

Make the Promise Campaign

Make the pr**mise. Come home safe.**

Strategy Phases 1 - 3

- Engage farmers emotionally
- *Make the Promise to yourself, your family and your farm – not to HSE/government*
- MAKE the promise
- KEEP the promise
- And to a lesser extent:
- SHOW the promise
- SHARE the promise



Before another life is lost...

Mr Sample
112 Any Where/anywhere
Any Town/village
Any Place/area anywhere
SW10 9AL

Read the real stories of accidental deaths on our farms

Health and Safety Executive

He was just cleaning the roof.

He was on an extensible ladder, clearing moss with a yard brush. The plastic skylight gave way as he fell. He died in hospital later.

Make the promise. Come home safe.

Health and Safety Executive

Mr Sample
112 Any Where/anywhere
Any Town/village
Any Place/area anywhere
SW10 9AL

tel: 0800 141 2809
www.logosubmit.hse.gov.uk

Dear Farmer and

Earlier this year I was asking you and other farmers around the country to make the promise to come home safe after each and every day's farm work. This request had been prompted by over 2000 farmers asked for more Promise Cards - and we know that whole families have got involved.

So it's been a very encouraging start. But we can't let up for a minute. That's not to say every week someone dies from an accident on a British farm. That's why the small detail in the headline above is so important. It's not just the farmer who's lost, it's the family that's lost too. The accident has left the farmer, or the farmer's best work, disabled in a way that's irreversible.

Statistics are meaningless because every single life is precious. Just one life lost on our farms is one life too many. It's simply unacceptable.

That's why I'd like to send you our Promise Card which tells the real stories of everyday accidents based on the real life stories of British farmers. The real stories that we need to share with you. But we can't let you have and why they died. And most importantly, how their lives might have been preserved. Farmers who've already received this booklet tell me it's brought home the importance of taking a little extra care in their day-to-day work. I hope you find it useful too.

To receive your copy of How Live the Last on British Farms, please return the reply form attached, or if you prefer you can request a copy by telephone: 0800 141 2809.

Thank you for supporting our 'Make the Promise' Campaign. And please keep on making that promise to come home safe - tonight every night.

Yours sincerely,

Justin Dawson
Non-Executive Director HSE Board

0800 141 2809 or complete the reply form attached

You, please send me a free copy of How Live the Last on British Farms.
Please tick the box below.

Mr Sample
112 Any Where/anywhere
Any Town/village
Any Place/area anywhere
SW10 9AL

Find out more about:

A fully signed off the real promise to come home safe after every day's farm work.

The real stories of everyday accidents on our farms - and that's not just the farmer who's lost, it's the family that's lost too.

Make the promise. Come home safe.

Phase 3: It's still happening



Andrew Pursey's family misses him terribly, every single day. They're just one of the families who have lost a son, a dad, a husband or a brother, in a needless farm accident. Even one death is one too many. That's why we launched the Make the Promise campaign a year ago. But the deaths keep happening. It's time to do something about it – and make a difference.

This year, let's make a difference. Make the promise.

Andrew was only 21 when he died. He was working with two tractors on his family's farm. He left the loader tractor with the fertiliser sack on and cut the sack into the fertiliser spinner... forgetting to put on the handbrake.

When he didn't come home, his father went looking for him. He found his son's body crushed between the two vehicles.

Over the last ten years, 455 lives were lost on British farms. 455 families like the Purseys were devastated.

This year to date, there have already been 38 deaths. They keep happening... and they need to stop.

That's why, a year into the campaign, it's still absolutely crucial that more farmers make the promise to come home safe – and do whatever's required to keep it.

How you make and keep your promise is your decision. Only you know the



day-to-day reality of life on your farm. Only you can make the commitment to yourself, to your family and to your farm.

Only you know what you need to do to keep your promise.

But in the year ahead, we will be working to support farmers around the country and make sure that more of you come home safe.

Andrew's story is real. This Christmas, his family will be sitting down without him. But they'll never forget him. So if you do one thing this Christmas, please make – or reaffirm – your promise.

Together, we can make 2010 a safer year for every farm.


We're here to help you keep your promise. For more information about the Make the Promise campaign, please go to www.xxxxxxxxxx or call XXXXXXXX.



Make the promise. Come home safe.



It's still happening



Andrew never came home.

This is a real story. Andrew Pursey lost his life simply because he left the tractor running. His father Roger found his son's body between two vehicles. It was an accident that didn't have to happen.

For you. For your family. For your farm. **Make the promise.** Come home **safe.**



Andrew said he wouldn't be late.

This is a real story. Andrew's family was waiting for him to come home for dinner. But he never arrived. His body was found out in the fields, crushed between two tractors. He never came home again. He was only 21.

For you. For your family. For your farm. **Make the promise.** Come home **safe.**



**Andrew's dad found him
between two tractors.**

This is a real story. When Andrew didn't come home after a day's farm work, his father Roger went looking for him. When he saw the two tractors up against each other – the engine of one still running – he knew the worst had happened.

For you. For your family. For your farm. **Make the promise.** Come home **safe.**



Results to date

- **15,000 farmers signed up to the campaign**
- **21% response rate to direct mail**
- **Good press coverage**
- **Farmers agreed with tone and messages...**
- ***“Well looking through you think I’ve done all of this near enough, you can see yourself driving a tractor with a big silage bale that’s fallen off, its happened to all of us, everyone of those you look at and you think I’ve done that” (OLDER FARMER, SHROPSHIRE)***
- ***“It makes you think you could be in the same predicament seeing that.. it stops you thinking that these accidents just happen to someone else” (YOUNGER FARMER, YORKSHIRE)***

Future strategy

- MAKE the promise
- KEEP the promise
- SHOW the promise
- **SHARE the promise**
- Work with stakeholders to
 - Reach new farmers
 - Remind farmers of promise
 - Act as ambassadors/advocates



Use our most powerful symbol



Stakeholder Toolkit

- **Menu of options available**
- **Reflect different ways in which stakeholders may wish to be involved in supporting the campaign.**
- **May be adapted to suit each organisations needs**
- **For example – a supply of MTP postcards will be made available for Agricultural colleges who have expressed interest.**

Events

- **Hosting events for members or local farmers in support of campaign messages. For example:**
 - **small scale evening get – together e.g. with pie and peas**
 - **Mini SHADs**
 - **Q&A events hosted by the stakeholder – perhaps piggy backing on regional meetings**
- **Materials will be tailored to audience**
- **Will include Campaign DVD, speaker notes, case studies and pop up stands for larger events**

Articles for Newsletters

- **May be hard copy or electronic – length to suit**
- **We will have a number of “off the peg” articles ready for use**
- **Case study based articles**
- **Can also assist with background for your own communications team to write**

MTP Website

- Ready later in Spring
- Section for Stakeholders to “sign up” as supporters
- Access to materials for Stakeholder use

Promise Knot related materials

- Aim to widen acceptance of the knot and its meaning
- Range of possibilities:
 - Digital knot for use on letter headings
 - Pocket card for distribution at events
 - Lapel badges

What can you do?

- **Let us know today that you want to support the campaign through your members and leave us the name of the appropriate contact in your organisation**
- **Let us know if you have any more ideas**
- **Keep spreading the word!**
- **Contacts here today:**
 - **Rachel Corbridge**
 - **Helen Coupland**
 - **Jackie Jones**