households in print

Reached over  
**3,000**  
Iowa farmers,  
farmworkers and youth,  
and distributed more than  
**44,000**  
prevention resources  
statewide

Provided prevention  
materials to ISU  
Extension and Farm  
Service Agency  
offices in  
**every  
county**

Provided  
**15**  
public presentations  
on topics including  
stress and mental  
health, farm safety  
outreach, fall  
prevention, and  
Iowa agriculture

Reached nearly  
**2,000**  
households each  
quarter with the  
*Alive and Well*  
Newsletter

Awarded **10 grants  
to Iowa youth  
groups** who reached  
**290**  
farmers and  
**1,150**  
rural youth with  
agricultural safety  
information

Exhibited at  
**10**  
conferences and  
field days

Hosted  
**150**  
participants from  
**9**  
states at the 2018  
MRASH Conference

## STAFF

**Brandi Janssen, PHD**, I-CASH Director  
**Ralph Altmaier, MS**, Administrative Services Coordinator  
**Kyle Godwin, MS**, Program Assistant  
**Kay Mohling, MA**, Program Coordinator  
**Gayle Olson, MS, CHES**, Assistant to the Director

## ADVISORY BOARD

The I-CASH Advisory Board, a diverse group of agricultural stakeholders and health and safety professionals, provides the organization with deep expertise and statewide engagement. Advisory Board members bring experience with agriculture, youth safety, migrant farm worker issues, academic research, rural health, health care, and outreach. Advisory Board members not only bring their expertise to I-CASH, they participate in the development and execution of I-CASH initiatives.

**Keely Coppess** – Iowa Department of Agriculture & Land Stewardship

**Kelley Donham** – Rural Health and Safety of Eastern Iowa

**Bill Furlong** – Producer

**Rich Gassman** – Health and Safety Specialist

**Charlotte Halverson** – AgriSafe Network

**Megan Hartwig** – Iowa Department of Public Health

**Tammy Jacobs** – Iowa Concern Hotline

**Charles Jennissen** – University of Iowa Hospitals & Clinics

**Tim Kapucian** – State Senator, District 38

**Rawlin Kinney** – Syngenta

**Kathy Leinenkugel** – Iowa Department of Public Health

**Norlin Mommsen** – State Representative, District 97

**Gretchen Mosher** – Iowa State University

**Dan Neenan** – National Education Center for Agricultural Safety

**Chris Petersen** – Producer

**Sonia Reyes-Snyder** – Iowa Department of Human Rights

**Diane Rohlman** – University of Iowa

**Kristine Schaefer** – Iowa State University

**Carolyn Sheridan** – Ag Health and Safety Alliance

**Roger Stutsman** – Producer

**Jacob Swanson** – Iowa Department of Agriculture & Land Stewardship

**Patrick Taggart** – Proteus, Inc.

**Cheryl Tevis** – Iowa Women in Agriculture

**Dustin Vande Hoef** – Iowa Department of Agriculture & Land Stewardship

**Rachel Young** – University of Iowa





**I-CASH | Iowa's Center for  
Agricultural Safety and Health**

The University of Iowa ■ Iowa State University  
Iowa Department of Agriculture and Land Stewardship  
Iowa Department of Public Health ■ Non-profits for Farm Health



Iowa's Center for Agricultural Safety and Health  
Department of Occupational and Environmental Health  
College of Public Health  
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[www.i-cash.org](http://www.i-cash.org)

Design: Benson & Hepker Design

Editor: Kay Mohling

Photos: Nancy Mast, DeAnn Scott-Harp and Patti Zwick

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