Agriculture/Pesticide Handler Safety Culture

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This meeting is being recorded
OUTLINE

• The Farm Culture – defining and understanding it
• Development of an Industrial Safety Culture
• Developing a safety culture in agriculture
“GOD MADE A FARMER”

- Hard work
- Long hours
- Diversity of tasks/skills
- Compassion
- Strong yet gentle
- Community involvement
- Bonds a family
- Able to improvise
- Plow deep and not cut corners
DEFINITION OF A CULTURE

- Culture refers to the cumulative deposit of the following:
  - Knowledge
  - Experience
  - Beliefs
  - Values
  - Attitudes
  - Meanings
  - Hierarchies
  - Religion
  - Notions of time
  - Roles acquired by a group of people in the course of generations through individual and group strivings.
CHARACTERISTICS OF A FARM CULTURE

- Independence
- Multi-tasking
- Family oriented
- Diversified
- Macho attitudes
- Lack of accountability
- Absence of safety and health regulations
- Values are in work ethics, land conservations, long hours, hard work, honesty, etc.
WHAT WAS STATE OF INDUSTRIAL SAFETY IN LATE 19TH CENTURY IN US?

• Courts consistently favored employers
• Defenses used on behalf of employers
  • Assumption of risk
  • Contributory negligence
  • Fellow servant rule
• No workman’s compensation laws
• Very few safety laws
• Lack of leadership by labor unions
WHAT HAPPENED TO CHANGE THE STATE OF SAFETY IN THE US IN THE EARLY 1900S

• Workers compensation laws were enacted
• Triangle Shirtwaist Factory results in fire codes and laws to protect workers
• NSC and ASSE formed
• The Supreme Court upheld the constitutionality of state workers’ compensation laws
• Employers began to adopt a broader preventive approach to safety; in more progressive industries managers were now responsible for safety
• Secretary of labor called for a federal safety and health law
• Walsh-Healey Act – required all federal contracts be fulfilled in a healthful and safe working environment
IMPACT OF CHANGES IN WORKPLACE SAFETY

• In 1900 there were 1,500 workplace deaths in mines; in 1999 there were 35
• In 1900 there were 2,550 workplace deaths on the railroads; in 1999 there were 56
• According to the National Safety Council there were 19,500 workplace deaths in 1912; in 1999 there were 5,100
• The workplace fatality rate has been cut by 50% in the past 60 years
BASIC STEPS TO ESTABLISH A SAFETY CULTURE

• Prove a problem exists
• Gain management support
• Establish critical controls
• Include safety in performance reviews
• Make workers accountable
BEST PRACTICES IN A “SAFETY” CULTURE

• Audits
• Worker involvement - stakeholder ownership
• responsibility / accountability
• Communications
• Continual training
• Metrics
• Rewards performance standards
• Incident investigations
• Vision
• Commitment to change organizational “norms”
INCENTIVES FOR DEVELOPING
A SAFETY CULTURE IN YOUR BUSINESS

- Corporate image
- Liability
- OSHA
- Workers Compensation
- Productivity
CURRENT FATALITY RATES (2011)

- Construction – 8.9
- Transportation/warehousing – 15.0
- Mining – 15.8
- Agriculture – 24.4
- Average of all industries – 3.5
WHAT HAS HAPPENED TO THE FATALITY RATE IN THE LAST 30 YEARS WITH THE MOST HAZARDOUS INDUSTRIES?

<table>
<thead>
<tr>
<th>Year</th>
<th>Construction</th>
<th>Mining</th>
<th>Agriculture</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>21.0</td>
<td>44.0</td>
<td>25.0</td>
</tr>
<tr>
<td>2011</td>
<td>8.9</td>
<td>15.8</td>
<td>24.4</td>
</tr>
</tbody>
</table>
FARM CULTURE ≠ SAFETY CULTURE

- Agriculture is the most hazardous industry in US
- Death rate = 24/100k
- Injury rate = 5.2/100 workers
- 7 times more hazardous than the average industry
- Kills more children than any other industry
IS THIS INDICATIVE OF THE SAFETY CULTURE OF THE FARM?
WHAT ARE CORE VALUES

• Those values which form the foundation on which we perform work and conduct ourselves
• Fundamental beliefs of a person or organization
• Represent deeply held beliefs, highest priorities and fundamental forces that drive one’s actions
• DuPont’s dedication to safety can be traced back to the Brandywine Creek gun powder operation where 2 family members and others died
HOW DOES A SAFETY CULTURE EVOLVE

• Farm Safety for Just Kids – an organization dedicated to reducing childhood injuries and fatalities on farms values can be traced to the death of the founder’s eleven year old son in a farm accident. The organization now has more than 100 chapters throughout the US and Canada.
LACK OF INCENTIVES FOR DEVELOPING A SAFETY CULTURE IN THE FARM BUSINESS

• No OSHA coverage and few safety regulations
• Exempt from worker’s compensation
• Minimal liability with family members
• There has been no serious incident on the farm
• The attitude, “it won’t happen to me” prevails
WHAT IS THE ROOT OF INJURIES ON FARMS

Unsafe Conditions
• 4%

Unsafe Acts / Behaviors
• 96%
WHAT NEEDS TO HAPPEN TO CREATE A SAFETY CULTURE ON FARMS

• CREATING A SAFETY CULTURE ON FARMS IS A MATTER OF BEHAVIOR MODIFICATION AND CREATING THE PROPER INCENTIVES
HOW DO WE CHANGE BEHAVIORS ON THE FARM?

- Motivations
- Incentives
- Accountability
- Team approach
- Fear
- Belief
- Others
WHAT INCENTIVES NEED TO BE CREATED?

• Financial
• Regulatory
• Storytelling
• Value of life
• Awards
• Liability
• Positive image
• Others
DISCLAIMER

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