

**B/03/038**

<p><b>Priority programme</b></p>	<p><b>AGRICULTURE</b></p>
<p><b>Programme targets</b></p>	<p><b>Outcomes:</b></p> <p><u>Accident Targets:</u></p> <ul style="list-style-type: none"> <li>• Reduction in fatal accident incident rate to EMPLOYEES by 5% by 2004 and by <b>30%</b> by 2010;</li> <li>• Reduction in fatal accident incident rate to SELF EMPLOYED by 5% by 2004 and by <b>10%</b> by 2010 (with agreement to review in 04/05 and potentially raise target to <b>15%</b> by 2010);</li> <li>• Reduction in major accident incident rate to EMPLOYEES by 5% by 2004 and by <b>30%</b> by 2010;</li> <li>• Reduction in child fatal accidents to zero by 2010.</li> </ul> <p><u>Baselines:</u></p> <ul style="list-style-type: none"> <li>• Average fatal incident rate for employees between 1996/97–1990/00 is 6.1 per 100,000.</li> <li>• Average fatal incident rate for self-employed between 1996/97–1999/00 is 12.8 per 100,000.</li> <li>• Average major accident incident rate for employees between 1996/97-1999/00 is 227.6 per 100,000.</li> </ul> <p><u>Health Objectives:</u></p> <p>In the absence of data to establish a measurable target and baseline the following health “objectives” were agreed with HIAG (AIAC subcommittee) in November 2002 (but with a commitment to develop a target in light of progress):</p> <ul style="list-style-type: none"> <li>• To develop, trial and evaluate a viable model for provision of occupational health and rehabilitation services in rural communities; and</li> <li>• To promote and encourage farmers and agricultural workers to access rural occupational health and rehabilitation services</li> </ul>
<p><b>Contributions to achieving the PSA targets</b></p>	<p><b>PSA Target 1</b></p> <ul style="list-style-type: none"> <li>• approx 35% contribution to reduction in HSE’s overall fatal incident rate.</li> <li>• approx 7% contribution to reduction in RIDDOR reported major incident rate but note the scale of under-reporting in ag is such that in “real terms” (i.e. when the RIDDOR data is upwardly adjusted using LFS data to take account of under reporting) the contribution to the overall major incident rate can be calculated as being at least 25% (because only 28% of accidents to employees and less than 4% of accidents to the self employed are reported).</li> </ul> <p><b>PSA Target 2</b></p> <ul style="list-style-type: none"> <li>• no formal targets set by HSE or AIAC because there are no meaningful baselines.</li> <li>• estimate approx 30% contribution to overall national reduction based on the calculations in PSA target 1</li> </ul> <p><b>PSA Target 3</b></p> <ul style="list-style-type: none"> <li>• no targets set by HSE or AIAC because of difficulties in establishing meaningful and measurable baselines. However a new ag occupational health objective has been agreed with AIAC and will be recast as a target as progress allows.</li> <li>• if the objective is achieved a significant but as yet unquantified contribution to the overall target will be made. Recently reported SWI/LFS survey shows that agriculture has the highest prevalence rate of self reported illness (1.5 times the rate for all industries). Further quantification in progress.</li> </ul>

<p><b>Strategy</b></p>	<p>The following nine point strategy was endorsed in early 2003 by the Agriculture Priority Programme Project Board following a fundamental strategic review completed in December 2002 of fatal and major accident data and all other available evidence. This strategy (link to 'Ag Strategy/PP Plan 2003/04-2004/05' that provides further details the range of activities planned or underway) is underpinned by business improvement and research strategies.</p> <ol style="list-style-type: none"> <li>1) The engagement of all stakeholders who can influence the industry;</li> <li>2) To extend the knowledge skills and competencies of those in the industry and those joining it;</li> <li>3) To continue to provide targeted information, advice and guidance;</li> <li>4) To continue to protect workers through a targeted inspection and investigation programme;</li> <li>5) To stimulate action amongst self-employed/family farms by new techniques (such as Safety Awareness Day's and farmers group's inspections);</li> <li>6) To influence safety through design;</li> <li>7) To promote the development of occupational health and rehabilitation provision and encourage take up by the farming community;</li> <li>8) To evaluate activities and amend the programme in light of results;</li> <li>9) Open a widespread debate on child safety in agriculture.</li> </ol>
<p><b>Key work stream 1</b></p> <p><u>Strategic Point 1</u> The engagement of all stakeholders who can influence the industry</p>	<p><b>Stakeholder engagement conference.</b></p> <p><u>Milestones and outputs:</u></p> <ol style="list-style-type: none"> <li>a) Prepare and hold a conference to be attended by key agricultural stakeholders in 2003/04 <ul style="list-style-type: none"> <li>- Quarter 1: Identify invitees, prepare detailed project plan (including evaluation criteria) and identify venue</li> <li>- Quarter 2: Plan and undertake series of bilaterals, commission work to deliver conference programme</li> <li>- Quarter 3: Continue bilaterals and work to deliver conference programme and associated publicity</li> <li>- Quarter 4: Hold conference and commence evaluation</li> </ul> </li> <li>b) Conference to be attended by 50 key agricultural stakeholders</li> </ol> <p><u>Methodology for progress management/indicators:</u></p> <ol style="list-style-type: none"> <li>a) 90% of invitees acceptance of conference invitation</li> <li>b) 70% of key stakeholders sign up to statement of intent</li> <li>c) Commence a series of post-conference initiatives e.g. bilaterals to ascertain whether 35% of key stakeholders have demonstrated commitment through their post-conference actions; what those actions are; and how they have impacted on farmers through a survey/research.</li> </ol>
<p><b>Key work stream 2</b></p> <p><u>Strategic Point 2</u> To extend the knowledge skills and competencies of those in the industry and those joining it</p>	<p><b>Development of vocational related qualifications on occupational H&amp;S in agriculture.</b> <i>(N.B. This work stream extends over the life of the Agriculture Priority Programme. Most activities extend beyond 2003/04. Provisional start dates are flagged where practicable.)</i></p> <p>HSE will:</p> <ol style="list-style-type: none"> <li>a) Promote the development of vocationally related qualifications on occupational health and safety in agriculture with interested stakeholders including specifically the NTOs and awarding bodies <b>(2003/04)</b>. The basic (entry level) qualification will be designed to raise levels of competence on H&amp;S of all those working in the industry. The higher level qualifications will be designed to develop the H&amp;S competence of those responsible for (a) supervising and (b) managing agricultural activities.</li> <li>b) Support the awarding bodies in seeking accreditation for the qualifications from QCA/SQA <b>(2004)</b></li> <li>c) With the support of the industry stakeholders including the social partners, promote the availability of the new qualifications <b>(2005 and onwards)</b></li> <li>d) Promote the uptake of the qualification by agricultural workers, supervisors/managers and employers within the industry through education, promotional materials and enforcement in line with the HSC's Enforcement Policy <b>(2006 and onwards)</b>; and</li> <li>e) Promote the training of arborists <b>(2003/04)</b></li> </ol> <p><u>Third party involvement:</u></p>

(a)-(d) In developing the qualifications, HSE working with the social partners will meet with awarding bodies covering the land-based sector e.g. NPTC, Edexcel, C&G, Lantra Awards, SQA and where necessary seek the views of National Occupational Standards bodies (Lantra and Employment NTO); governmental qualification agencies (QCA & SQA) and agriculture and land-based industry educational groups (NAPAEO & LBCNC).

(e) HSE will identify and work with the leading arboricultural training establishments to influence the content and standard of their training.

Milestones and outputs:

- a)
  - (i) Set up a working group of awarding bodies to jointly develop a suite of vocational qualifications **(2003/04)**
  - (ii) Develop a suite of qualifications for accreditation to QCA/SQA **(2003/04 onwards)**
- b)
  - (i) Support the awarding bodies in their approach to the QCA/SQA for accreditation **(2004 onwards)**
- c)
  - (i) Develop materials to promote the new qualifications **(2004/05)**
  - (ii) Promote the new qualifications with the industry stakeholders and through operational inspection initiatives **(2005 onwards)**
- d)
  - (i) Promote the uptake of the qualifications through operational inspection and enforcement initiatives **(2006 onwards)**
- e)
  - (i) Update leading arboricultural training establishments in respect of research into best practice (e.g. use of top-handled chainsaws and karabiners), technical advances (e.g. chainsaw speeds and PPE) and new and forthcoming legislation (e.g. LOLER and Temporary Work at Heights) (Quarter 1 – Identify key training organisations, Q2 – Visit 5 private sector training providers, Q3 – (i) Visit top 3 arboriculture colleges to assess standards and (ii) to champion best practice on climbing techniques through AFAG, Q4 – Visit a further 3 arb colleges and then report on outcome. **(2003/04)**)

Methodology for Progress management:

- a) Set up a development group of awarding bodies working to develop a suite of appropriate awards during 2003/04.
- b) Monitor the group's progress in developing the awards and obtaining accreditation on a quarterly basis.
- c) The proposal envisages a three tier award structure: a Foundation, a Supervisory and a Management Module (working titles). The basic qualification, the Foundation Module is targeted at all those working in the GB agricultural industry i.e. ~425,000 (provisional DEFRA data for 2001/2). Entry to the higher modules would be dependent on successful completion of the lower qualification(s). Work to identify target populations for the higher modules will be carried out in conjunction with LANTRA and the awarding bodies during 2003/04 as part of the development of the awards. The information will be required as part of the submission for accreditation to the QCA/SQA.
- d) The projected annual uptake needs to be determined in conjunction with LANTRA and the awarding bodies as part of the development of the awards and the submission for accreditation to the QCA/SQA
- e) Monitor incorporation of best practice into the content and standard of arboriculture training activities. FOR EDDIE / ADRIAN

Quarterly profile

1st Quarter: Meet and obtain the agreement of LANTRA and interested awarding bodies to work together to develop the awards

2nd Quarter: Meet with LANTRA and the awarding bodies to agree a lead body to supervise/oversee the development of the awards and agree a timetable.

3rd Quarter: Initiate the work to develop the awards \*

4th Quarter: Continue development of the awards \*

\* subject to the timetable to be agreed in Quarter 2.

<p><b>Key work stream 3</b></p> <p><u>Strategic Point 3</u> To continue to provide targeted information, advice and guidance</p>	<p><b>Revision of 'Traction Action' video and leaflet.</b></p> <p><u>Milestones and outputs:</u></p> <ul style="list-style-type: none"> <li>a) Revise free Tractor Action training leaflet (<u>First Quarter</u>)</li> <li>b) Draft tender document, go to tender, select video production company and place contract (<u>Second Quarter</u>)</li> <li>c) Re-shoot video (<u>Third Quarter</u>)</li> <li>d) Publicity Launch of video and related guidance (<u>Fourth Quarter</u>)</li> </ul> <p><u>Methodology for Progress management/indicators:</u></p> <ul style="list-style-type: none"> <li>a) Transport related accidents are the main cause of fatal and major injuries (20% per year 10 years average – and a significant number involve tractors.</li> <li>b) This project will contribute to a 10% reduction in transport accidents rates to employees by 2004/05</li> <li>c) This project will contribute to reduction of transport related accidents rates to employees by 40% by 2009/10</li> <li>d) Number of leaflets / videos planned to be distributed = 10,000 free leaflets, 75 priced guidance books and 50 priced video packs</li> <li>e) The video/leaflet's impact will be evaluated by independent research within two years of issue of revised guidance/video</li> </ul>
<p><b>Key work stream 4</b></p> <p><u>Strategic Point 4</u> To continue to protect workers through a targeted inspection and investigation programme</p>	<p><b>To continue to protect workers through a targeted inspection and investigation programme.</b></p> <p><u>Milestones and outputs:</u></p> <ul style="list-style-type: none"> <li>a) 16,000 regulatory contacts to be carried out in 2003/04 (<u>Quarterly profile – Q1 = 2,000, Q2 = 6,000, Q3 = 6,000, Q4 = 2,000</u>)</li> <li>b) 12 audit inspections to be carried out at premises where the business is managed by agents or similar (<u>Quarterly profile – Q1 = 2, Q2 = 2, Q3 = 5, Q4 = 3</u>)</li> <li>c) 18 blitz inspections to be carried out to self-employed/family farms (<u>Quarterly profile – Q1 = 2, Q2 = 6, Q3 = 8, Q4 = 2</u>)</li> </ul> <p><u>Methodology for Progress management/indicators:</u></p> <ul style="list-style-type: none"> <li>a) FOD PRU to provide figures on number of inspections on a quarterly basis. 16,000 contacts equates to contact with approx 5% of all farm holdings. Inspection or the threat of inspection is seen as vital to the success of other activities (eg securing attendance at SAD's). Further detailed evaluation of inspection and other coordinated interventions in defined geographical areas will be undertaken when the proposed evaluation tool (Barometer of Culture Change) has been developed (see work stream 8).</li> <li>b) Quarterly returns from operational groups to report on progress (eg numbers and topics including enforcement action etc). HSE will develop guidance by (<u>the end of Q3</u>) on the feedback required from the audit inspections so as to make best use of information gathered to both evaluate existing interventions and inform future ones.</li> <li>c) Quarterly returns from operational groups to report on progress (eg numbers and topics including enforcement action etc).</li> </ul>
<p><b>Key work stream 5</b></p> <p><u>Strategic Point 5</u> To stimulate action amongst self-employed/family farms by new techniques (such as Safety Awareness Day's and farmers group's inspections)</p>	<p><b>Delivery of a programme of Safety Awareness Days (SAD's) targeted at the self-employed.</b></p> <p><u>Milestones and outputs:</u></p> <ul style="list-style-type: none"> <li>a) 14 Agriculture SAD's to be delivered in England, Scotland and Wales during 2003/04 (<u>Quarterly profile (no of SAD's held) – Q1 = 1, Q2 = 6, Q3 = 6, Q4 = 1</u>)</li> <li>b) A target of 4,200 self employed farmers has been set to attend the SAD's (<u>Quarterly profile (no of attendees) – Q1 = 300, Q2 = 1800, Q3 = 1800, Q4 = 300</u>)</li> </ul> <p><u>Methodology for Progress management/indicators:</u></p> <ul style="list-style-type: none"> <li>a) Independent evaluation carried out last year established the effectiveness of SAD's concluded they were very effective in informing and influencing the target audience - e.g. 95% of attendees said they found the SAD useful, 87% said it had increased their awareness of health and safety issues and 73% had made at least one improvement in health or safety.</li> <li>b) Therefore of the 4,200 people who are expected to attend a SAD in 2003/04, HSE expect that 3,600 farmers will have an increased awareness and 3,000 will make at least one change or improvement in health or safety. In the current year it is planned to build on this by developing an evaluation method for routine use by the field force as one of the outcomes of the 'Barometer of culture change' research (see 'work stream 8' below).</li> </ul>

**Key work stream 6**

Strategic Point 6  
To influence safety through design

**Influence safety through design, for machinery and other equipment and through the supply chain.**

The sector will continue to work with the AEA (Agricultural Engineers Association) and BSI to influence standards at the time of drafting. This also includes influencing other CEN member states as well as the USA and Canada for ISO led projects.

- a) Selected involvement in BSI, CEN and ISO standards committee's e.g. general requirements, crop sprayers, PTO shaft guards etc. Which is in turn supported by:
- b) FOD field groups' reactive contacts and
- c) a proactive Section 6 national inspection programme by the sector for manufacturers/importers of power harrows, sprayers and silage cutters.

Milestones and outputs:

- a) Ensure appropriate input to ISO and CEN standards. Given the reactive nature of this work, which is managed by third parties, it is not possible to produce a quarterly profile of HSE's input to the numerous standards committees or the likely progress that will be made in each quarter.
- b) 100% of SAPID forms to be processed by field inspection groups. (Quarterly profile (no of SAPID's dealt with) – Q1 = 35%, Q2 = 35%, Q3 = 20%, Q4 = 10%)
- c) Complete a programme of planned proactive inspection of selected importers/manufacturers of agricultural equipment (Quarterly profile of inspections programme – Q1 = planning of visits, Q2 = 2 (5%), Q3 = 12 (45%), Q4 = 14 (50%))

Methodology for Progress management:

- a) Ensure HSE/UK representation and influence committees towards the UK stance. Progress will be monitored/managed by means of narrative reports submitted to line management within 10 days of committee meetings reporting on success/failure to influence the outcome.
- b) Monitoring of the SAPID database to ensure that 100% of SAPID's generated from user inspections are processed and action taken by the PI supplier.
- c) Quarterly returns from operational groups will be monitored to ensure planned inspections are carried out.
- d) This work protects farmers 'from themselves' by ensuring high standards of integral safety design obviating the risk of contact, injury, entanglement, exposure to pesticides or effects of noise/vibration.

## Key work stream 7

### Strategic Point 7

To promote the development of occupational health and rehabilitation provision and encourage take up by the farming community

## Development of a sustainable model for occupational health / rehabilitation services within the rural community

*(N.B. This work stream extends over the life of the Agriculture Priority Programme and is closely related to other work in HSC/E towards development of sustainable Occupational Health Support Networks. Most activities extend beyond 2003/04. Provisional start dates are flagged where practicable.)*

HSE will:

- a) Identify one or more existing or develop one or more sustainable models for occupational health (OH) support/rehabilitation services within the rural community
- b) Evaluate the model(s) **(2004/5 and onwards)**
- c) Identify the key levers and sources of funding for rural OH support/rehabilitation services **(2003/4 and onwards)**
- d) Promote a sustainable model for OH support/rehabilitation within rural communities with key stakeholders including the DoH, PCTs, insurance companies, social partners & OGDs. **(2006/7 onwards)**

The work stream will require contact and liaison with a wide range of groups and organisations, including the DoH, Institute of Rural Health, Royal College of General Practitioners' Rural Practice Group, Institute of Health Research, PCTs and the social partners to identify what (if anything) is currently being done on this issue and sources of funding for establishing a sustainable model.

### Milestones and outputs:

- a)
  - (i) Map existing OH support/rehabilitation service initiatives in rural areas (Progress to be reported quarterly during 2003/04)
  - (ii) Select and work with one or more initiatives (Progress to be reported quarterly during 2003/04)
- b)
  - (i) Develop a viable methodology for evaluation (Progress to be reported quarterly during 2003/04)
  - (ii) Evaluate one or more trial OH support/rehabilitation initiatives (Progress to be reported quarterly during 2003/04)
  - (iii) Identify one or more sustainable models for the provision of OH support/rehabilitation services in rural communities (Progress to be reported quarterly during 2003/04)
- c)
  - (i) Explore and identify sources of private and/or public funding for establishing sustainable OH support/rehabilitation services based on the proven model(s) in rural areas. **(2003/4 and onwards)**
- d)
  - (i) Identify and map interested parties/key contacts and/or networks **(2006/7 onwards)**
  - (ii) Assist in establishing sustainable OH support/rehabilitation services in rural communities **(2006/7 onwards)**
  - (iii) With the assistance of interested stakeholders, promote the benefits and availability of OH support/rehabilitation services within the agricultural industry **(2006/7 onwards)**.

### Methodology for Progress management:

This work stream is reliant on cooperation and joint working with external stakeholders and in particular, on the support of OGDs, particularly as regards funding. Injury and ill health is grossly under reported in the industry and the true incidence is difficult, if not impossible to determine. This work stream will make a contribution to the PSA/Programme targets but in the absence of accurate baselines can only be measured against surrogate output performance measures such as the provision and uptake of OH and rehabilitation services.

### Quarterly Profile 2003/4:

- 1<sup>st</sup> Quarter: Consult with and obtain the comments and agreement of HIAG to the proposal.  
Liaise with Morecambe Bay PCT on the evaluation of the Cumbria Health Project
- 2<sup>nd</sup> Quarter: Subject to the support of HIAG, consult with and obtain the comments and agreement of the AIAC to the proposal  
Continuing liaison with Morecambe Bay PCT on the evaluation of the Cumbria Health Project  
Initiate discussion with the NFU re: the possibility of their developing an access portal to HSC's/E's OH Support Network
- 3<sup>rd</sup> Quarter: Subject to the support of the AIAC, submit a paper to the HSC on the proposal.  
Continuing discussion with the NFU re: development of an access portal to HSC's/E's OH Support Network  
Continuing liaison with Morecambe Bay PCT on the evaluation of the Cumbria Health Project
- 4<sup>th</sup> Quarter: Subject to HIAG, AIAC and HSC agreement initiate high level approaches to OGDs, principally DoH and Defra for support for the proposal  
Continuing liaison with Morecambe Bay PCT on the evaluation of the Cumbria Health Project  
Continuing discussion with the NFU re: development of an access portal to HSC's/E's OH Support Network

<p><b>Key work stream 8</b></p> <p><u>Strategic Point 8</u> To evaluate activities and amend the programme in light of results</p>	<p><b>Evaluation.</b></p> <p>During 2003/04 HSE will</p> <ul style="list-style-type: none"> <li>a) Develop a cost effective tool for the evaluation of a range of interventions. This 'Barometer of Culture Change in Agriculture' will assess extent of change of health and safety awareness and conversion into practical actions/outcomes. [Research funding for this crucial research project, identified as a risk to the priority programme, was sought during 2002/03 but was not forthcoming owing to the research funding hiatus in that year].</li> <li>b) Evaluate pilot of the Agriculture Electronic Self Assessment Pilot.</li> <li>c) Perform evaluation of rigging techniques in arboriculture</li> <li>d) Evaluate an existing occupational health/rehabilitation model (see work stream 7 above).</li> </ul> <p><u>Milestones and outputs:</u></p> <ul style="list-style-type: none"> <li>a) Development of 'Barometer of Culture Change'; <ul style="list-style-type: none"> <li>- Quarter 1: Develop project specification and research statement in readiness for tender</li> <li>- Quarter 2: Submit to tender, select and commission contract</li> <li>- Quarter 3: Development and piloting</li> <li>- Quarter 4: Continued piloting, reporting and identification of any further refinements/further research</li> </ul> </li> <li>b) A pilot of the 'electronic self-assessment package' to be ran in August-November 2003 with a target of 500 returns expected from the pilot. Evaluation of the pilot to take place between December 2003 and March 2004. Any changes to the system as a result of the evaluation will be made before the package is nationally launched in April 2004. Specific evaluation milestones include: <ul style="list-style-type: none"> <li>- Quarter 1: Development of the pilot</li> <li>- Quarter 2: Commission and place contract for evaluation. Run pilot – target 500 returns.</li> <li>- Quarter 3: Evaluate the pilot</li> <li>- Quarter 4: Analyse results of evaluation and make any necessary changes.</li> </ul> </li> <li>c) Perform evaluation of rigging techniques: <ul style="list-style-type: none"> <li>- Quarter 1: Commission research</li> <li>- Quarter 2: Monitor progress</li> <li>- Quarter 3: Continued progress monitoring</li> <li>- Quarter 4: Assess quality of research and disseminate results.</li> </ul> </li> </ul> <p><u>Methodology for Progress management:</u></p> <ul style="list-style-type: none"> <li>a) The aim is to develop a comprehensive, sensitive barometer in phase with cultural changes affecting H&amp;S performance in agriculture. This will be used by HSE to direct the gathering of leading indicator data on the impact it's interventions are making. This will provide more responsive and detailed insight than retrospective, under-reported accident statistics can and in a cost effective manner thus enabling active control, refinement and refocusing of the agriculture priority programme strategy/plans as required to maximise the impact on the RHS/PSA targets.</li> <li>b) The purpose of the evaluation is to see if the product meets its aims and objectives (eg to raise awareness and improve H&amp;S on farms by providing a tool which will help farmers to complete a comprehensive H&amp;S audit of their farms, resulting in a prioritised action list as well as access to associated HSE guidance).</li> <li>c) At present risk assessment of rigging techniques adopted during dismantling of large trees - often in urban areas involving risk to public and property - is essentially an educated guess with little engineering basis. The aim of the project is to build on recent research in climbing techniques and to support the drive for best arboriculture practice.</li> </ul>
<p><b>Key work stream 9</b></p> <p><u>Strategic Point 9</u> Open a widespread debate on child safety in agriculture</p>	<p><b>Open widespread debate on parental –v- HSE / duty holder responsibility in controlling risks to children, stimulating others to take a lead whilst maintaining an HSE publicity campaign</b></p> <p>HSE will:</p> <ul style="list-style-type: none"> <li>(i) Engage in debate on child safety in agriculture with the social partners and other stakeholders, including local farmers'/farmers' wives groups to improve levels of awareness and child supervision (particularly of young children)</li> <li>(ii) Encourage the NFU and other stakeholders to develop non-regulatory options to improve child safety in agriculture and specifically, assist the NFU to develop an Action Plan to take forward the outcomes of their Child Safety Conference (July 2002) thereby initiating debate on parental -v- duty holder responsibilities within the industry</li> </ul>

- (iii) Develop and implement a new medium-to-long term Child Safety education and promotion strategy based on the outcome of independent research into the incidence of child accidents and ill health in agriculture and into the effectiveness of media and promotional initiatives with farming parents and farm children
- (iv) Continue divisional support for local child safety initiatives e.g. CAPT Week, Crucial Crew events etc.
- (v) Engage with DfES/SE/NWA etc. to promote the use of child safety educational materials in the National Curriculum particularly at Key Stages 1 and 2
- (vi) Work with key land based industry and educational organisations e.g. the National Trust, Countryside Agency, Farming and Countryside Education, open farm associations etc. to exploit opportunities to promote child safety through schools and educational opportunities.

Milestones and outputs:

- (a)
  - (i) Map relevant stakeholders and obtain commitment to working together to raise awareness and promote better child supervision.
  - (ii) Develop educational/promotional materials for use by stakeholders and HSE staff **(2003/04 ->)**
- (b)
  - (i) Comment and advise on the development of the NFU's Action Plan
  - (ii) Consider formal support for the Action Plan
  - (iii) Provide further information/advice as requested **(2003/04 ->)**
- (c)
  - (i) Publish commissioned research into the incidence of child injury and ill health
  - (ii) Map target audiences/key messages/media and products (outputs)
  - (iii) Review existing outputs against the research
  - (iv) Identify and schedule new/revised products
  - (v) Develop new/revised products **(2003/04 ->)**
  - (vi) Launch new/revised products in line with the schedule **(2003/4 ->)**
- (d)
  - (i) In addition to specified preventive and reactive inspection activities, all FOD Divisions to carry out at least one special publicity event targeting child safety in co-operation with stakeholders. **(2003/04 ->)**
- (e)
  - (i) Identify key stakeholders in DfES/SE and NWA
  - (ii) Initiate discussion on integration of child safety educational materials into the National Curriculum **(2003/04 ->)**
- (f)
  - (i) Identify and map key stakeholders
  - (ii) Initiate discussion with stakeholders to identify opportunities **(2003/04 ->)**

**Methodology for Progress management:**

Child safety in agriculture is subject to under-reporting. Research notwithstanding; it is difficult to determine the true incidence of injury/ill health. This work stream is heavily reliant on working with stakeholders to effect cultural change and progress will be measured against the milestones. Although it is not expected to make a significant contribution to the PSA/Programme targets, it does have a high political profile, domestically and internationally. HSE outputs will be developed taking into account the outcomes of commissioned research. Educational/promotional initiatives and outputs will be evaluated by DIAS and HSE's marketing consultants.

Quarterly profile 2003/04

1st Quarter: Review the outcome of the research commissioned from HSE's advertising agency (McCann Erikson), mapping target audiences, aims/objectives, key messages, media and existing products.

2nd Quarter: Develop new 3-5 year child safety education/programme strategy.

3rd Quarter: Implement new 3-5 year child safety education/programme strategy.

	<p>4th Quarter: Implementation ongoing with review of child safety adverts, submit bids for new products to DIAS as part of the Sector Communications/Publications bid for 2004/5. The effects of this work stream are not directly measurable as neither the absolute number of fatal accidents nor the incidence of nonfatal injury and illness from agricultural activities to children provide a sound, valid indicator of change. The work stream can only be judged in terms of the impact on levels of awareness and knowledge of the hazards and knowledge of and compliance with relevant control measures demonstrated by parents/responsible adults and children: both of which are targeted groups.</p>
<b>Input assumptions</b>	Resources allocated to the agriculture programme are 70 operational inspectors and 11 ag sector staff (currently under review, business plan under development as part of sector review).
<b>Key assumptions</b>	Periodic reports on progress to the Agriculture Priority Programme Project Board identifying any emerging risks to programme delivery and options for managing them.