

Theatre: A unique educational approach to farm health, safety, and wellbeing training for farmers

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SAFE



FARM

**DAIRYGOLD FARM SAFETY
EUROPEAN INNOVATION PARTNERSHIP**



The European Agricultural Fund
for Rural Development: Europe
investing in rural areas



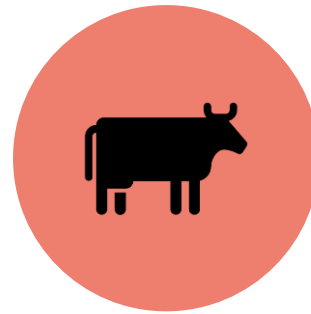
Ireland's European Structural and
Investment Funds Programmes
2014-2020

Co-funded by the Irish Government
and the European Union

SAFE FARM EIP PROJECT



New farmer driven health, safety and wellbeing training programme – ‘Safe Farm’



Aims to stimulate and foster cultural and behavioural change at farm level



Using drama as an innovative approach



5 partners involved



SAFE FARM EIP PROJECT

Bottom-up, farmer-led approach



Needs Analysis

Survey (n=647 participants), Focus Group (n=3)



Training programme developed

Physical Farm Safety

Stress and Time Management

Vulnerable Groups

Farmer Wellbeing

SAFE FARM EIP PROJECT KEY FINDINGS TO DATE

- Almost half of farmers surveyed (~48%) always or regularly feel they haven't enough time and are constantly chasing their tail
- Almost one fifth of farmers surveyed (17%) always or regularly feel isolated and that nobody would understand what they're going through
- 14% of farmers surveyed have no one to confide in
- 86% believe a tailor-made support service should be made available to farmers experiencing mental health difficulties
- Almost half of farmers surveyed (43%) do not have a hobby that makes them leave the farm at least once a week
- 4% of farmers surveyed appeared to be struggling without support

SAFE FARM EIP PROJECT OUTCOMES TO DATE



Dairygold have put in place a VHI helpline for farmers



A bespoke script developed based on the findings of needs analysis



Live training delivered to approx. 100 farmers

SAFE FARM EIP PROJECT NEXT STEPS

Target 200
Farmers

Training Formats

LIVE SHOW

ONLINE VIA
ZOOM

FULLY ONLINE
LMS PLATFORM

SAFE FARM EIP PROJECT NEXT STEPS

Compare all three formats

Target 200
Farmers

Training Formats



LIVE SHOW



ONLINE VIA
ZOOM



FULLY ONLINE
LMS PLATFORM



BROADMORE
RESEARCH & CONSULTING

ACORN 
AGRICULTURAL RESEARCH



Joe Kirk, Acorn Agricultural Research

Billy Cronin, Dairygold

Orlaith Tynan, Dairygold

Aoife Ladd, Dairygold Farmer

Patrick Shine, Dairygold Farmer

Sinéad Flannery, UCD

Anne Markey, UCD

Andrew Reilly, Cohort Recruitment and Training

John O’Gorman, Dairygold Farmers

Pat Clancy, Dairygold Farmer





UCD SAFS INVOLVEMENT IN ONGOING OSH RESEARCH PROJECTS

- *BeSAFE Project: Risk perception and behavioural intention for health and safety among agricultural students in the development of professional knowledge*
- *Towards increasing farmer and advisor engagement in OSH on farms*
- *Farm safety interventions to help advisors promote safety with livestock*
- *Dying to Farm: Developing a Suicide Prevention Intervention for Farmers in Ireland*



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Thank You For Listening
Questions Welcome

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