



NOTES OF MEETING

Date: 29 June 2009	Location: 8 th Floor, HSE Rose Court, London	Taken by: Nick Sangha
Subject: AGRICULTURE INDUSTRY ADVISORY COMMITTEE (AIAC) 13 th MEETING		
Present (HSE)	AIAC Members	Guests
Marcia Davies (Chair)	Marcus Themans (NFU)	Chris Kaufman (Unite)
Judith Donovan	Pat Stanley (NFU)	Ivan Monckton (Unite)
Nick Sangha	David Knowles (IOSH)	Ian Beeby (Unite)
Graeme Walker	James Brown (AFAG)	James Eckley (NFYFC)
Alan Plom	Madge Moore (Lantra)	Geoff Gregory (Landex)
Alastair Mitchell	Jill Hewitt (NAAC)	Chris McCann (ASDA)
Rachel Corbridge	Keith Christian (BAGMA)	Judith Hackitt (HSE Chair)
		Frank Dolan (HSE)
		Michael Britten (NFU)
		Andy Oram and
		Maria Phillips
		(Watson Phillips Norman)

Item No.	Description
1	<p>Welcome and Opening Remarks</p> <p>Marcia Davies, AIAC chair, welcomed members to the 13th AIAC meeting held at HSE Rose, Court, London and Graeme Walker, Rachel Corbridge, Frank Dolan, Judith Hackitt (HSE Chair) who joined the meeting for agenda item (6). A warm welcome was also extended to Andy Oram and Maria Phillips from Watson Phillips Norman.</p> <p>Apologies were received from: Roger Lane-Nott; Andrew Clark for whom Michael Britten was substituting and Ian Jewitt on behalf of NFU Mutual. AIAC members and attendees briefly introduced themselves.</p>
2	<p>Matters arising & actions outstanding from previous meeting</p> <p>(1) Members were reminded of the earlier request for details of suitable case studies for use in the next phase of the campaign booklet 'How lives are lost on British farms': Pat Stanley agreed to provide some case studies and follow this action through with her contacts. Alan Plom informed members that a template had been produced for the Equipment Supply Chain project to help capture key information for the campaign. Alastair Mitchell reported that he had received permission to use a case study which had been facilitated by James Eckley. Judith Donovan mentioned Jim Paice, MP (Conservative Shadow Minister, Environment, Food & Rural Affairs) who has made the offer of a personal testimony following his own first hand experience of farming incidents and deaths.</p> <p>(2) NFU agreed to develop a forum on their website to help capture stories: Michael Britten to follow up.</p> <p>(3) HSE agreed to explore promotional campaign material for NFU and other stakeholders for use at shows and events: Frank Dolan agreed to develop a stakeholder pack in consultation with member's requirements.</p> <p>(4) NFU to advise HSE on the shows they intend to exhibit in 2010/11: NFU to provide a show programme.</p> <p>(5) Archiving of maintenance manuals: To be progressed through the AIAC Transport and Machinery working group.</p> <p>(6) Members to populate the draft AIAC workplan by 31 July 2009.</p> <p>KEY ACTION: Members to provide case studies and secretariat to forward a copy of case study template - all other actions listed above</p>

Item No.	Description
3	<p>A review of Agriculture Revisited Initiative and outcome of HSE Board paper (HSE/SMT/09/40)</p> <p>(1) Graeme Walker introduced the paper presented to the HSE Board on 26 May 2009 and reported on the outcomes of their discussion. The paper provided both hard and soft estimated costs for 2009-10 and 2010-11 respectively and described the campaign as a 'journey' towards achieving a sustainable behavioural change required to improve farm safety performance - by direct marketing and other activities. The aim of the paper was to inform the Board on progress to date and the next steps. The Board agreed to the delivery plan and related costs for the campaign in principle (until 2010-11) noting this was subject to HSE's future financial position whilst, recognising it will require sustained activity over 5-10 years to bring about the cultural and behavioural changes needed to improve health and safety in this sector and the reputational risks to HSE of withdrawing support too soon. Judith Donovan added that the Board also sought clarification on market segmentation and were interested in how the approach could be extended to other sectors. Further details can be found in the paper.</p> <p>ACTION: Secretariat to provide members a web link to paper</p>
4	<p>Make the Promise Campaign</p> <p>(1) Review of the outcomes of phase 1 (highlights, target audience etc)</p> <p>(1.1) Maria Phillips (Creative Partner) and Andy Oram (Senior Account Director) from WatsonPhillipsNorman gave a presentation on phase one of 'Make the Promise. Come home safe' campaign incorporating a short film. Maria outlined the challenges, solutions and thinking behind the visual product of a 'knot' and how they reached the intended target audience through the 'Make the Promise etc direct marketing campaign. The 'fulfilment product' - the campaign leaflet 'How lives are lost of British farms' - was highly successful in raising awareness. The press adverts had a high recall rate (70% remembered adverts) and 90% read the mailing. 6,708 of a target audience of ~67,000 responded with requests for 6,000 booklets plus an additional ~17,000 knots and 1,000 torches. Farmers' reactions were almost wholly positive towards the campaign, particularly amongst the over 55 age group. Further details can be found in the presentation posted on the HSE AIAC webpage.</p> <p>ACTION: Members to forward example of incidents and possible contacts for potential use as future case studies in the next direct mailing booklet, using the HSE template.</p> <p>(2) Outline of phase 2 of the campaign (including what stakeholders can do to help promote campaign).</p> <p>The phases of the campaign were described as: 'Make the Promise'; 'Keep the Promise'; and 'Share the Promise'. Phase 1 was the start of the emotional journey to be followed by Phase 2 (emotional engagement – one way) and further phases addressing emotional engagement (dialogue with and between farmers) and spreading the word, culminating in a phase to support behaviour change. Case studies would appear in phase 2 of the campaign booklet along with adverts in Farmers Weekly and trade press which started in June.</p> <p>(3) Members were extremely supportive of the campaign's approach and felt that the tone, pitch and content were right for farmers. It was suggested the promotional film should be used and distributed in the stakeholder packs. Chair agreed but advised that there are copyright and use of names issues to be resolved before this could be produced and distributed more widely.</p> <p>(4) Chris Kaufmann was pleased the campaign was presented in a 'non-threatening' way for farmers but would like to see it extended to employees and perhaps widened further into farming. Judith Donovan responded that the success of the campaign was down to audience segmentation supported by research and statistical evidence which indicated the self employed farmer was at most risk. Judith also commented that a commercial business register had been used for the phase 1 direct mailing and that access to non commercial lists would be welcomed.</p> <p>(5) Jill Hewitt was pleased contractors were mentioned in the campaign. Marcus Themans suggested other platforms could be used to communicate the messages such as websites e.g. Facebook', 'Twitter' and 'Flickr' etc, to help target younger farmers. Judith reminded members that the campaign needs to be focused on older farmers and in particular the self-employed and pointed out there was limited broadband coverage/accessibility in remote and isolated areas.</p> <p>(6) Chair was pleased by the level of members support for the campaign and congratulated the creative campaign team. There was now a need to develop a high level plan to produce campaign material to meet the industry's need and she invited feedback from members on how HSE could achieve this.</p> <p>ACTION: Members to suggest or provide details of non commercial mailing lists and how to improve targeting. HSE to produce a high level campaign strategy/plan by 31 July 2009.</p>

Item No.	Description
5	<p>HSE's New Strategy and the Role of IAC's</p> <p>(5.1) Judith Hackitt (HSE Chair) introduced HSE's New Strategy launched on 3 June 2009 and emphasised the potential role of Advisory Committees (ACs) in helping deliver its objectives. She assured members that HSE had no intention to disband the committees that added value to HSE's overall strategy, goals and mission and, in particular, those that deliver their plan of work. She expected committees to align their work plan with the Strategy and report back to HSE's Board on progress in delivering their plans. HSE would not support committees that had become 'talking shops' or those that developed their own agendas and plans which were not linked to the new strategy. The Chair explained that HSE was operating in a new environment since the merger of HSC and HSE and that the new Board did not operate like the 'old Commission. The new Board was duty bound to become more effective in engaging with stakeholders. The Strategy called for businesses and organisations to make a firm commitment and ~500 organisations had already signed up to the solutions. HSE would follow up any commitments made and ask to see delivery plans.</p> <p>(5.2) The Chair outlined the key elements of the Strategy and reminded members it is all about action to be taken by everyone, not just HSE. AIAC members needed to develop and own their delivery plan and submit reports on progress to the HSE Board. In the past stakeholders have advised HSE on what needs to be done – the new Strategy is about what others can do. She suggested now is the right time to make a transition from industry <i>'advisory'</i> committees to industry <i>'action'</i> committees. AC's need to be consistent with their goals and principles. The Chair also suggested AIAC should review its membership to ensure it has the right balance and industry involvement and its delivery plan should contain details of what members will contribute as well as what HSE needs to do to help support the Strategy and deliver the IAC plan.</p> <p>(5.3) Chris Kaufman welcomed the principle of changing from 'advisory' to 'action' groups and congratulated Judith Donovan for securing support and resources for the new campaign through her role as champion but was concerned that the number of agriculture inspectors had fallen over the years. He questioned how AIAC could produce an action plan and then deliver it without the 'delivery tools' i.e. inspector resource. In response the Chair emphasised that plans must be realistic and fit the level of resource available. However, she recognised that should a sound business case be presented by stakeholders then it may be considered, but was mindful that resources are likely to become much tighter in future years. Ivan Monckton commented that the trade unions and other stakeholders similarly do not have unlimited or sufficient resources to deliver plans. The Chair agreed that we need to think about how we can best use the limited resources available.</p> <p>(5.4) Marcus Themans echoed Chris Kaufmann's comments on Judith Donovan's involvement with stakeholders and agreed the AIAC needs to sustain a close working relationship and dialogue with the HSE Board. Michael Britten reported that the NFU were supportive of the HSE Strategy and the need to engage with stakeholders through communication and not enforcement. James Brown reminded members that industry ownership of the problem is part of the HSW Act.</p> <p>HSE Chair restated her request for all AIAC members to identify and confirm 'what they would be able to bring and help and support towards implementing the new HSE strategy for health and safety in the agriculture industry'.</p> <p>Action: Members to send AIAC Secretariat details of what they and their organisations are doing or planning to do to support the new Strategy.</p>

Item No.	Description
6	<p>Feedback from the Agriculture Revisited Project Workstreams</p> <p>a) SHAD and Show update</p> <p>(6.1) Graeme Walker reported back on the SHAD and Show Programmes including the outcomes of the pilot SHAD exercises. For 2009/10 the Sector had negotiated with Field Operations Directorate (FOD) an increase in the number of farming SHAD's from 18 to 24. In addition to this, a number of joint SHAD's with partner organisations such as the Environment Agency were proposed. However the programme for 2009/10 was transitional as HSE implemented the changes to SHADs required by Judith Donovan and the Board.</p> <p>(6.2) Similarly, the show programme was in a transitional phase in 2009/10 during which the Sector was reviewing the merits of attendance at different events. In the meantime the show programme would be based on commitments from FOD to attend a number of key local shows and on selected Sector-led technical events.</p> <p>(6.3) These proposals were in line with Judith Donovan's recommendations to '<i>sweat</i>' both SHADs and Shows harder. For practical reasons the MTP campaign materials had not been developed in time for the show programme but '<i>Farmwise</i>' was being used as the 'hero' i.e. focus of HSE's presence at shows in 2009/10 and would be made available to farmers at shows. However, HSE staff were being advised to engage more with people at shows rather than simply let them browse and select leaflets from the stand.</p> <p>(6.4) Judith Donovan commented that although SHADs were already proven to be a good platform for getting our key messages out, feedback is still needed from stakeholders on how we could develop them further.</p> <p>b) Equipment and suppliers</p> <p>(6.5) Alan Plom reported on progress from the working group. The first Steering Group meeting had been held on 22 June with AEA, BAGMA, NFU and Lantra Awards to firm up the commitments of stakeholders. The key 'safe machine/safe operator' messages for use in the MTP campaign and other publicity had been agreed. The first RASE 'Safe Machine' award will be presented to 'Case IH for their Axial-Flow Combine Harvester' at the Royal Show and IAgRE have announced their award for students. HSE and BAGMA were already working in partnership to revise the 'farm vehicle health check scheme' booklet and an editorial panel is being set up to review and update other relevant guidance. Case studies are needed to raise awareness of the economic benefits.</p> <p>ACTION: All Members invited to provide information for case studies using the template developed.</p> <p>(6.6) Alan Plom pointed out the overlap with the Training and Competencies workstream. It was hoped to promote training through suppliers, dealers and professional bodies. Roger Lane-Nott (AEA) has proposed a seminar for colleges later in the year. This will involve BAGMA, IAgRE and HSE and is intended to identify and highlight what the manufacturers, suppliers, dealers and the industry needs, as well as the colleges.</p> <p>c) VQ's and training</p> <p>Alastair Mitchell reported that a lot of progress had been made with the VQ workstream.</p> <p>In Particular:</p> <p>(6.7) A seminar has been arranged at Lantra House, Stoneleigh Park on 14 October 2009 to promote the VQ's with large farming organisations. Adam Henson (presenter of BBS Countryfile) has agreed to be involved and arrangements are in hand with TEG members to develop the content of the seminar. Help was needed in indentifying and targeting prospective businesses so that we could invite and engage with them, and to persuade them to undertake the VQs.</p> <p>ACTION: Each AIAC member to identify 10 large farming organisations and to provide their contact details to Alastair Mitchell by 31 July 2009.</p> <p>(6.8) Alastair also reported that a working group had also been formed to review and develop the original 'FIT for Tomorrow' learning materials for students to align with 'Farmwise'. The Landex Conference had received a paper on VQ's and that this would now be followed up with member colleges. Askham Bryan College had successfully secured funding for VQ's and this had been featured in the NPTC magazine "Outlook".</p>

Item No.	Description
	<p>Feedback from the Agriculture Revisited Project Workstreams (continued)</p> <p>(6.9) Alastair is also working with Lantra SSC to revise the National Occupational Standards (health and safety units) in an effort to align them more closely with the content of the VQ's. Lantra SSC has recently been appointed as Programme Manager for Landskills with 6 RDA's and there were opportunities to engaged with them for funding and to encourage uptake.</p> <p>(6.20) A project has been proposed by FOD Scotland to help promote uptake of VQs. It is hoped that an HSE inspector who is about to retire will be retained to engage with relevant stakeholders.</p>
7	<p>Report Back from the AIAC Project Groups</p> <p>(a) AFAG</p> <p>Graeme Walker reported back on the AFAG meeting held on 21 May 2009. He was pleased to report that the committee continues to be very active in delivering its programme of work and had reviewed its portfolio of projects at the meeting. Some topics were carried forward and other projects closed as they had delivered their aims and objectives. The industry faces significant training issues, as 35% of workers are now over were over 50 and the downturn in the forestry industry due to financial and other reasons has led to a 30% fall in jobs. James Brown mentioned a recent visit to Germany on developing a common standard on chainsaw training and added that succession planning was needed to ensure the right level of representation at standards meeting at Europe.</p> <p>(b) Transport and Machinery</p> <p>Alan Plom reported that the Transport and Machinery group had not met since the last AIAC meeting when its remit had been broadened to include machinery. However, members continue to progress on key issues independently and to liaise and work together. For example, IOSH had developed a 'safe transport' event together with Sector, ORR, Network Rail and electricity suppliers which will cover trailer braking and practical risk assessment exercises based on a user-worked rail crossing and overhead power lines. This was based on a similar multi-agency event organised at G's (Ely, Cambs), which had also included VOSA and Police on road safety issues. The IOSH 'pilot' event is on 22 July – contact IOSH for more details.</p> <p>(c) Vulnerable workers</p> <p>Madge Moore reported that the vulnerable workers group had not met but its focus was on risk assessment for migrant workers. The group were particularly looking for case studies showing recognition of health and safety skills. Madge commented that the group will need to look at its membership and would also welcome a case study of an effective and successful employer and migrant worker relationship. Graeme Walker mentioned the Devon and Cornwall project which had developed health and safety guidance for migrant workers. Samantha Peace was also in the process of revising the migrant workers topic pack for inspectors.</p> <p>(d) Gathering intelligence about Behaviours, Attitudes and Cultures</p> <p>David Knowles reported that a meeting had been arranged but in the interim he was looking at the scope and aims of the working group. Meanwhile he had spent a day with Sector staff at a presentation given to an Australian visitor (Tony Williams) which updated him on current activities and thinking, and would enable him to identify how the group's delivery plan could be linked to HSE's Strategy. David had also hosted the AIAC Livestock Working Group at Drayton experimental farm. This Group had looked at the causes of accidents but the overall published statistics did not provide sufficient information. He recommended that a detailed analysis of fatal investigation reports produced by HSE inspectors would provide useful information and case studies. He has offered to carry out further analysis to help build the knowledge base on this topic as a model for other areas.</p>

Item No.	Description
	<p>Report Back from the AIAC Project Groups (continued)</p> <p>(e) Dealing with the wider land based industries and stakeholders</p> <p>(i) Jill Hewitt presented a paper 'Weed control in public spaces – Bad practice but no-one cares'. This was intended to raise the profile of some of the issues in the amenity sector, in particular weed control and the problem of unscrupulous contractors who undercut their competitors, particularly with major clients, including local authorities. It was argued that low prices could only be achieved by using poor (non-compliant) standards of application and employing untrained and un-certificated operators, leading to below standard workmanship i.e. cutting corners to get the job done cheaply.</p> <p>(ii) It was generally felt that although pesticides were a key concern to the industry and exposure to bystanders should have been included in the paper, the Chair observed that it lacked hard evidence on the relationship between low price and environmental shortcomings. It was also suggested that the paper should be broadened to include other specific non-pesticide related issues, such as the significant safety risks from mowing on slopes which regularly cause fatal and major injuries, and had led to prosecutions. Graeme Walker commented that the new Operational Strategy Division (OPSTD) including all the industry-based sectors and HSE's Local Authority Unit offered an opportunity to work with sector colleagues on common issues / problems and that a project on procurement of services by Local Authorities has been proposed.</p> <p>(iii) Ivan Monckton felt that there was already sufficient evidence in the paper on price and standard of work and this reflected his own experience working for LAs. Alan Plom reported on the first meeting of the Lantra Industry Group's 'Health and Safety Forum' which had recently reviewed training and certification requirements, particularly in relation to landscapers etc working on construction sites. He also referred to an event held recently at Askham Bryan College on mowing on slopes and use of pesticides. A number of speakers had focussed on training and procurement requirements as being vital to ensure safe operations. Judith Donovan informed members that guidance was available from the Office of Commerce and Institute of Procurement on purchase and suppliers.</p> <p>ACTION: Jill Hewitt to meet with Alan Plom and Graeme Walker to review the paper, with a view to including pesticide exposure to bystanders and identify any evidence-based arguments on the correlation between pricing and health, safety and environmental shortcomings.</p>
	<p>(f) Livestock</p> <p>(i) Alan Plom reported that the Livestock Group had only met the previous Friday. He would make the notes of the meeting and presentations available via the AIAC website asap. The Group had discussed its terms of reference and scope, and initially proposed to identify and review relevant guidance and accident reports. AIAC members agreed it was appropriate to focus on incidents directly related to cattle handling (in line with the MTP campaign's focus on reducing fatalities) rather than the wide range of incidents which occur 'incidentally' on livestock farms.</p> <p>(ii) The group involved a range of key industry stakeholders and confirmed the potential influence of vets to improve standards of handling facilities on farms. Judith Donovan recalled the cattle handling seminar she had attended in the South West which highlighted interesting research on animal behaviour. She suggested this information should be shared more widely with AIAC members.</p> <p>ACTION: HSE to post information on website and add this topic to a future AIAC agenda.</p>

Item No.	Description
8	<p>AIAC membership (criteria and meeting format)</p> <p>(8.1) Graeme Walker introduced AIAC paper 090601 on 'Future membership of AIAC and its working groups'. This summarised current arrangements and procedures and outlined additional principles for future membership. Further details can be found in the paper. Graeme Walker had been nominated to chair a working group to look into membership but he proposed to address this by correspondence pending the outcome of the HSE Board's consideration of a paper on the future governance of IACs in September. He further proposed reporting back on that development at the meeting in October at which time members could consider the need for establishing a task and finish group on future membership and governance. Any future proposals would also be informed by the stakeholder mapping project being carried out by HSE under the Agriculture Revisited Initiative.</p> <p>(8.2) Ivan Monckton suggested that there is a wider 'pool' of expertise and experience outside of the committee which could be drawn on. It was agreed that all members should report back to the committee on any experience, knowledge or work being undertaken within their organisations.</p> <p>(8.3) Marcus Themans suggested learning from the experience of other IACs and intelligence should be shared between committees, but he recognised industries differ and we need to choose the right one(s).</p> <p>ACTION: Members are invited to report back on any activities and specific Health & Safety issues being worked on within their respective organisations.</p>
	<p>AIAC Draft plan of work</p> <p>(8.4) Graeme Walker introduced the AIAC draft plan of work. Members were encouraged to look at HSE's new Strategy and then populate the draft plan with suggestions as to what they could offer and deliver. It was suggested that a working group could be formed to develop and finalise the plan and to ensure that the AIAC has an annual updated plan and can report progress to the HSE Board.</p> <p>(8.5) Members were asked to identify at least 3 workstreams from the Strategy and then demonstrate how they will contribute towards meeting the plan.</p> <p>ACTION: Members to forward their contributions and comments on plan of work by 31 July 2009 to AIAC Secretariat.</p>

Item No.	Description
9	<p>Members involvement in EU initiatives on health and safety in agriculture</p> <p>(9.1) Alan Plom introduced this item and referred to the requests from the EU and the International Labour Organisation (ILO) to help prepare health and safety guidance for agriculture in Europe and worldwide, respectively. The Sector are to provide an inspector for 2 weeks in Nov/Dec to help the ILO produce an 'international Farmwise', HSE has also recently been consulted by a researcher producing practical guidance on solutions for manual handling, which is to be made available via the internet, and has also recently received visitors from Australia and Sweden and Michael Britten introduced the agenda item and the work of the international labour organisation.</p> <p>(9.2) Michael Britten reported that he had been working in Europe on a proposed new directive on MSD's which proposes to amalgamate MSD with VDU into a single Directive (excluding vibration). He is also the UK representative and 'rapporteur' on a steering group set up to commission and monitor the contractors (KPMG Cyprus) producing 'non-binding guidance' and a DVD in 3 different languages (English, Greek and Cyprus). These are expected to be produced in 2011 and will be available free of charge.</p> <p>(9.3) There was a clear need to be involved in European work and in particular to provide people who have the necessary skills and knowledge and be able to influence European legislation as it is being proposed and then drafted. Ian Beeby mentioned a Unite colleague who is involved in a committee reviewing the design of combine harvesters.</p> <p>(9.4) It was agreed that there was a need to map member's activities in European work.</p>
10	<p>Agenda, dates and venues of next meetings</p> <p>Subsequent meetings for the year were confirmed as:</p> <ul style="list-style-type: none"> o Tuesday 6 October 2009. There was a discussion on location and it was decided to look into London. o Wednesday 3 February – suggested venue CRD, York
11	<p>Other business and closing remarks</p> <ol style="list-style-type: none"> (1) An approach had been made to Business Link to attend the October meeting. Committee secretariat has since followed this up and the name of a speaker (who can provide a national perspective) to be confirmed. (2) Chair mentioned the launch of HSE's fatal injury statistics and welcomed the fall in the number. However, every death that had occurred was tragic and the reasons for the decline were still unclear. Recent reports of fatal injuries emphasised that agriculture remains a dangerous industry and we should not become complacent. (3) Chair thanked members for their invaluable input at the meeting and looked forward to the next meeting.

Item No.	Description
	<p>Summary of actions carried over from previous meeting and 'Make the Promise campaign'</p> <ul style="list-style-type: none"> (1) Members to provide case studies and AIAC Secretariat to forward a copy of a case study template by August. (2) NFU agreed to develop a forum on their website to help capture stories: Michael Britten to follow up by August. (3) HSE agreed to explore promotional campaign material for NFU and other stakeholders for use at shows and events: Frank Dolan agreed to develop a stakeholder pack in consultation with member's requirements. (4) NFU to advise HSE on the shows they intend to exhibit in 2010/11: NFU to provide a show programme. (5) AIAC Secretariat to provide members a link to HSE Board paper HSE/SMT/09/40 – action discharged (6) Members to forward example of incidents and possible contacts for potential use as future case studies in the next direct mailing booklet, using the HSE template by 31 August 2009. <p>NOTE: Members were advised that these do not necessary have to involve a tragedy as long as there is a good story or lessons to be learned, these could include near misses.</p> <ul style="list-style-type: none"> (7) Members to suggest or provide details of other non commercial mailing lists and how to improve targeting to Frank Dolan by 31 August 2009. (8) Members to inform Frank Dolan of opportunities to promote campaign material and provide their campaign requirements. (9) HSE to produce a high level campaign strategy plan by 31 July 2009. (10)HSE to approach Shadow Minister for his story. (11)HSE agreed to forward members a copy of the campaign presentation – action discharged. (12)HSE to develop a strategy for presenting case studies on fatal injuries.
	<p>Summary of actions</p> <ul style="list-style-type: none"> (1) Members to send AIAC Secretariat details of what they and their organisation are doing to support the new Strategy by 30 September 2009. (2) Each AIAC member to identify 10 large farming organisations and to provide their contact details to Alastair Mitchell by 31 July 2009. (3) Members were asked to identify a suitable case study of an effective and successful employer and migrant worker relationship to Madge Moore or Samantha Peace by 31 August 2009. (4) Jill Hewitt to meet with Alan Plom and Graeme Walker to review the paper, with a view to including pesticide exposure to bystanders and identify any evidence-based arguments on the correlation between pricing and health, safety and environmental shortcomings. (5) HSE to post information from AIAC livestock working group on HSE's Website and add this topic to future AIAC agenda's. (6) Members are invited to report back on any activities and specific Health & Safety issues being worked on within their respective organisations by 30 September 2009. (7) Members to forward their contributions and comments on draft AIAC plan of work by 31 July to AIAC Secretariat.