

Safe Farm EIP (LLOC4005)

Final Report



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Acknowledgement



Dr Pat Bogue

The operational group wishes to acknowledge the outstanding work and foresight of Dr Pat Bogue. In late 2020, Pat approached Joe Kirk with a view to putting a team together with a view to improving the whole area around farmer health and safety. Pat spent his life working in the agricultural industry and saw first-hand the detrimental effects of poor health, wellbeing and farm safety.

Pat graduated in 1993 with an Honours degree in Agricultural Science and subsequently undertook a Masters in Agriculture (Rural Development). Following a number of years working with Macra na Feirme as Agricultural Policy Officer, Pat engaged in a Doctoral research programme on dairy farms in Co. Clare. A Ph.D. was achieved on submission of a thesis entitled 'Viability Strategies for Small Scale Dairy Farm Households'. This project proposed a series of policy proposals for the development of small-scale dairy farms which were subsequently implemented in policy measures.

Pat then spent a period working in community development providing policy support to community projects in the Mid-West – assisting disadvantaged communities to voice their opinions and represent their issues.

Pat was recruited to lead a joint UCD/Teagasc research project focused on developing and monitoring the impact of a farm family advisory programme 'Opportunities for Farm Families Programme'. He carried out in-depth research into the attitudes and opinions of both farmers and advisers.

In 2005, Pat established Broadmore Research – an independent research business. Broadmore Research was based in Ennis and engaged with clients nationwide. Broadmore Research operated in a wide range of sectors including: agricultural, education, research, advisory, community/voluntary, commercial and sports.

Whilst Pat passed away just four days into the project, it is the operational group's firm view that the project would not have proceeded without his vision and leadership.

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Executive Summary

Safe Farm EIP is a collaboration between industry (Dairygold), academia (UCD), farm safety professionals and a number of full-time farmers. The project set out to deliver a training programme to 200 farmers. The medium-term ambition is for the Safe Farm programme to be made available to all members of Dairygold Cooperative subsequent to the completion of the project. In the longer term, the Safe Farm EIP wishes to engage with other industry stakeholders and organisations to make the Safe Farm programme available to the wider farming community nationally.

In going about developing a programme, the Safe Farm EIP operational group (OG) set out three criteria that needed to be met:

1. **Farmer led:** EIP's are bottom-up initiatives. With this in mind, the OG felt that the development of the programme should be based on an extensive needs analysis of Dairygold farmers. All Dairygold suppliers were contacted in early 2022 with a view to completing a survey in relation to their needs regarding farm health, welfare and safety. The response to the survey was positive with 647 respondents completing the survey. The average time taken by each respondent to complete the survey was approximately 24 minutes. A focus group was conducted in late January with Dairygold farmers to explore the survey findings in more depth. This approach was taken to support the development and design of the Safe Farm training programme. Throughout the development of the training programme in spring 2022, the results of the needs analysis were central to all decisions made.
2. **Innovative:** The OG were passionate that they wanted to develop something new. There was already a lot of traditional farmer health and safety training available and the purpose of this project was to trial something new. The OG knew that any new style of training could potentially fail and they were comfortable with that.
3. **Scalable:** A key prerequisite from Dairygold was that any solution would have the potential to be scaled out to all of their members. Dairygold is a members' Co-op and it was very important to them that they could try to help all of their members. Therefore, the training programme developed needed to be scalable.

The process of developing the training programme to meet these criteria is described in **Chapter 1**.

Farmer Needs Analysis

A detailed statistical analysis, presented in **Chapter 2**, was completed on the farmer survey and many of the findings correlated with much of the existing research data from the HSA, Teagasc, etc. However, there were a few outcomes that helped drive the direction of the programme development.

- Farmers were very positive towards safety training (76%). This is contrary to the perceived negative perception of farmers towards farm safety training. In fact, nearly half of respondents felt safety training should be mandatory.
- A worrying theme was the culture around farm safety with circa 40% of farmers just accepting that farms are by their very nature, a dangerous workplace. The data did show a high level or

awareness of risks. Farmers know what is dangerous. This would indicate that current campaigns are raising farmers' awareness of risks, but yet, they still take risks.

- Once there is an incident on the farm, over 80% of farmers make changes. The SafeFarm OG view this as very positive as it indicates that farmers are open to change. However, the challenge is how to convince farmers to make changes before an incident occurs.

Time Famine

Time stress was a key finding from the research. Farmers feel that they are constantly chasing their tail (49%). When under time stress, farmers cite other priorities keeping a busy farm going as the main reason they do not implement safety measures on farm (49%). Consequently, because of time pressures, vulnerable groups, i.e. children and over 65's, are often used to fill the labour gap, yet almost half of farms have not been adapted to allow for reduced mobility. Interestingly, 43% of farmers never leave the farm once a week or more for non-farming related matters.

Farmer Wellbeing

The OG also explored farmer wellbeing. As stated above, almost half of farmers feel they are constantly chasing their tail. Nearly half of all farmers regularly (weekly) or always (daily) feel overwhelmed with the amount of work they must get through. 17% of farmers regularly or always feel that nobody would understand what they are going through and 14% reported they do not have anyone to confide in. Combined 3% of farmers in this study feel that nobody understands what they are going through and they also have no one to confide in.

Dairygold Mental Healthline

The OG felt that the mental wellbeing findings were very concerning. The OG wrote to the Board of Dairygold requesting a mental health support service be put in place for their members who may be going through mental stress. The Dairygold Board immediately acted upon our recommendations and implemented a professionally manned mental health phone service. This was launched at the Dairygold AGM in May, 2022. Details of the phoneline are in all correspondence with members such as milk statements, trading statements, etc. The OG believe that this is a big "win" for the project and something that will go on long after this project is over.

Research and development of training

Throughout the research and development process, the OG had regular 30 minute Q&A sessions with various stakeholders. One of these was a company that use theatre to drive cultural change. It was clear from the farmer needs analysis that a more holistic solution was needed. Farmers were aware of the dangers but it was felt that their lifestyle was preventing them from making good decisions. The OG felt that drama could be a non-judgemental way of getting farmers to review how they are running their farm and also their lifestyle. A script was written with a number of key themes grounded on the findings of the needs analysis.

Delivery of training

The normal way of delivering this type of training is in an auditorium. Two live performances were held in Co. Cork, on the 12th May. However, as outlined in the OG's key objectives, this method of delivery would not be scalable to all Dairygold members and beyond to the farming community following

completion of the project. In order to achieve this objective, the drama was filmed and two different modes of delivery (in addition to the live delivery) were trialled:

1. Online delivery of the training (Zoom) with a professional facilitator (Two sessions on 31st May, 2022)
2. A learning management system (LMS). (Currently live and available to all Dairygold farmers on the Bord Bia Sustainability Platform; also delivered in a UCD School of Agriculture and Food Science module 'Health, Welfare and Safety in Agriculture' in 2023)

All participants in the three different delivery modes were asked to complete an evaluation questionnaire.

Evaluation of training

A training evaluation questionnaire was administered at the end of each training either in hard copy or electronically. For all modes of delivery, a total of 253 completed questionnaires were analysed.

The main results (**Chapter 3**) were:

- The training developed, for all modes of delivery, had a positive impact on knowledge, attitude and intended behaviour change for all four topics covered: (i) vulnerable people on farm; (ii) health and mental wellbeing of farmers; (iii) farmers' time and stress management; (iv) managing farm hazards and risks. Between 57-70% felt that their knowledge, attitudes and/or intended behaviours changed as a result of the training (for all topics and modes of delivery).
- The live training format had the greatest impact on farmers' knowledge, attitude and intended behaviour change, followed by the LMS format. However, whilst the live format had the greatest impact, the LMS format also worked very well, particularly among the younger cohort or those who have less experience farming.
- The live training format had the biggest impact on the topic of time and stress management. Zoom had the same impact across all four topics. The LMS training format had the biggest impact on both health and mental wellbeing and time and stress management. This suggests that the mode of delivery chosen in the future for farm health, welfare and safety training should take into consideration the topic being delivered in the training in order to identify the most appropriate mode of delivery.
- The training across all modes of delivery had a greater impact on farmers' attitudes and intended behaviour change than over farmers' knowledge. This suggests farmers have the knowledge and are aware of the hazards and risks and that the training formats chosen in this study do influence farmer attitude and intended behaviour change.

Dissemination

- Farmer Needs Analysis: The findings of the needs analysis have been distributed widely to key stakeholders. A presentation was given to the Farm Safety Partnership Advisory Committee. The research is also being used within UCD.
- Live Show: The script of the live show is being made available to any local theatre group that may be interested. Dairygold propose having another live show as part of their "Farm Safety Week" in July, 2023.

- LMS:
 - The LMS is currently hosted on the Bord Bia sustainability platform. It is available to all Dairygold farmers who are registered with Bord Bia. It has been agreed that it will be open to all Bord Bia registered farmers from 1st September, 2023 onwards. Therefore, it will be potentially available to over 40,000 farmers.
 - The LMS is now being incorporated into the UCD curriculum for all Agricultural Science, Food Science and Human Nutrition students in the School of Agriculture and Food Science (approx. 350 students annually).
 - Exploratory talks are underway with Teagasc to incorporate the LMS into the Green Cert curriculum.

Conclusions and Recommendations

One of the key deliverables of the Safe Farm EIP was an extensive needs analysis of farmers. From a health and safety perspective, farmers are well aware of the risks yet continue to take them. Combining this with the stark findings on farmer wellbeing, it is clear that a cultural shift is needed. Dairygold's professionally manned mental helpline is a positive move in this direction. However, it could be argued that an industry wide cultural shift is needed. Sustainability is being promoted as the future of farming. The three "P"s of sustainability are people, planet and profitability. But just two of these components, environmental and economic, seem to take precedence. If we really want to develop sustainable farming systems, farmers will need to embrace a new way of operating. Industry, research agencies, government and educational bodies all have an obligation to both lead and support farmers in making health, wellbeing and safety central to every decision they make.

The Safe Farm EIP decided to use theatre as a vehicle to help promote cultural change. The live performance of "The Clock is Ticking" was an outstanding success. All participants indicated it had a deep impact on their perspective of how a farm should be sustainably run. Whilst the online Zoom version also was very impactful, lessons were learned around future delivery; specifically that the farmer must commit to sitting down for 90 minutes and engaging with the programme.

However, whilst the impact of the live and online delivery modes was very high, so too was the cost. In contrast, the development of the LMS has immense reach at much lower cost per user (estimated at less than €30 per participant). It is currently live on Dairygold's sustainability platform and all of their 7,000 plus members have access to it. It also has been incorporated into UCD's School of Agriculture and Food Science undergraduate curriculum; so, we are now exposing the next generation to this type of thinking at an early age. Combined with the potential to be available to all Bord Bia farmers and potentially incorporated into Teagasc's Green Cert curriculum, the LMS has delivered excellent value for money.

However, it is important to note that recruitment proved to be extremely difficult. Dairygold expended substantial resources on recruitment and yet struggled to meet our targets. It is reasonable to suggest that some form of incentive / compulsion to complete the training maybe required for the LMS to reach its full potential.

1. Description of the Project

Introduction

The Safe Farm project was proposed to develop, deliver, assess and evaluate a bespoke farm safety training programme (informed by a farmer needs analysis) with a long-term objective of promoting sustainable safety standards on farms and the possibility of future acceptance as an industry best practice standard. A bottom-up participatory approach was ensured by the inclusion of all project partners (farmers, academics, industry leaders, independent consultants and education/training providers) in the Operating Group at every stage of the project from inception to completion. The objectives were to:

- Improve safety on farms through training by promoting a positive safety culture and behavioural change;
- Increase awareness of risks and reduce/eliminate the likelihood of an accident;
- Gather insights on farmer behaviour and attitudes to safety, approaches to reducing risks and ultimately improving safety on farms - saving lives, reducing injuries and trauma;
- Assess the needs of farmers relating to health and safety training;
- Develop a training programme informed by the learning from other sectors, the needs analysis and insights of farmers;
- Recruit farmers, deliver and assess training;
- Revise the training following evaluation and feedback with a view to possible future accreditation and roll-out across the wider farming population; and
- Disseminate the learning.

Chapter outline

This chapter (**Chapter 1**) describes how the training intervention was developed and Dairygold's journey through the project. The needs analysis which informed the development of the training intervention is presented in **Chapter 2**. **Chapter 3** presents the evaluation of the training across all modes of delivery for 253 participants who completed the training. **Chapter 4** includes project management, financial reporting and a discussion on value for money.

Dissemination of findings and outputs are presented in **Chapter 5** along with actions to be carried forward and the main learnings from the project. The **Appendices** include survey questionnaires and the minutes of all meetings held.

Safe Farm - Development of the training intervention

The starting point in the process of developing the intervention was to reference the original goals of the project. These goals established that the project must:

- Be innovative
- Be scalable
- Adopt a bottom up approach
- Contribute to behavioural change.

Prior to designing the training, a needs analysis was conducted with farmers involving a survey and focus groups between December 2021 and January 2022 (Chapter 2). Following preliminary results from the needs analysis a subgroup met in Co. Carlow in February 2022 to actively plan the training content and delivery modes. The meeting provided an open forum for brainstorming and idea generation and set a clear agenda to answer two key questions:

1. What will we deliver in the training?
2. What format should that training take?

Innovation

For the project to be innovative it could not be a replica of what was already in place or previously tried. The experience gained from other programs was explored, these included training programmes familiar to group members for the farming and construction industries such as:

- Solas Safepass Training Programme
- TAMS II – Half day farm safety training
- IPAF – Machinery training, blended learning
- UCD
- Dairygold – Lean Programme & Theatre at Work
- ASSAP
- Others

The analysis essentially involved looking at what worked effectively and what didn't, and by extension what might work to meet the goals of this project. A key challenge was being realistic about what was achievable in a one day training intervention. Getting farmers in a room to speak to them about accidents and safety regulation was going to be similar to the existing TAMS II training. Getting farmers out for farm walks and talking about safety is already done by discussion groups. Specific skills training such as tractor training would require instructor to trainee ratios that would not be practical for this project and would ignore many of the issues highlighted in the research conducted earlier in the project.

Scalability

The concept of reach versus impact was explored in depth. Small group instructor led practical training, peer to peer learning such as discussion groups have the potential to be impactful but are limited in their scalability. Online self-directed learning or other mass targeted interventions may be easily scalable; however, they pose potential challenges in terms of impact and measurability. It was apparent the

intervention selected should test delivery modes and ascertain what the potential of each mode of delivery in terms of reach versus impact.

Bottom up Approach

The farmer survey and focus groups, in addition to the input of the farmer members of the OG, clearly identified the issues around farm safety and the openness to training. The formulation of the input was guided by this information flowing from the bottom up. The input of various groups (HSA, Dairygold Lean, Theatre at Work, ICOS) to the OG was also used to set the context for the proposed intervention.

Behavioural Change

To achieve behavioural change the training intervention needed to engage the attendees and challenge them. Making sure the training did not become a tick-box exercise was important. Dairygold's experience with a 'Lean Farm' intervention was heavily referenced as a successful intervention in achieving behavioural change. That project differed greatly in resources and time commitment expected from farmers than this project.

Having considered all the above it was suggested the medium of drama may be suitable for the intervention. The dairy industry had used drama in staff training events and there were farm safety interventions in the USA mentioned by the HSA that used role play to develop farm safety themes. A limited number of drama-based accident re-enactments have been staged at farm events, however there was no evidence of drama having been used for farm safety training in Ireland and it therefore had the potential to be truly innovative. It was expected that delivering live performances would be most impactful; this however would limit the scale at which the intervention could be delivered due to the resources and logistics of such events. The Irish Co-operative Organisation Society (ICOS) had developed a drama and script, called 'How was I to Know?', which would be available to us should it be required.

The final direction proposed by the end of this meeting was to return to the next full group meeting with the idea of using drama to deliver the intervention. A review of the existing 'How was I to Know?' script would be required to assess its applicability to the goals of the group. Further it was proposed to explore the possibility of delivering the intervention in three forms and measure the impact of each. These were live theatre with moderation, Zoom – deliver recordings of the drama with moderation during scenes and thirdly create an online training module using recordings of the drama with additional questions and content to be accessed on a learning management system (LMS).

The proposal was subsequently presented to the full group in the form of a decision tree (Figure 1:1).

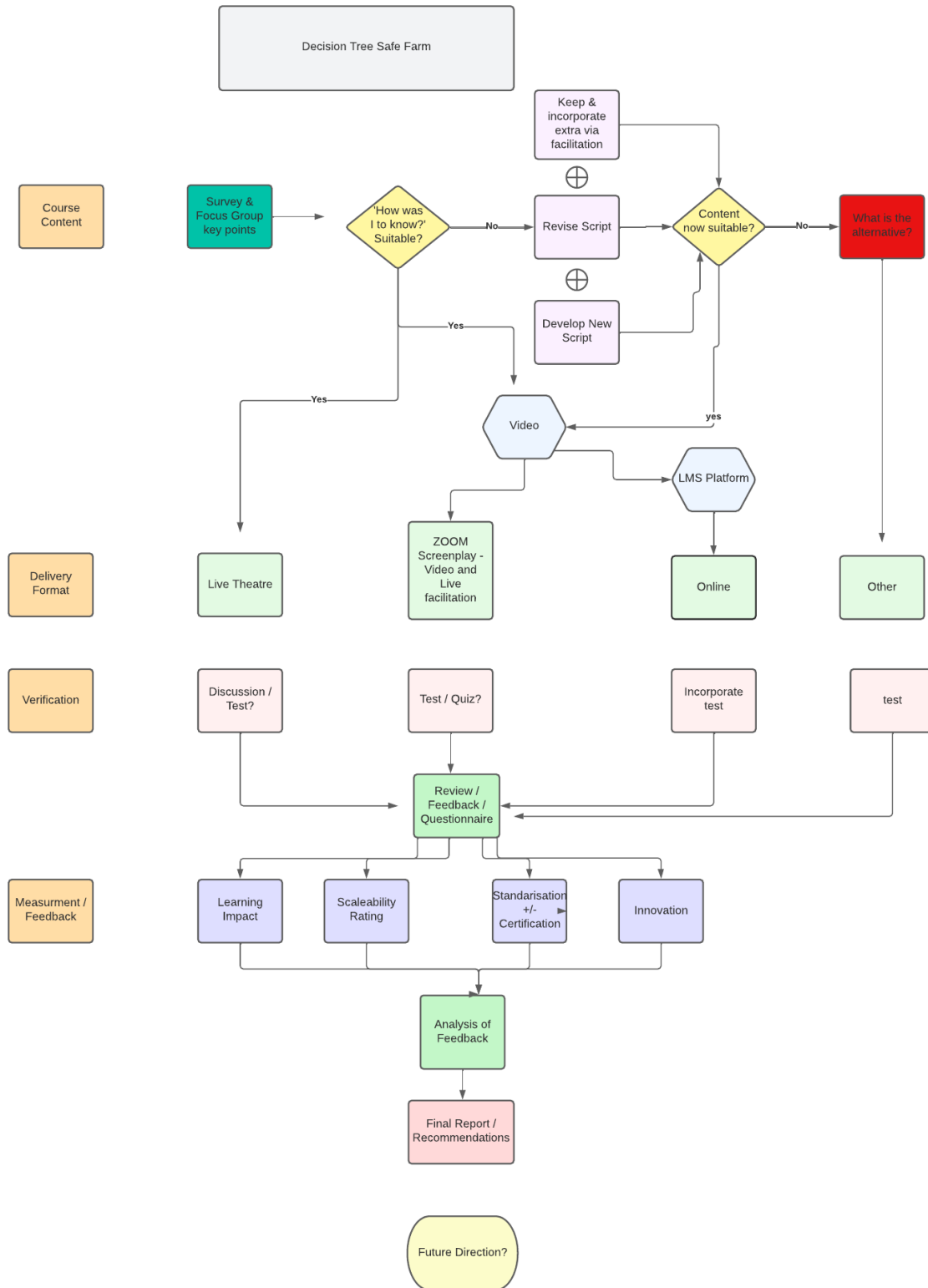


Figure 1:1: Safe Farm Decision Tree

On review, the existing ‘How was I to Know?’ script was not regarded as being consistent with the outcomes of the farmer survey and focus groups and therefore not fully suitable for the target group of participants. It was agreed that the ideal would be the development of an entirely new script. This would have implications in terms of cost and time, but necessary to achieve full alignment with project goals.

It was agreed that by following the path of developing a new script and delivering it in the three proposed formats that it would be highly innovative, scalable, feasible to hit a target of an attendance of at least 200 farmers.

The group also explored issues and challenges in measuring impact. Table 1:1 was used to prompt this discussion.

Table 1:1: Measurement of Impact

Measurement / feedback			
Learning Impact	Scalability Rating	Standardisation / certification	Innovation
Key learning points	likelihood to recommend	Consistency across learners	different from other training
commitment to change behaviour	likelihood to do more modules	measurability	better or worse!
impactfulness	rating for convenience	possible to issue certs?	engaging
satisfaction score	ability to include household and employees		mind opening

Having decided on the direction of travel in the development of the intervention it was then necessary to chart the next steps in the process. The graphic in Figure 1:2 was used to set a pathway forward.



Figure 1:2: Intervention Development Pathway 8-2-2022

Step 1 – A subgroup met separately to develop a new script incorporating the main themes and key topics arising from the research phase of the project. This was farmer proofed

Step 2 – Prepare for the live shows

Step 3 – Plan and develop the evaluations to be used on the three delivery modes.

Step 4 - LMS – commence preparations

Step 5 – Plan zoom sessions

Step 6 – Final Report – record relevant information as the project proceeds to ensure all information will be ready for the development of the final report.

UCD students

An opportunity arose to deliver the LMS training to a cohort of agriculture, food science and human nutrition students in UCD. Students in the Bachelor of Agricultural Science (BAgrSc) and Bachelor of Science (BSc) in Food Science and Human Nutrition degree programme undertake a core module

(RDEV20140 Health, Welfare and Safety in Agriculture) during the second year of their degree programme. This module is a pre-requisite module for students going on Professional Work Experience (PWE) in the third year of their degree programme. Therefore, students must pass the Health, Welfare and Safety module in order to be permitted to go on PWE in third year. Approximately 350 students undertake this module annually as it is a core module for all students in the School of Agriculture and Food Science (i.e. all BAgrSc and BSc in Food Science and Human Nutrition students). The module coordinator for this module is also a member of the operational group for this project, Safe Farm. Subsequently, the operational group agreed there was an opportunity available for the LMS version of the training to be delivered to this cohort of students (who are the future farmers and industry leaders for the Irish agri-food sector) by the module coordinator who is also a member of the operational group.

As part of the Health, Welfare and Safety module, students have a two-hour lecture on Friday afternoons. The LMS training was delivered to the above-mentioned cohort of students on February 24th by the module coordinator. The module coordinator gave a brief presentation at the start of the training to introduce the students to the Safe Farm project, highlight some key findings and explain how and why the Safe Farm training programme was developed. The students were briefly introduced to the concept of theatre as a training approach to prepare them for the Safe Farm training programme they were about to complete. In delivering the training programme to the students, the module coordinator displayed the LMS version of the training programme on the overhead projector in the lecture hall. They went through the training from beginning to end with the students in the same format the students would have done had they completed it remotely on their laptops/PCs/tablets/phones/etc. Therefore, the module coordinator read the elements of information and facts presented on the LMS aloud to students. They played the videos of each scene from the theatre script as the videos presented themselves in the LMS training programme. They asked the questions which followed each scene aloud to the students getting them to actively engage in responding with answers to each of the questions asked. At the end of the training, once it was completed with the students, the module coordinator shared a QR code on the overhead projector for students to scan and complete the evaluation at the end of the training (similar to what was done for the live and zoom versions of the training). The LMS was also made available on UCD's Learning Management System 'Brightspace' for all students in the module so that those who had not attended on the day could access it in their own time and complete the training. This concluded the delivery of the LMS training to this cohort of UCD students.

[Dairygold and the Safe Farm EIP journey](#)

In December, 2020, the board of Dairygold was approached by Acorn Agricultural Research with a view to getting involved in a farmer health, wellbeing and farm safety European Innovation Project (EIP). Given that Dairygold deployed considerable resources in recent years to help improve the health and safety in their workplace for their staff, they felt that it was only right and proper that they would make every effort to help improve their farmer members' health, wellbeing and farm safety. The core objectives of the Safe Farm EIP fitted in with what Dairygold were looking for in a training programme, i.e., farmer based, innovative and scalable so as to have the potential to reach all of their members. Dairygold also felt that by having four fulltime Dairygold farmers directly involved in developing the training, that whatever training was developed, it would be well received by their members, i.e., designed by farmers for farmers.

From a Dairygold perspective, they were anxious to know how their members felt about not just farm safety but also their own health and wellbeing. With this in mind, a needs analysis survey was undertaken of all Dairygold members in late December, 2021. Dairygold informed their members of this through an article in their December Farm News. Over 8,000 texts and emails were sent out. The survey was very well supported by Dairygold members with an exceptionally high response rate. The results of this survey are detailed in the Chapter 2 of this report. However, from a Dairygold perspective, one of the positive messages was their members' openness to training with 76% saying they would attend training organised by Dairygold. This reinforced Dairygold's belief that whatever training was developed, it would have to be scalable so as to have the ability to reach all of their membership.

In mid-January, 2022, a number of Dairygold farmers took part in a focus group to tease out further what their members would need in this new project. The following number of months were spent analysing the survey results and focus group feedback with a view to developing an innovative solution. The Safe Farm team decided to use theatre to help drive cultural change. By using this method, the OG was able to ensure that the areas Dairygold members identified as important were addressed. Equally, it was important to Dairygold that they have training for all of their members, irrespective of what enterprises they farmed and this form of training enabled them to do this.

Whilst not part of the original brief of the Safe Farm EIP, based on the feedback from the Dairygold members' survey, the Safe Farm operational group made a recommendation to the board of Dairygold in February that a mental health helpline be put in place for Dairygold farmers. The board acted immediately upon this recommendation and went about putting an appropriate service in place. At Dairygold's AGM in late April, 2022, they announced the rollout of a confidential member shareholder counselling programme to help offer practical and emotional support to members and their immediate family who are experiencing times of crisis and emotional distress.

In mid-May 2022, Dairygold held the first live showing of the training in Co. Cork. There were two sessions, morning and afternoon. The feedback from Dairygold members was extremely positive. However, the scalability of this format is challenging. The second format, via an online Zoom was held at the end of May and again, was very positive. But just like the live shows, it would be difficult for Dairygold to scale this out to all of their members.

Dairygold continued to support the work of the Safe Farm team throughout the summer in order to produce a Learning Management System (LMS) that could be rolled out to all of their members. Sixteen Dairygold farmers tested the LMS version of the training in late September, early October and subsequently took part in a focus group in October.

One of the key benefits of developing the training as part of the Safe Farm EIP, was the fact that all participants were asked to complete an evaluation after the training. This, combined with feedback from the focus groups, was used to amend and fine-tune the training. So, when Dairygold received the final version of the LMS training in November, they were confident that the training was fit for purpose from their members' perspective.

The Safe Farm training module is now live on Dairygold's sustainability platform. This is a new initiative providing online training for Dairygold members. All Dairygold members have access to this platform and this is an area that Dairygold sees themselves putting considerable resources to encourage their

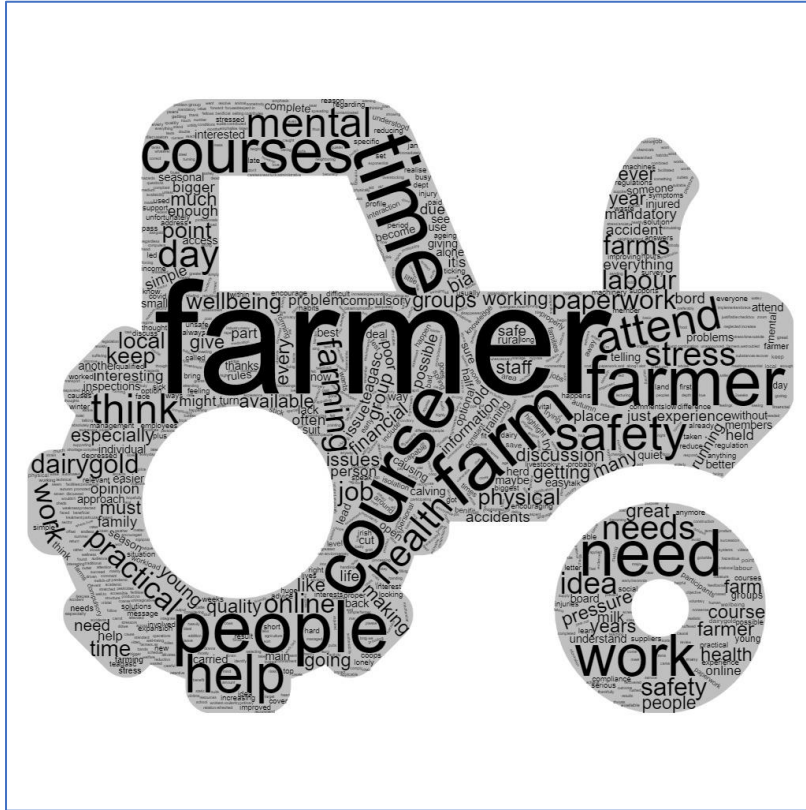
members to engage with this platform. Dairygold is very grateful to all of their members who helped in developing this training module, through the online survey, focus groups and participation, testing and evaluating the various training delivery modes. Dairygold now have an innovative, fit for purpose farmer health, wellbeing and farm safety LMS and Dairygold must now make every effort to disseminate it to all of their membership.

2. Needs Analysis

Safe Farm EIP (LLOC4005)

Farmer health, safety and well-being

Needs analysis - summary report



Report prepared by Anne Markey¹

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FARM SAFETY
EUROPEAN INNOVATION PARTNERSHIP

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Executive Summary

Introduction

The purpose of this report is to assess the needs of farmers relating to health and safety training. The conclusions will feed into developing a farm health and safety training programme.

A mixed method approach to the needs analysis was employed with quantitative and qualitative data collected from an online survey and three online focus group discussions.

The anonymous survey was sent to all Dairygold suppliers and shareholders in December 2021 from which a response rate of 12% (n=647) was obtained. As well as the participant's personal and farm profile the topics covered were: vulnerable family members; experience of farm accidents; farm safety profile and attitudes; farmer well-being; preferences and attitudes to proposed training. By comparing the participants' personal and farm profile with the Dairygold Milk Census 2020 and the Teagasc National Farm Survey, the participants were representative of Dairygold and national dairy farmers but not of all Irish farmers. Most participants were male, between the ages of 45-64 years, full-time dairy farmers and farming 74 ha on average.

After a preliminary analysis of the survey, the results were presented to the Operating Group of the project, from which four main themes were identified for follow up in an online focus group (n=15 in total) in January 2022. The focus groups members and facilitators were all Dairygold farmers. The four themes were:

- how to convert farmers' awareness of health and safety into action
- how to address the health and safety of vulnerable groups on the farm, especially children and those over 65 years
- how to address issues around farmer stress and time management
- how to improve future farmer training.

Summary

Farm labour and vulnerable people

- 55% had employees (full-time, part-time and/or seasonal) with an average of just over 2 employees. While 54% of participants claimed to be very knowledgeable about legal obligations for employee health and safety, 16% had very poor knowledge of their legal obligations. 80% had family members (mainly children or spouses) working on their farms. Over 11% were farming totally by themselves with no employees or family labour, while over 45% had both employees and family members contributing to the farm's labour force. Labour shortages was repeatedly mentioned as an important issue in the focus groups.
- One-third have been totally compliant with child safety legislation on farms. Therefore, the majority have allowed at least one child safety activity that is regarded as high risk, the most common of which was allowing a child under the age of 7 years to ride on a tractor. In the focus groups, the boundary between home and farm was identified as the main issue in considering child safety, as well as the balancing act between instilling an interest in farming, including children as part of the farm labour force and protecting the child.

- Almost 40% of those over 65 years do not regard themselves as older, vulnerable persons, despite almost 60% of all participants agreeing that their ability to farm became compromised as they aged. Just under half of those with persons over 65 on their farms had not made age-related modifications. The focus groups pointed to the difficulties in persuading an older farmer to stop.

Experience of farm accidents and near misses

- 55% said that they were undertaking jobs on the farm by themselves that they know they should have help with. This issue was exacerbated for those who only had family labour available (no employees). The main task in this regard was livestock handling followed by general maintenance.
- 38% had an experience of a farm accident that required medical treatment on their own farm or on the farm of a close neighbour or friend. A quarter were personally involved in a farm accident where they themselves needed medical treatment. Of the accidents identified 5% involved a fatality and 3% a permanent disability. 46% were involved in a near miss or serious farm safety incident on their farms that did not result in medical treatment. One quarter had experience of both accidents and near misses.
- 81% of those who had a near miss said that the experience made them change something on their farm.
- While farmers who don't take risks still have accidents and near misses, those not taking risks had fewer accidents and near misses than those taking risks of doing jobs that they know they should have help with. Those working totally by themselves (while they still had accidents and near misses) had fewer accidents and near misses than those working with family +/- employees. In fact, it appears that the more labour is available, the greater the chance of near misses and accidents, particularly where family labour is used.

Farm safety

- Survey participants identified on average 2.9 risks on their farms. The main risks were handling cattle, slurry management, machinery related risks and falling from a height. Only 29% felt that their farms were safe for all employees, family members and strangers.
- The biggest obstacles to implementing farm safety measures were other priorities in keeping a busy farm going (49%) and labour shortages (20%). Cost was only mentioned by 15%, but worryingly, 10% did not know how to make improvements.
- Four-tenths think about farm safety on a daily basis, but almost a quarter are stimulated to think about it only in advance of more challenging jobs. A collective 22% are motivated by the stick approach i.e. requirements for inspections and statements by the state or its agencies.
- On perceptions of their farms as safe workplaces, participants clearly acknowledge the inherent risks on their farms. A fifth (22%) recognise that aspects need improvement, while almost 20% were satisfied that their farm was safe enough for even strangers.

Farmer well-being

- Almost half of the participants (49%) always or regularly feel that there is never enough time and that they are constantly chasing their tails; 46% always or regularly feel overwhelmed with the amount of work they have to get through; and 17% always or regularly feel isolated and that no-one would understand what they're going through. These sentiments all correlated with each

other; that is, as feelings of being overwhelmed increased, so also did feelings of chasing their tails and feelings of isolation. 4% of the survey sample are always struggling with all three feelings. Those who are most busy, overwhelmed and isolated are more likely to undertake jobs on the farm that they know they should have help with.

- Having family members or employees present on farm reduced feelings of isolation but farmers with family members or employees were equally overwhelmed and chasing their tails as those without family members or employees present on farm.
- 86% have someone they can really trust to confide in if they are feeling down; 55% go to their doctor for an annual check-up; 57% have a hobby or activity that gets them off their farms at least once a week. If written in a more negative light, 14% have nobody they can confide in; 45% do not go to their doctors for an annual check-up and 43% do not have an activity or hobby to make them leave the farm at least once a week. Those not participating in these activities were more likely to be struggling with their mental well-being.
- 86% feel that there should be a tailor-made support service for farmers experiencing difficulties with their mental health and that the service providers need to be able to understand the nature of farming

Future training

- Almost three-quarters (71%) of participants had attended previous farm health and safety courses, of which TAMS was the most common. The majority said that they learned a lot from previous training, though one-eighth had only attended for the purpose of compliance with a scheme or grant.
- Farmers are split more or less 50:50 on whether farmers should have to attend mandatory farm safety training like the 'Safe Pass' training in the construction sector.
- Despite previous attendance, 75% of participants were still very interested in attending future farmer health, safety and well-being training organised by Dairygold. They are almost equally interested in both the traditional farm safety topics (machinery and livestock) and well-being topics (stress and time management and physical and mental wellbeing). Two main motivations were expressed – improve safety for my family and employees and compliance with legislation and audits. A higher level of interest was expressed in the health and safety of families and employees than for the farmer themselves. Participants highlighted the importance of including spouses/partners in any training on farmer mental well-being.
- In total 64% would prefer online training, with or without a practical session; while the remaining 36% would prefer in-person training only. Online, anytime training was of more interest to younger, part-time and beef farmers. Interest in in-person training increased with age and farm size and was of more interest to suckler and sheep farmers. Approximately one-tenth are not comfortable in a classroom or group learning situation.
- The focus groups recognised health and safety as a cultural issue and that no single training programme would 'fix' all farms. They emphasised a more holistic approach using a variety of knowledge-exchange avenues and involving all stakeholders (farm and agency), all media, all topics and all the time, of which training is only one part. They highly recommended previous drama efforts of Dairygold to replace more traditional classroom-based training activities.

- Farmer-owned co-operatives are perceived as being very much on the side of farmers and are therefore considered to have a very important role to play in improving the health, safety and well-being of Irish farm families.

Conclusions

Farmers are well aware of the physical health and safety issues on their farms for their employees, their families and themselves. Yet worryingly, there seems to be a cultural acceptance that farms are, by their very nature, dangerous workplaces.

Accidents and near misses happen too often. Health and safety are not the main priority on busy farms. However, a positive note is that, it is the occurrence of safety incidences on farms that stimulates behaviour change. The challenge is to create a culture where farmers make changes prior to the incidence. It is worth noting that the biggest obstacle to implementing safety measures is not costs or knowledge. It is time. Other priorities keeping a busy farm going is what is preventing farmers from making changes.

Contrary to expectation, farmers working by themselves take fewer risks than those working with employees and/or family. In fact, more risks are taken on farms where only family labour is employed.

Despite the high level of awareness and knowledge on physical health and safety issues, there are still a few knowledge gaps: some farmers don't know how to improve health and safety on their farms; children are allowed to do things that are against recommended practices on too many farms; some farmers do not know the law for employee health and safety; no modifications are made on many farms for older persons; and many older farmers do not recognise themselves as older and therefore vulnerable.

Of equal concern is the less tangible well-being of the farmer themselves, particularly the mental well-being. A small but significant minority is stressed, overwhelmed and isolated. Too many farmers have no off-farm outlet, do not have regular check-ups with their doctors and have no one they can confide in. These mental well-being aspects are all closely related to issues of time management and labour shortages, increasing the likelihood of farmers taking risks with themselves and their more vulnerable family members - a vicious circle.

While farmers are well-disposed towards training for farm health and safety, a different kind of approach to changing the culture of farm health and safety may be necessary; a more holistic approach involving all stakeholders (on and off farm), every communication activity, innovative communication activities, including farmer well-being along with the traditional health and safety topics, and continuous messaging rather than just once-off, classroom-based training programmes. Classroom-based training may be appropriate for improving knowledge but something different is needed to change attitudes and behaviours. The power of drama may have a role in this regard.

Section 1 - Introduction

The Safe Farm project is a one-year project funded through the European Innovation Programme (EIP). The project aims to develop, deliver, assess and evaluate a bespoke farm safety training programme (informed by a needs analysis) with a long-term objective of promoting sustainable safety standards on farms and the possibility of future acceptance as an industry best practice standard. A needs analysis and further engagement by way of a farmer focus group were conducted to ensure that the training delivered is farmer informed and driven. The bottom-up participatory approach is a unique and innovative element of this project. The project is lead by an operating group representing academics, consultants, practitioners and farmers in the dairy and health and safety industries.

The objectives of the Safe Farm project are to:

1. Improve safety on farms through training by promoting a positive safety culture and behavioural change;
2. Increase awareness of risks and reduce/eliminate the likelihood of an accident;
3. Gather insights on farmer behaviour and attitudes to safety, approaches to reducing risks and ultimately improving safety on farms - saving lives, reducing injuries and trauma;
4. Assess the needs of farmers relating to health and safety training;
5. Develop a training programme informed by the learning from other sectors, the needs analysis and insights of farmers;
6. Recruit farmers, deliver and assess training;
7. Revise the training following evaluation and feedback with a view to possible future accreditation and roll-out across the wider farming population; and
8. Disseminate the learning.

The purpose of this report is to summarise the results from the needs analysis, addressing objectives 3 and 4.

Methods

The needs analysis involved a mixed methods approach using both quantitative (survey) and qualitative (focus group) methods. Details of both are contained in Table 2:1. Both the survey and focus group received ethics approval from University College Dublin's Research Ethics Committee.

Table 2:1: Summary of research methods used

	Survey	Focus Groups
Participants	Dairygold suppliers and shareholders; total=5,500	Dairygold farmer suppliers
Date	29 Dec 2021 – 27 Jan 2022	24 Jan 2022
Mode	Electronic	Zoom (3 facilitated breakout groups)
Topics covered	Total=7 sections and 54 questions Profile of participant; Labour supply; Vulnerable family members; Experience of farm accidents and changes to H&S; Farm safety profile and attitudes; Physical and mental health; Preferences and attitudes to proposed training for H&S	Total=4 with 4 open-ended questions derived from main results from survey Conversion of awareness to action; vulnerable groups; time and stress management; training
Number of participants	647	15

Survey

The questionnaire was developed and piloted by a sub-group of the Operating Group in consultation with the farmer and Dairygold members. It contained seven sections with 54 questions, the vast majority of which were closed. Participants answered each question voluntarily i.e. they were not forced to complete any question to proceed through the questionnaire. The survey was completed anonymously. However, for the purposes of matching the sample after training for post-training evaluation, three questions (5 characters) were developed: 1st letter of mother’s maiden name; date of month of birth; and last the two digits of mobile phone number.

A questionnaire was distributed by Dairygold initially to all its farmer suppliers and shareholders (n=5,500) in two ways (email and SMS) on 28 December 2021 with an information sheet and link to a Microsoft Forms questionnaire. Reminders were sent by email and SMS on 12 and 17 January 2022. Data was downloaded to SPSS (v26) on 31 January 2022 for cleaning and analysis. By that time 647 had completed the survey, taking an average of almost 24 minutes (23min, 43sec). This represents a response rate of almost 12% of Dairygold suppliers and shareholders.

Table 2:2 summarises the profile of the survey participants in terms of selected personal and farm characteristics. As expected, most participants were male, between the ages of 45-64 years, full-time dairy farmers and farming 74 ha on average. Comparison with the Dairygold Milk Census 2020 found characteristics of the participants to be very similar. However, while representative of Dairygold suppliers, the Safe Farm survey sample is not representative of all Irish farmers (see comparison with

Teagasc National Farm Survey, Table 2:3); it is however, very similar to the comparable characteristics of farmers in the dairy farming system.

Table 2:2: Survey participant demographic and farm characteristics (n=647)

Characteristic (number of participants)	Detail	% of participants
Gender (634)	Female	7
	Male	92
	Non-binary	<1
	Prefer not to say	<1
Age (631)	15-24	<1
	25-34	3
	35-44	18
	45-54	32
	55-64	33
	65+	13
	Estimated mean age (midpoint based)	54 years
Main enterprise (635)	Dairy	70
	Dairy/beef	21
	Beef	4
	Mixed farming/other	3
	Suckler/sheep	1
	Tillage	1
Full-time/part-time (634)	Full-time	90
	Part-time	10
Main role (633)	Employee	<1
	Family member	1
	Family working member	4
	Farm owner/manager	95
Farm size (617)	Average number of Ha farmed	74 ha

Table 2:3: Characteristics of National Farm Survey participants by farm system, 2020

Farm System	% of population	Area farmed (ha)	Total labour units	Age (years)	Off-farm job – holder (%)
Dairy	17.3	62.7	1.6	54.2	12.6
Cattle rearing	27.4	32.8	1.0	58.1	43.1
Cattle Other	30.4	38.3	1.0	61.4	37.8
Sheep	15.3	47.2	1.1	60.6	31.7
Tillage	7.3	63.2	1.1	59.8	37.6
All	100	44.8	1.1	59.0	33.3

Focus groups

The focus groups were conducted on 24 January 2022, 11am-1pm. It was hoped to conduct them in person; however, Covid restrictions at the time necessitated them being conducted online via Zoom. Thirteen participants were recruited by the three farmer members of the Safe Farm Operating Group from their respective dairy discussion groups. An information sheet was distributed in advance to each potential participant.

The focus group guide was developed by the Operating Group after discussing the preliminary survey results. Four open-ended questions were developed around four themes: converting awareness to action; vulnerable people; time and stress management; training format and content.

Prior to the focus groups, the preliminary survey results were presented to all participants. Then participants were invited to one of three breakout rooms (4-5 participants per room) and facilitated by one of the three farmer Operating Group members using the four questions outline above. The breakout room focus groups lasted for approximately 30 mins and were recorded with the permission of the participants. A plenary session with all participants to summarise the main discussion points from the focus groups was held for approx. 30 mins.

The entire proceedings were transcribed and anonymised.

Data analysis and presentation

For the analysis of the survey three main themes were identified: farm safety profile, including vulnerable people; farmer well-being; and training preferences. Key survey questions were identified for each of these themes and were analysed by selected demographic and farm characteristics. The relationships between the three main themes were also examined.

Focus group data was used to supplement and elaborate on each theme, extracting deidentified direct quotations where relevant.

The results were disseminated in draft format at several Operational Group meetings. This was to ensure that the results fed into the development of the training and in compliance with the bottom-up approach of the project. A draft of the final needs analysis report was circulated to the Operational Group members and presented in person on 29 March 2022. A discussion ensued on the main conclusions and recommendations to be drawn from the research.

Report Outline

This report is presented in five sections:

- Section 1 – Introduction and methods
- Section 2 – Farm safety profile and vulnerable groups
- Section 3 – Farmer well-being
- Section 4 – Training preferences
- Section 5 – Conclusions and Recommendations

Section 2: Farm safety – profile, attitudes and vulnerable people

Introduction

The purpose of this section is to present the results from the survey and focus groups on farm safety with a particular emphasis on vulnerable groups. This section starts with the survey by looking at labour availability on participants' farms from both family members and employees. Three groups of vulnerable people were focussed on in this study: children; older people; and the farm operator themselves, particularly if working by themselves or over the age of 65 years. The section goes on to examine the risk-taking behaviours of the farm operator; their experience of farm accidents; and a profile of the risks on their farms. The section finishes with changes suggested by participants for farmers, the state and its agencies, and advisory and education providers.

The data presented in this section is from the survey of 647 Dairygold suppliers and shareholders, supplemented with data from the farmer focus groups. We know from Section 1 that the vast majority of participants were full-time dairy +/- beef farm owners/managers with an average area farmed of 74 ha and average age of 54 years.

Survey

Farm labour

Farm labour is supplied in Ireland by a combination of inputs from the main farm operator, their family and/or employees. 55% of participants had full-time, part-time or seasonal employees working on their farm, ranging from 0.1 to 18 employees, with an average of 2.1 employees. This is not equivalent to labour units, which cannot be calculated for this study as the number of hours of labour was not collected. These participants were asked about their knowledge of their legal obligations for employee health and safety: of the 342 who responded, the most concerning is the 16% who either didn't really/didn't know; while 31% knew some but not all; 39% felt that they knew most of them and 15% said that they knew them all. Summing the latter two groups means that 54% are very knowledgeable.

Almost 80% of participants had family members working on their farm, on either a full- or part-time basis. The number ranged from one to six with an average of 1.9 family members. Again, this cannot be equated to full-time labour units for the same reason. The family member involved was:

- Son or daughter in 69% of cases
- Spouse or partner in 47% of cases
- Parent or aunt/uncle in 27% and 1.5% of cases respectively.

Brothers, nephews, sisters or sons-in-law made up the remaining other family members involved in a small numbers of cases.

When both employee and family labour were combined (Table 2:4), over 11% of participants were farming totally by themselves with no employees or family labour, while over 45% had both employees and family members contributing to the farm's labour force.

Table 2:4: Participants by type of farm labour available (n=622)

Farm labour type	% of participants
Farmer by self (no family or employees)	11.3
Farmer + employees (no family)	33.8
Farmer + family (no employees)	9.5
Farmer + family + employees	45.5

Child safety

Participants were asked a series of eight questions on child safety practices, none of which are permitted under one or other of road traffic legislation, safety legislation or the code of practice¹ (Table 2:5). The phrasing of the question precludes commenting on whether these practices are currently allowed on participants' farms. 421 participants (65%) ticked one or more of the statements. We don't know if the remaining 226 participants (35%) have no children or have children and have not allowed them to participate in these activities, but either way about one-third of participants are compliant with the legislation. The average number of activities allowed for all participants was 1.3: 33% had allowed only one of these activities; while almost 56% had allowed up to three; and one participant had allowed all eight. By far the most common activity allowed was giving a child under 7 years a ride on a tractor.

Table 2:5 Participants by child safety activities (n=647)

In relation to child safety, have you ever allowed any of the following on your farm?	% of participants
Given a child under the age of 7 a ride on a tractor	52.2
Allowed children under the age of 14 operate tractors on your farm	19.2
Allowed children under the age of 16 work unsupervised with cattle/cows in the yards/shed/pens/etc.	17.6
Allowed children travel on a trailer, transport box, or loader bucket	14.5
Allowed children under the age of 16 operate PTO powered equipment	13.0
Allowed children under the age of 14 operate a loader or telehandler	7.9
Allowed children under the age of 7 play unsupervised on the farm yard	5.9

1

https://www.hsa.ie/eng/Publications_and_Forms/Publications/Codes_of_Practice/Code_of_Practice_on_Preventing_Accidents_to_Children_and_Young_Persons_in_Agriculture.pdf

Allowed children under the age of 16 drive on a national road	2.2
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Older people

When asked if there was anyone (including themselves) over the age of 65 working on their farm, 29.2% (n=189) said yes. Interestingly, when this question was cross-tabulated with the age of the participant (Table 2:6), 37.8% of participants over 65 said that there was nobody over 65 working on their farms despite being reminded to include themselves, if relevant. This seems to suggest that a third of older farmers do not consider themselves as older. Not surprisingly, middle-aged participants (45-64 years) were much more likely to have older people working on the farm than younger participants.

Those who said they had someone over 65 working on their farm were further asked if they had made modifications to the workplace or practices to allow for age limitations. Of the 189 who responded to this question, 54% said they had made modifications, while the remaining 46% hadn't.

Participants were also asked if they thought their own ability to complete all tasks effectively had been compromised as they have gotten older (Table 2:7). Of those who did respond, 56% agreed that their ability was compromised with ageing. Surprisingly, there was a higher recognition of this in the 45-54 age cohort than in the older cohorts. Perhaps this can be explained by older farmers adjusting their tasks by passing responsibility for some tasks to younger people; alternatively, it can be explained by denial of their compromised ability.

Table 2:6: Participants by age and whether there were people >65 years working on their farms (n=616)

		Participant age (years)					
		18-34	35-44	45-54	55-64	65+	Total
Is there anyone (including yourself) >65 years working on your farm?	No %	36	34	82	94	38	69
	Yes %	64	66	18	6	62	31
	Total % (n)	100% (22)	100% (112)	100% (201)	100% (199)	100% (82)	100% (616)

Table 2:7: Participants by age and whether their ability to complete tasks has been compromised with ageing (n=494)

		Participant age (years)					
		18-34	35-44	45-54	55-64	65+	Total
Ability to complete tasks compromised by ageing	No %	-	-	56	35	38	44
	Yes %	-	-	44	65	62	56
	Total % (n)	- (0)	- (0)	100% (204)	100% (206)	100% (84)	100% (494)

Table 2:8: Participants by age and whether they undertake tasks on the farm they know they should have help with (n=618)

		Participant age (years)					
		18-34	35-44	45-54	55-64	65+	Total
Undertaking tasks by themselves that they know they should have help with	No %	55	39	38	55	45	45
	Yes %	45	61	62	45	55	55
	Total % (n)	100% (22)	100% (113)	100% (201)	100% (200)	100% (82)	100% (618)

Farm operator and risk

Participants were asked if they were undertaking jobs on the farm by themselves that they know they should have help with: 55% said yes (n=344) and the remaining 45% said no. Again, when this was examined by participant age (Table 2:8), those most likely to do jobs without help were the 35-54 age cohorts (61%); followed by those over 65 (55%). Further analysis by labour availability revealed that:

- 57% of those who work by themselves (no family labour nor employees) do jobs by themselves they shouldn't
- 56% of those with employees (no family labour) do jobs by themselves they shouldn't
- 71% of those with family labour (no employees) do jobs by themselves they shouldn't
- 51% of those with both family labour and employees do jobs by themselves that they shouldn't.

Therefore, it appears that those with only family labour compromise themselves the most while those with employees compromise themselves the least. Those working by themselves take fewer risks than those working with other family members.

336 participants described the main jobs where they were taking risks in doing tasks by themselves where they should have help:

- Handling livestock (87%)
- General maintenance (66%)
- Slurry (42%)
- Machinery (39%).

These percentages add up to more than 100% because the vast majority of those taking risks were taking more than one risk. In fact, though a low number, two participants said that they were taking risks with all the tasks listed. Almost negligible numbers felt that they took risks with manual lifting, tree-cutting or working on ladders.

Farm accidents

Almost all participants (n=627) answered the question – 'Have you had an experience of a farm accident that required medical treatment on your farm or on the farm of a close neighbour or friend?'. Over 38% (n=240) said that they had. When asked who was involved in that accident, 236 responded:

- Themselves - 65% (or 24% of all participants)
- A family member – 14%
- A neighbour – 14%
- An employee – 6%

- A tradesman - <1%

Therefore, almost one-quarter of all participants were personally involved in a farm accident where they themselves needed medical treatment.

In 77% of accident cases the victims recovered fully; leaving 23% with some consequences. In 16% of cases victims still had ongoing pain; 3% were unable to perform all farm tasks; 3% had a permanent disability; and a shocking 5% of accidents involved a fatality. Ten of the fatalities occurred on a neighbouring farm while two involved an employee or family member on participants' farms.

Where the participant themselves was the accident victim (n=153), 82% fully recovered, 17% had recovered though had ongoing pain, 3% were unable to perform all farm tasks and 3% suffered a permanent disability.

Participants were then asked if they had had a near miss or serious farm safety incident on their farms that did not result in medical treatment. Of the 627 who responded, 46.1% said yes.

It was expected that there might be a difference in the proportion of farmers having farm safety incidents between farmers undertaking jobs by themselves that they know they shouldn't and farmers that don't i.e. that there would be a higher level of accidents where farmers were taking risks. We looked here at both accidents where medical treatment was required and near misses where treatment was not required:

- the same proportion of farmers who had accidents requiring medical treatment occurred in those taking risks as those who weren't (65-66%)
- a higher proportion of farmers taking risks had near misses (56.5%) than those not taking risks (36.5%).

Therefore, accidents occur whether farmers are taking risks or not, but a higher level of near misses occur where farmers are taking risks, but not a higher level of accidents needing medical attention.

Combining both questions on accidents needing medical attention and near misses (n=627), we found that:

- 40% of participants had no experience of either
- 35% of participants had experience of either a near miss or an accident
- 25% had experience of both.

This was examined by whether farmers were taking risks or not. As expected, while farmers who don't take risks still have accidents and near misses, those not taking risks had fewer accidents and near misses than those taking risks of doing jobs that they know they should have help with.

We also examined this by labour availability on the farm (

Table 2:9). Contrary to expectations, those working totally by themselves (while they still had accidents and near misses) had fewer accidents and near misses than those working with family +/- employees. In fact, it appears that the more labour is available, the greater the chance of near misses and accidents, particularly where family labour is used.

Table 2:9: Farm accidents +/- near misses by type of farm labour available (n=615)

Labour availability					
Farm accidents +/- near misses	Neither family nor employees %	Employees but no family %	Family but no employees %	Both family and employees %	Total %
No accidents nor near misses	46	48	36	32	39
Either accidents or near misses	26	31	34	41	55
Both accidents and near misses	28	21	31	27	26
Total (number (%))	69 (100)	208 (100)	59 (100)	279 (100)	615 (100)

The incidence of farm accidents +/- near misses were looked at by the number of child safety rules broken, the total amount of labour used (family and employees) and farm size. We found that the more accidents/near misses, the bigger the farm, the more people were involved working on the farm and the more child safety rules were broken, though it must be stated that the differences were modest (Table 2:10).

Table 2:10: Participants by farm accidents and number of child safety rules broken, area farmed and total amount of labour used:

Farm accidents +/- near misses	Number of child safety rules broken (max=8); Mean (no. of participants)	Area farmed (ha); Mean (no. of participants)	Total amount of labour used (family + employees); Mean (no. of participants)
No accidents nor near misses	1.2 (248)	65.4 (240)	2.8 (208)
Either accidents or near misses	1.4 (220)	76.4 (216)	3.0 (197)
Both accidents and near misses	1.7 (159)	82.4 (155)	3.2 (137)
Total	1.4 (627)	73.6 (611)	3.0 (542)

In addition, female and part-time farmers were slightly less likely to have accidents than male and full-time farmers.

Of the 298 participants who reported a near miss (no medical treatment required), 81% said that the experience made them change something on their farm. 215 participants described these changes in an

open-ended question. The changes can be broadly categorised into: those related to equipment and facilities (40%); those related to animals (15%); those related to labour (12%); those related to risk assessment/mitigation/mental processes (38%).

The biggest category of changes - equipment and facilities - included new facilities, particularly for handling animals, fixing what had been neglected, PTO and slurry tank covers, and personal protective equipment. A few participants mentioned getting rid of quads. Notable emphasis was put on caution with machinery on hills. The changes relating to animals mainly related to more care with handling though a few mentioned getting rid of bulls and fractious animals. Labour changes focussed on not doing risky jobs by themselves, making sure they have more help, reducing their working hours and creating more awareness with employees and contractors. While employees/contractors were mentioned frequently in this category, there were very few references made to family members: only two mentioned children and no-one mentioned older people. The second biggest category of changes related to greater awareness in themselves, thinking and planning through activities beforehand and taking more time with risky activities.

Risk profile

The top three risks on participants' farms are presented in Table 2:11 in descending order of selection. Participants were presented with a list of ten risks, with an other category. 621 participants listed 1,783 risks or 2.9 risks per participant (the fact that they were restricted to three indicates that there may be many more risks than just the top three; a few participants wrote 'all of the above' in their other response). This also indicates how realistic farmers are in acknowledging the risks. Given that the vast majority of participants were dairy +/- beef farmers, it's not surprising that handling cattle came out on top followed by slurry management. Collectively, machinery related risks account for a very large proportion of the risks while falling from a height is an important risk for a third of participants.

Table 2:11: Participants top three farm safety risks on their own farms (n=621)

Risk	% of participants*
Cattle attack / crush	77.5
Slurry	54.3
PTO's	48.0
Tractor / Quad	31.4
Fall from height	31.2
Person on foot struck by vehicle	14.8
Tractor mounted or trailed implement	13.5
Round bales	7.6
Fall from moving vehicle	4.0
Other (power tools, tiredness, chemicals, electricity, falling debris, road crossings, lighting, slips and trips, hilly fields)	3.2
Injury from mechanically powered gate	1.6

*adds up to >100% as participants could select several answers

On perceptions of their farms as safe workplaces, participants were presented with five statements and asked to select the most applicable to their farm (Figure 2:1). The statements are presented in order of

perceived safety from the least safe statement on the left to the most safe statement on the right. The most applicable statement selected (41%) was ‘Farms are, by their nature, a dangerous workplace and there is always risk’. While acknowledging the inherent risks on farms, it is notable that a large proportion of participants didn’t feel that they could select a ‘safer’ statement. However, a fifth (22%) did recognise that aspects needed improvement, while almost 20% were satisfied that their farm was safe enough for strangers.

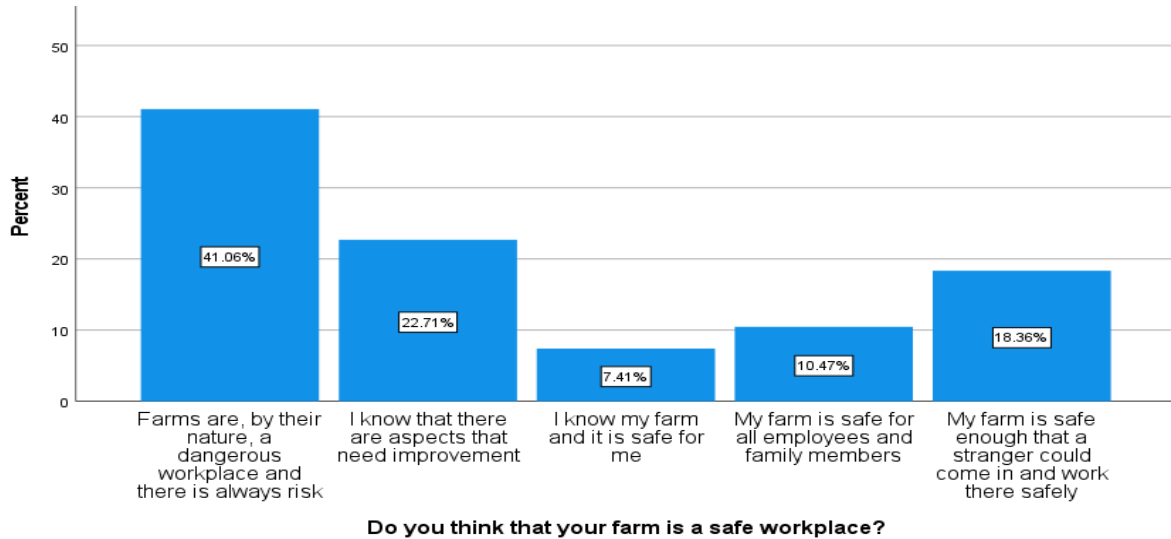


Figure 2:1: Participants by perceptions of their farms as safe workplaces (n=621)

When the perceived safety of their farms was examined by farm and personal characteristics, beef farmers and farmers with smaller farm on average were more confident about the perceived safety of their farms than those with other enterprises and bigger farms. Little difference in confidence was found by gender and full- or part-time farming. However, older farmers were more confident than younger; while those who had experience of a farm accident before (either a near miss or an accident needing medical treatment) were less confident than those who hadn’t.

Participants (n=568) were then asked the biggest obstacle to implementing farm safety measures. They were presented with a list of four possible obstacles or allowed to state an alternate obstacle under an ‘other’ category. The answers were:

- Other priorities keeping a busy farm going – 49%
- Lack of labour – 20%
- Cost (too expensive) – 15%
- Not knowing how to make improvements – 10%
- Other – 6%

Other answers included: all of the above; not knowing or seeing the risks because they’re too familiar with their own farms; and ‘no obstacles’. It’s difficult to understand that there might be priorities higher than safety but earlier answers informed us that it may take a crisis to stimulate change. The second

most common answer – lack of labour – is most likely related to the first. Many farmers can get overwhelmed with work at busy times of the year (seen in greater detail in a later section) and labour shortages are recognised as one of the biggest challenges facing dairy farmers. Teagasc estimates that up to 6,000 people will be needed in the next 10 years, particularly in the dairy sector². Lack of labour most likely results in farmers taking risks with tasks that should not be done alone, as discussed earlier, as well as impacting on the time available to ‘fix’ farm safety issues. It’s reassuring that cost is not the biggest obstacle for the vast majority of participants, but it is concerning that one-tenth did not know how to make improvements, despite the burgeoning resources and focus in this area.

When farmer participants think about farm safety is presented in Table 2:12. While four-tenths think about farm safety on a daily basis, almost a quarter are stimulated to think about it only in advance of more challenging jobs. A collective 22% are motivated by the stick approach ie requirements for inspections and statements by the state or its agencies. Only 5% are motivated by new employees and some need the ultimate fright to think about it.

Table 2:12: Participants by when they think about farm safety (n=621)

When think about farm safety	% of participants
Daily	40.4
Before undertaking a new, difficult or dangerous job	23.5
For Bord Bia or other inspections	12.9
When doing my safety statement	8.7
Don't really think about it much	6.1
When a new worker comes onto the farm	4.7
After an accident or near miss	2.3
Other	1.6
Total	100.0

One change

Participants were asked in an open-ended question ‘What one change would you suggest to make a difference to health and safety on Irish farms?’. The top 100 words/phrases from 507 unique responses are presented in the word cloud in Figure 2:2, where word size indicates frequency of mentions. The easiest way to summarise the answers is by focusing on who they are directed at: farmers; the state and its agencies; and advisory and education providers.

Most of the responses were directed at **farmers** with advice on the dangers of handling animals, slurry and machinery as well as advice on safety facilities and equipment (particularly PTO covers) and taking personal responsibility for farm safety. Vulnerable people were also mentioned (children and older people) and reference is made several times to young farmers/young people working for contractors. Stress, workload, time, labour and help are interrelated themes that come up again and again always

² <https://www.teagasc.ie/media/website/publications/2020/Dairy-Farm-Labour-Lakeland-Teagasc-collaboration.pdf>

Focus groups

In the focus groups, the first question was about converting knowledge of farm safety into practice. The barriers were discussed throughout and were the same as those pointed out in the survey: time pressure; lack of labour, not seeing issues because *'I'm looking at it every day'* and exhaustion: *'come the 20th of February at 3 o'clock in the morning...safety will be the furthest thing from your mind'*. They could identify with safety only becoming a priority after a near miss or accident: *'it only becomes a priority for me anyway when I see something, a near miss...and you say...I have to do something about that before somebody gets seriously hurt or killed'*.

All of the three focus groups had debates about whether a carrot or stick approach was best. Some felt that legislation is *'going to have to be imposed on farmers ... if we want to get a result'*, while others felt that the stick approach was like *'fighting a battle'*. Several carrot approaches were proposed:

- The ASSAP³ approach where advisors walk farms and point out issues in a non-judgemental or constructive way
- The discussion group approach where a quick walk around could be done on an individual farm
- The balance score card approach like that done by Dairygold for milk quality with a 'bonus for quality rather than focusing on penalising misdemeanours'
- The LeanFarm⁴ programme approach involving training, knowledge-sharing and continuous improvement teams
- The newsletter approach with a visual farm safety idea every month.

The second focus group question was: why is it expected within the farming sector that vulnerable groups (children and those aged over sixty five) can work or be present on a farm when this is not allowed in other workplaces associated with any other sector?

Again, similar issues were discussed in all three groups. Firstly, it was generally agreed that because the home is generally also the farm, that boundaries are difficult to maintain. Farming was recognised as *'a fantastic way to bring up kids'* introducing them to nature, work, animals, becoming *'streetwise'*, where food comes from and providing *'a fantastic opportunity for parents to spend time with their kids'*. Most important was introducing children to the idea of succession: *'if you don't introduce your children to farming, you're not going to have another generation of farmers'*. On the other hand, potential challenges were also recognised: *'our children sometimes are used as labour units when they come back from school and we think, when they're 12 years old, they're capable of being as good as ourselves'*.

Less was said about older generations on the farm other than recognising them as *'big assets around the place'*, an extra pair of eyes and ears, but the difficulty of asking them to stop farming was generally acknowledged: *'if I told him [father] in the morning not to come out that would insult him'*.

Therefore, it was generally agreed that vulnerable people could not be excluded and that there were great advantages to including both generations, but that greater awareness, dialogue and care had to be to the forefront: *'it's very important that farmers are allowed to bring their kids around the farm, allowed to point out the dangers, the benefits and dangers'*. Reference was made to a tractor field

³ <https://www.teagasc.ie/environment/water-quality/farming-for-water-quality-assap/assap-in-detail/>

⁴ <https://www.dairygoldagri.ie/leanfarm/>

licence in Northern Ireland for 14-year-olds being a potential idea for Ireland. Another suggestion related to younger children wearing hi-viz jackets with zone marking in the yard as no go areas.

Section 3: Farmer Well-being

Introduction

The purpose of this section is to summarise survey responses and focus group discussions on physical and mental well-being of farmers. Eight questions were asked in the survey related to farmers' physical and mental well-being with the focus on mental well-being and support. One of the four focus group questions focussed on the mental well-being of farmers.

Survey

Focusing on mental well-being, the survey asked farmers to identify how often (a 5 point scale) they identified with the following:

- Do you feel that there is never enough time and you are constantly chasing your tail?
- Especially during busy periods such as calving, bad weather, etc, do you feel overwhelmed with the amount of work you must get through?
- Do you feel isolated and that nobody would understand what you are going through?

The results are presented in Figure 2:3 a, b and c respectively. Almost half of the participants (49%) always or regularly feel that there is never enough time and that they are constantly chasing their tails; 46% always or regularly feel overwhelmed with the amount of work they have to get through; and 17% always or regularly feel isolated and that no-one would understand what they're going through.

In addition, participants were asked 'If you are feeling down, is there someone you can really trust to confide in? This could be a family member, friend, doctor, support group, etc'. Of the 632 participants who responded, 86% said yes and the remaining 14% said no.

Further analysis found that farmers' feelings of chasing their tails, being overwhelmed and isolated were all interrelated. As feelings of being overwhelmed increased, so did feelings of chasing their tails as well as feelings of isolation ie those most overwhelmed were also those most chasing their tails and those most isolated. However, it's not possible to identify which feeling comes first.

Whatever way the numbers are examined, there is approximately 4% of the sample who appear to be struggling without support:

- Of the 104 farmers who feel that they are constantly chasing their tail, 25 (24%) feel they do not have someone they trust to confide in. This represents 4% of the whole sample.
- Of the 98 farmers who always feel overwhelmed, 26 (27%) feel they do not have someone they trust to confide in. This represents 4% of the whole sample.
- Of the 37 farmers who always feel isolated, 17 (46%) feel they do not have someone they trust to confide in. This represents almost 3% of the whole sample.

While a relatively small number in the sample, if this is extrapolated to all Dairygold suppliers and shareholders (approx. 7,200 in total), we estimate 288 farmers to be in this situation - always overwhelmed, chasing their tails, isolated and without support. Extrapolating to the State, if there are

approximately 18,000 dairy farmers, 4% represents 720 farmers. If all farmers in Ireland (approx. 137,500), regardless of farm enterprise, are in a similar situation, 4% would represent 5,500 farmers.

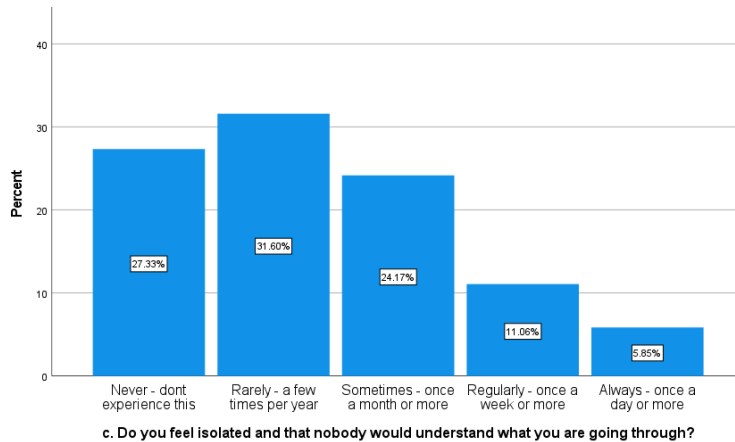
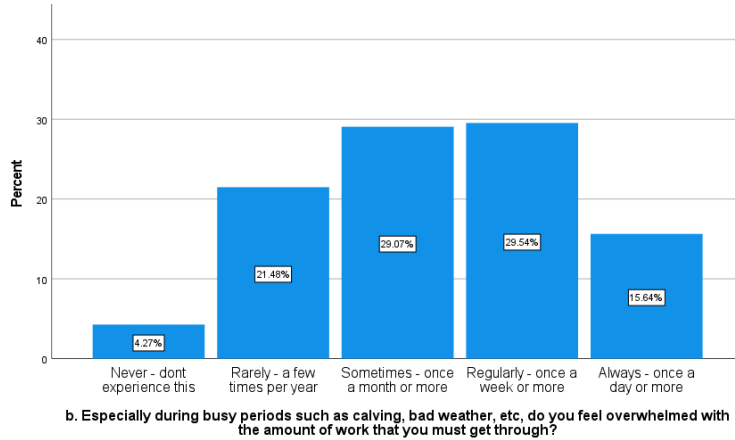
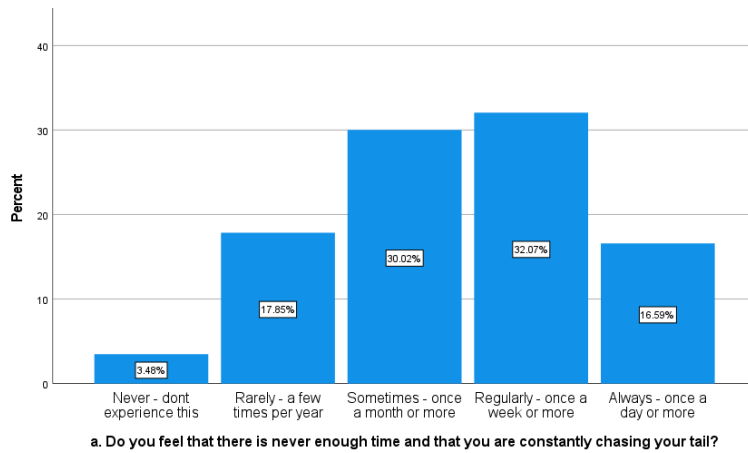


Figure 2:3: Farmer ranking of a) time and stress management; b) feeling overwhelmed and c) feeling isolated (n=647)

Analysis of the data to identify who these farmers are in terms of their personal and farm characteristics found that:

- Female farmers consistently more affected than males, though only 9% of the sample

- Part-time farmers are chasing their tails more than full-time farmers, but full-time farmers are more overwhelmed and isolated
- Feelings of chasing their tails and being overwhelmed are highest in the 45-54 age group but feelings of isolation are highest in the 55-64 age group. Those over 65 are the least bothered by any of these feelings.
- Dairy/beef and dairy farmers feel most like they're chasing their tails, overwhelmed and isolated; tillage farmers consistently least
- In terms of labour, those with employees or other family workers were just as busy, equally overwhelmed but less isolated than those who are working by themselves
- There is almost no pattern with respect to area farmed other than the biggest farmers feel least isolated which is more than likely related to having employed or family workers on the farm, than to farm size per se.
- Those who are most busy, overwhelmed and isolated are more likely to undertake jobs on the farm that they know they should have help with.

With respect to isolation, the participants were asked if they had a hobby or membership of a club that makes them leave their farm at least once or more a week. Examples given included GAA, horses, local committees, etc. 57% said that they did while the remaining 43% said that they did not. On average those who left their farms at least once a week for a hobby/club struggled less with time and stress management; less with feeling overwhelmed and less with feelings of isolation, than those who didn't. Those who had a hobby were also more likely to have a confidant (90%) than those who didn't (80%).

Before asking about support services for mental health for farmers, the participants were asked how often they attended their own doctor for a routine check-up:

- 26% never go, except when they are sick
- 19% go every 2-3 years
- 55% go every year.

As the frequency of attending their doctors increases, feelings of stress, being overwhelmed and feeling isolated all declined. Likewise, those who attend their doctor more frequently were more likely to have a confidant in their lives. The frequency of attendance at their doctor increases with age and is higher for female than male participants.

Farmers were then asked about specific support services for farmers experiencing difficulties with their mental health (Table 2:13). The vast majority (86%) feel that there should be a tailor-made support service for farmers experiencing difficulties with their mental health. The most popular suggested provider of a mental health support service was DAFM/Teagasc (40%); followed by the State (36%); farm organisations (32%) and Dairygold (29%). Voluntary organisations eg Samaritans, were the least preferred at 19%. This seems to indicate that farmers feel they need support from someone who understands the nature of farming as well as mental health.

The demand for a mental health service is high across the board regardless of level of tail-chasing, feelings of being overwhelmed or isolation; but generally highest in those suffering most.

Table 2:13: Survey questions on mental health support services

Question	Answers	% of participants
Do you think that a tailor-made support service for farmers who are experiencing difficulties with their mental health should be available? (627)		
	No	14
	Yes	86
Who should provide a mental health support service (531)		
	Teagasc/DAFM	40
	State	36
	Farm organisations	32
	Dairygold	29
	Voluntary organisations eg Samaritans	17

Focus group

Before the focus groups started the participants were presented with a summary of the findings from the survey. The main issues raised by the focus group participants in response to the survey results revolved around:

- the frightening extent of farmers admitting to mental health issues;
- the nature of farmers and their perception of mental health issues as a weakness;
- issues that must be taken into account in any mental health intervention with farmers.

When reflecting on the numbers of survey participants who were feeling overwhelmed and isolated, the reaction of the focus group participants was summarised by one: *“I suppose what’s frightening to me is the think that you have six hundred and forty farmers responded and thirty-six of them feel overwhelmed every day of the week. Now it’s just frightening to me”*.

Some felt that a farmers’ mental health is an: *“incredibly personal thing; farmers by their nature are very, very conservative people”* and several participants felt that farmers: *“...are very slow to display what they view as weakness...”*.

Many agreed that mental health is: *“...something that needs to be taken out of the shadows”* but that it’s not just particular to farmers: *“...It’s a cultural thing, okay it’s not just farmers that are around here, I’m sure there are other sectors of society will go back into their shell when things start going wrong you know”*.

In terms of interventions or supports for farmers, several issues were important to the focus group participants: the role of discussion groups; the participation of wider family members, particularly partners; separation of issues around physical and mental health; the importance of confidentiality; and the importance of involving mental health professionals.

Some felt that the discussion group, while excellent for technical farming matters, would not be appropriate for discussions around mental health and well-being: *“I’m a member of a very good discussion group but I don’t believe the discussion groups are the forum. Number one, because farmers won’t see them as an appropriate place to display what they perceive in their own mind as a weakness and number two, their husbands, wives or partners are not involved...I believe that is pivotal to the success of the health and wellbeing, getting it over the line”*. Another participant felt that in any intervention such as training: *“the health and wellbeing aspect of it will have to be dealt with separately. Because you are crossing a threshold there and it’s very, very private and people have to be confident that confidentiality will be upheld”*.

One of the focus group participants revealed that one of their own discussion group members had died a year ago through suicide. They went on to say: *“And you can imagine, it’s been a rough year like. The group is more or less dead you could say. But the question that everyone was asking why didn’t [we] see that, and like the chairman and our local advisor brought us together and got someone in from Mental Health Ireland and you know had a little chat. Whether it was mental health or what, but these were able to tell their own little stories about the person and then their own situation. But what I’m trying to get across is when it comes to that situation you need professional help, you need someone from the top, you need someone that knows what they are talking about and it’s very important that that aspect should be covered”*.

Section 4: Training Preferences

Introduction

The purpose of this section is to guide the development of the proposed training in farmer safety and well-being. It draws on the results of the survey complemented by the focus groups.

Survey

Seven questions were asked in the survey on training in farmer safety and well-being (Table 2:14). Each of these was examined by a range of participants' personal and farm characteristics.

Table 2:14: Survey questions on training for farmer safety and well-being

Q36 Do you think mandatory farm safety training should be introduced for agriculture like the 'Safe Pass' training for construction?
Q47 Have you previously done any farm health and safety courses? If yes, type of course and opinion of course
If yes, Q48 What type of course was it?
If yes, Q49 What was your opinion of the course?
Q45 What is your preferred training format?
Q46 What is your preferred time to attend training?
Q50 Would you be interested in attending a course run by Dairygold looking at farmers' health, safety and well-being?
If yes, Q51 What would you hope to achieve by doing the course?
If yes, Q52 What are the top three topics you think should be covered?
If no, Q53 what is the main reason you have no interest?
Q54 Do you have any comments or thoughts regarding the setting up of a farmer health, safety and well-being course?

Farmers are split more or less 50:50 (53% no and 47% yes) on whether farmers should have to attend mandatory farm safety training like the 'Safe Pass' training in the construction sector:

- Suckler/sheep farmers most likely to say yes (88%); mixed/other farmers most like to say no (28%); 49% of dairy farmers said yes
- Almost no difference by gender or farm size
- Full-time farmers more likely to say yes (48%) than part-time farmers (41%)
- Farmers over 65 more likely to say yes (64%); 35-44 years least likely to say yes (43%)
- Almost no difference by previous experience of farm accidents or near misses
- Those who made changes as the result of a farm accident (52%) more likely to say yes than those who haven't made changes (33%)
- Those interested in tailor-made mental well-being support services for farmers also more open to mandatory health and safety training (52%) than those who were not (22%).

Almost three-quarters (71%) of participants had attended previous farm health and safety courses. Of these, TAMS was the most popular at 41%, followed by Teagasc courses (28%), agricultural college (11%), specialised chainsaw/ATV or spraying courses (11%) and farm safety walks (8%). Participants' opinions of courses they had already done was generally positive with almost 60% saying that they were excellent and that they had learned a lot (Figure 2:4). On the other hand, one-eighth had only attended for the purpose of compliance with a scheme or grant. Very few (4%) found them poor or boring.

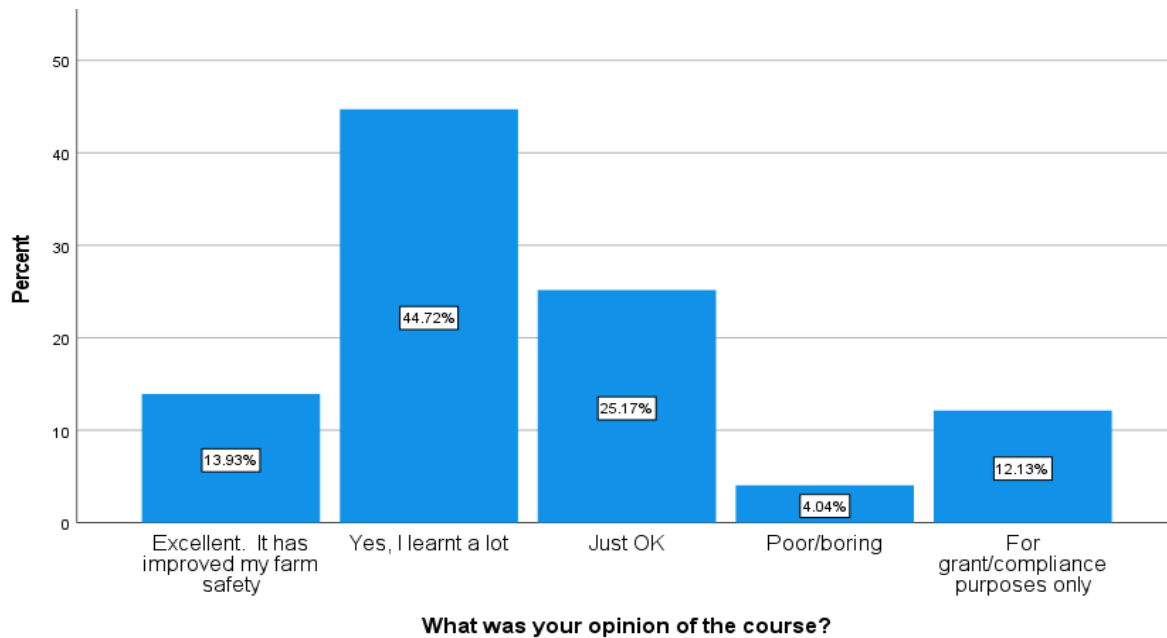


Figure 2:4: Distribution of survey participants by their opinion of previous farm health and safety training (n=445)

When attendance at health and safety training previously was examined by personal and farm characteristics:

- Dairy farmers were most likely to have attended (71%); beef farmers least likely (44%)
- Male (72%) more likely than female (56%)
- Full-time farmers (74%) more likely than part-time (47%)
- Participation decreases with age starting at a high of 85% for 25-34 years
- No difference between those who had experience of farm accidents or near misses than those who did not
- Bigger farmers with greater labour availability more likely to have attended in the past than those with smaller farms and smaller labour forces.

Despite previous attendance, participants were still very interested (75% of participants) in attending future farmer health, safety and well-being training organised by Dairygold. No differences in interest were found by any of the personal and farm characteristics, other than full-time farmers being more interested than part-time farmers. For those 25% who were not interested in future training, the main reason given was 'already too much paperwork and compliance' (50%), 'my farm is OK' (16%) and 'don't

have time' (10%). A surprising 11% said that they were not comfortable in a classroom or group learning situation.

Participants selected three topics of interest for future training from a list of nine; these are presented by level of interest in Table 2:15a below. The traditional farm health and safety topics were each identified by at least 30% of participants with machinery related topics featuring as the most popular (56%). Interestingly, time and stress management was the second most popular topic at 54% while one-quarter identified mental health and wellness as one of their top three topics.

Table 2:15: Survey participants by a) future health and safety training topics; b) achievements hoped for with future training

a. Health and safety future training topics	Number	%	b. Achievement hoped for with future training	Number	%
Machinery / ATVs / Tractors	266	56	Improve safety for my family and employees	346	73
Stress and time management	255	54	Improve my physical and mental health	232	49
Livestock	233	49	Make my farm legally compliant with all laws	211	44
Farm risk assessment	200	42	Help in cross-compliance and Bord Bia inspections	161	34
Physical and Mental health	177	37	Had an accident/near miss so I want to improve my farm	46	10
Slurry management	140	29	Other	6	
Mental health / wellness	112	24			
Physical health and fitness	97	20			
Working at heights	52	11			
Other	5				

When asked what they hoped to achieve from future training (Table 2:15b), the participants could choose as many answers as they wanted from a list of five with an option to give an 'other' answer. Two many themes emerged: improve health and safety; and improve compliance. A higher level of interest was expressed in the health and safety of families and employees than for the farmer themselves (74% v 49% respectively).

Little was found when either the future topics or hoped for achievements were examined by the personal or farm characteristics of participant farmers, other than:

- On preferred topics

- Dairy farmers were most interested in stress and time management than the other farm enterprises
- Part-time farmers were more interested in the traditional health and safety topics while full-time farmers were more interested in the health topics
- In terms of age, interest in stress and time management decreases as age increases; the same pattern is true for interest in mental health/wellness

Two questions were posed on the delivery of the training: the delivery format and timing. For the delivery format, participants could only select one preferred option; the choices in order of preference were:

- 38% Online that can be completed at any time, day or night
- 27% Morning session in a training centre followed by practical in the afternoon
- 20% Zoom followed up with on-farm practical session
- 8% Zoom
- 7% day-long course in a local hotel or training centre.

In total 64% would prefer online training, with or without a practical session; while the remaining 36% would prefer in-person training only. Online, anytime training was of more interest to younger, part-time and beef farmers. Interest in in-person training increased with age and farm size and was of more interest to suckler and sheep farmers.

For timing of training, participants were presented with three options: 10am-3pm; 7-9pm twice or online anytime. A roughly equal proportion prefer the first or last option (37% and 39% respectively), with the second option least preferred, although it is not sufficiently clear whether this is a timing of the day issue or the fact that this training would involve two sessions. The daytime 10am-3pm option is preferred by dairy, suckler/sheep and tillage and full-time farmers while the evening option was preferred by beef and part-time farmers. Younger farmers preferred the day session; older farmers preferred the night sessions while the middle-aged would prefer to learn in their own time.

Focus groups

Of the four topics discussed in the focus groups, least time was spent on this issue of training for farm health and safety. This was because the topic was the last of the four topics; it had been touched on in earlier topics, particularly farmer well-being which had generated so much discussion.

Several themes were identified in the discussions on training. The first is the recognition is that farm health and safety is a cultural issue which will demand 'a long-term cultural shift'. By talking about a range of activities (discussion groups, farm walks, classroom-based learning, safety audits, drama, booklets, newsletters) and a range of stakeholders (farmers, farm families, Dairygold, UCD, Bord Bia), essentially participants are referring to a strategic communications or campaign approach to the issue rather than once-off unrelated activities. This would involve all relevant actors, singing from the same hymn sheet at all activities with farmers, even if the primary objective of that activity was not explicitly related to health and safety. One participant made this point with regard to the very successful Dairygold Leanfarm programme⁵ where safety improvements were made along with efficiency improvements:

⁵ <https://www.dairygoldagri.ie/leanfarm/>

'good work practices...[and]...standard operating procedures...are limiting the potential for an accident'. It was also generally agreed that the involvement of Dairygold or *'our own Co-op'* was preferable to other organisations like Bord Bia as *'they [Dairygold] are for the good of you and family and the farm'*. While the value of Bord Bia's Origin Green⁶ programme was not doubted, participants felt that the farm safety element of the programme was predominantly *'a box-ticking exercise'* with only the date changed year on year in the Farmer Feedback Report without much or any change in the items ticked or inspected. In fact, one participant thought that bringing Bord Bia *'on board...to give a little bit more time to the health and safety thing'* was important. Therefore, while the primary audience for a strategic communications campaign would be farmers; other secondary audiences working with farmers (co-operatives, Bord Bia, advisors, etc) would also be important in bringing the same health and safety messages to the fore: everyone singing from the same hymn sheet. Several participants acknowledged that while farmers themselves are already the primary audience for health and safety training and messaging, the whole farm family (including partners, children, older persons, employees) needs to be included more with messages tailored for each cohort. Another suggestion was that while health and safety messaging is already prioritised for different times of the farming year, maybe there could be different themes for each year: *'we spoke about the children, maybe start there'*.

The range of activities to deliver health and safety training or messaging to farmers mentioned in the focus groups were listed above. The groups acknowledged that no single activity would reach all farmers: not all Dairygold farmers participate in discussion groups (estimated that approximately 60% do not); not all farmers attend training, in-person or online; not all farmers read newsletters or booklets; not all farmers are Bord Bia compliant (up to 2% of Dairygold farmers yet to engage with Bord Bia Origin Green programme). However, nearly all farmers do at least one of the above. Therefore, even at the risk of repetition, a multiple activity approach is best to reach and engage all farmers. In fact, repetition of the message in written, verbal and visual forms is a deliberate tactic of strategic communication experts to maximise the reach and memorability of the message.

It was more or less unanimously agreed in the groups that face-to-face activities, particularly for classroom-based training and farm walks, is essential. While online learning can be very useful, human interaction, particularly post-Covid, is perceived as a better way to learn because of increased opportunities for dialogue with both the facilitator and peers. Participants also spoke about *'the value of a fresh pair of eyes'* to visit farms because farmers can become *'too familiar with our own surroundings'*. It was even suggested that Dairygold would hire a health and safety advisor dedicated to being that fresh pair of eyes but that the advisor would use a carrot rather than a stick approach. Following on from this, there was a debate about whether training should be mandatory or voluntary. The majority preferred the former, suggesting some kind of incentive (financial or possible accreditation) to encourage participation.

While the participants valued previous health and safety training delivered by various organisations, they are wary of the *'chalk-and-talk'* or *'death by PowerPoint'* approach to classroom-based learning. Every group made several references to the power of a previous Dairygold-organised drama on farm health and safety that some of the participants had attended. They found it *'very impactful'* and that they

⁶ <https://www.origingreen.ie/what-is-origin-green/how-does-origin-green-work/>

'regularly thought about it since'; more than any other health and safety activity they had ever heard, read or watched.

Finally, while acknowledging the usefulness of learning on the traditional farm health and safety topics, several participants were very cautious about including mental health in any training, emphasising the delicate nature of the topic, the individuality of farmers' experiences and the need for mental health professionals to be involved. Some felt that it should be dealt with separately and others felt that it should only be an individual, rather than group, activity.

3. Training evaluation

Evaluation of the SafeFarm training intervention

Report prepared by Anne Markey¹

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Executive Summary

A training evaluation questionnaire was administered at the end of each training (Live, Zoom, LMS-Dairygold, LMS-UCD) either in hard copy or electronically. For all modes of delivery, a total of 253 completed questionnaires were analysed.

The main results were:

- The training developed, for all modes of delivery, had a positive impact on knowledge, attitude and intended behaviour change for all four topics covered: (i) vulnerable people on farm; (ii) health and mental wellbeing of farmers; (iii) farmers' time and stress management; and (iv) managing farm hazards and risks. Between 57-70% felt that their knowledge, attitudes and/or intended behaviours changed as a result of the training (for all topics and modes of delivery).
- The live training format had the greatest impact on farmers' knowledge, attitude and intended behaviour change, followed by the LMS format. Zoom had the least impact as a delivery mode. However, whilst the live format had the greatest impact, the LMS format also worked very well, particularly among the younger cohort or those who have less experience farming.
- The live training format had the biggest impact on the topic of time and stress management across all modes of delivery. Zoom had the same impact across all four topics. The LMS training format had the biggest impact on both health and mental wellbeing and time and stress management. This suggests that the mode of delivery chosen in the future for farm health, welfare and safety training should take into consideration the topic being delivered in the training in order to identify the most appropriate mode of delivery.
- The training across all modes of delivery had a greater impact on farmers' attitudes and intended behaviour change than over farmers' knowledge. This suggests farmers have the knowledge and are aware of the hazards and risks and that the training formats chosen in this study do influence farmer attitude and intended behaviour change.

Introduction

As described in Chapter 2 of this report, the SafeFarm health and safety training was delivered in three different ways:

- live theatre with facilitated discussion between the scenes; two sessions, morning and afternoon (live)
- recorded theatre with facilitated discussion between the recorded scenes delivered through Zoom; two sessions, afternoon and evening (Zoom)
- self-directed Learning Management System (recorded scenes with questions and links to additional information)
 - o delivered to a sample of Dairygold suppliers (LMS)
 - o delivered in-person to a UCD School of Agriculture and Food Science class; also made available on UCD LMS to the same group of students, to account for non-attendance at the in-person class (LMS-UCD).

Respectively, these are referred to in this evaluation as live, Zoom, LMS and LMS-UCD, as indicated in the brackets above.

Earlier chapters explain the four topics covered in the development of the theatre script:

- vulnerable groups
- mental health
- time and stress management
- farm hazards and risks.

The objectives of the evaluation were fourfold:

- to examine participant satisfaction with the training received and to compare this by mode of training delivery
- to assess if participants changed their knowledge, attitudes and intended behaviours pre- and post training
- to examine if the mode of training delivery had an effect on changes in knowledge attitudes and intended behaviours
- to examine if the change in knowledge, attitudes and intended behaviours differed by topic covered.

Evaluation design

The gold standard form of evaluation is an experimental design which includes randomly assigned intervention and control groups with pre- and post-testing (often twice, immediately post-intervention

and some months later) of matched participants. The two other possible evaluation designs are a quasi-experimental design and a non-experimental design; the former involves a control group but there is no random assignment of participants into the intervention and control groups, while the latter does not involve the inclusion of a control group. Both include pre- and post-testing.

An experimental design was not practically feasible for this evaluation. Instead, elements of the other two designs were used:

- baseline data was collected from Dairygold suppliers prior to the training (see Chapter 2). However, it was not possible to match participants' post-intervention data with their baseline data. In fact, it is not known if those who participated in the training completed baseline surveys. Having said that, the baseline data serves as a proxy control group; the number who completed the baseline surveys far exceeds the number who attended the intervention. Baseline data was not collected from the LMS-UCD group as their inclusion was only proposed in the last few months of the project
- participants in the training were recruited by Dairygold
- the same questions were not asked in the baseline survey as were asked in the evaluation survey. Despite this, many questions in the baseline serve as indicators of the outcomes measured in the evaluation survey.

To account for the reasons above, a retrospective pre-post approach was used. At the end of the training intervention, participants were asked to self-assess their knowledge, attitudes and intended behaviours before and after participating.

An attempt was made to identify the longer-term impact of the training some months after participating, using the same post-intervention questionnaire (

Appendix 1). However, despite a link being sent by Dairygold to training participants, no-one responded.

Questionnaire

An anonymous questionnaire was used to address the evaluation objectives. It covered three main sections:

- a brief personal (gender, age) and farm (role, enterprise, farm size) profile of participants;
- satisfaction with aspects of training (relevance, standard, interaction, duration, facilities and recommendation to others)
- impact of training on knowledge, attitudes and intended behaviour before and after the training for four training topics.

In addition, two open-ended questions were asked on what participants liked about the training and suggestions for improving the training.

The questionnaire was accompanied by a brief information sheet explaining the purpose of the questionnaire and its anonymous nature. Tick box consent was sought from participants. For the online questionnaire, forced completion was not used for any of the questions (except consent).

Table 3:1 summarises how the questionnaire was delivered, the stakeholders targeted and the number of completed evaluations received by mode of delivery. While initially, the target participants were all Dairygold suppliers, an opportunity arose to deliver the LMS version to a group of UCD Agriculture and Food Science students as described earlier in this report. At the live training, the questionnaire administered was paper-based at the end of the training. For the remaining modes of training delivery, the questionnaire was administered anonymously using Qualtrics from which a link was generated to email to Zoom participants or embedded at the end of the LMS content.

Some small amendments were made to the questionnaire depending on the mode of delivery. The first questionnaire was developed for those attending the live performances (

Appendix 1). A summary of the main amendments to each of the subsequent questionnaires is presented in Table 3:1.

Table 3:1: Summary of target groups, method of delivery, completed evaluations and main questionnaire amendments for the evaluation of the SafeFarm training by mode of training delivery

Mode of delivery	Target group	Method of delivery of evaluation questionnaire	No. of completed evaluations received	Main amendments
Live	Dairygold suppliers	Paper based	68	Base questionnaire (Appendix 2)
Zoom	Dairygold suppliers	E-mail link	45	Excluded question on facilities
LMS	Dairygold suppliers	Embedded link in LMS	21	Excluded question on facilities; included question on duration and viewing device
LMS-UCD	UCD School of Agriculture and Food Science students	QR code for live class; embedded link in LMS	119	Excluded question on facilities; included question on duration and viewing device; included question on farming experience

Where participants submitted blank questionnaires, either paper-based or online, these were deleted from the merged database.

Data bases from four delivery modes were combined into one with an added variable indicating mode of delivery. Data were analysed using IBM SPSS (v27).

To facilitate comparisons with the Dairygold stakeholders, it was decided to divide the LMS-UCD participants in two depending on their experience with farming. Those students actively working on family or other farms formed one group (LMS-UCD active), while those with no active experience formed the other (LMS-UCD non-active).

Results

Results from the evaluation are presented in three sections: the profile of participants, satisfaction with training and impact of training.

Participant profile

The participant profile broken down by mode of delivery is presented in Table 3:2. Table 3:2: Participant profile by mode of delivery (n=253). On average, participants were predominantly male, middle-aged, dairy farm owners. They were slightly younger with substantially larger farms than the average Irish farmer but were comparable to the average Irish dairy farmer.

Comparing the profile by mode of delivery did not reveal many differences other than those attending the live event were more mixed in terms of gender, farm enterprise and farm role, while those taking the LMS mode were ten years younger than the other delivery cohorts on average. The exception of course, is those attending the LMS-UCD who were younger, more gender-diverse and less likely to be owner/managers than their counterparts; with a greater mix of farm enterprises and larger farm size for those students with an active farming role.

Table 3:2: Participant profile by mode of delivery (n=253)

	Mode of delivery				Total (n=253)
	Live (n=67)	Zoom (n=45)	LMS (n=21)	LMS-UCD (n=119)	
Gender - % male	78	84	86	48	81
Age – mean years*	51	52	41	21	36
Farm role - % farm owner/manager	74	80	81	2	77
Farm enterprise - % dairy	78	76	95	38^	65
Farm size – mean acres	195	206	174	216^	203

*based on group midpoints; ^for those students actively involved in farming

Satisfaction with training

Five-point Likert scales (1=strongly disagree; 2=somewhat disagree; 3=neither agree nor disagree; 4=somewhat agree; 5=strongly agree) were used to measure relevance, standard of delivery, duration, facilities and likelihood to recommend the event or training attended. The average scores for each of these are compared across the four delivery modes in Table 3:3. The averages remain on the same five-point scale ie the closer the average is to five, the higher the agreement.

Table 3:3: Satisfaction with event/training by delivery mode

	Live	Zoom	LMS	LMS-UCD Active	LMS-UCD non-active	Total
	Mean (n)	Mean (n)	Mean (n)	Mean (n)	Mean (n)	Mean (n)
The event/training was relevant to my needs	4.42 (67)	4.15 (39)	4.30 (20)	3.90 (63)	3.11 (53)	3.95 (242)
The event/training was delivered to a high standard	4.57 (68)	4.41 (39)	4.35 (20)	4.21 (62)	4.26 (53)	4.37 (242)
Participation/interaction was appropriate	4.56 (68)	4.17 (36)	4.00 (20)	4.17 (63)	4.08 (53)	4.25 (240)
The duration of the event/training was appropriate	4.30 (66)	4.30 (37)	4.35 (20)	4.00 (62)	3.92 (52)	4.14 (237)
The event/training facilities were suitable*	4.49 (67)	4.22 (36)	-	-	-	4.40 (103)
I would recommend this event/training to others	4.62 (66)	4.54 (36)	4.26 (19)	4.22 (63)	3.92 (53)	4.32 (238)

*not asked of those online or in UCD

The main conclusions to be drawn from Table 3:3 are:

- There were very high scores on average across all delivery modes for all characteristics (majority between somewhat agree and strongly agree)
- The scores from the live training were highest on all aspects than either Zoom or LMS
- On four aspects (standard, participation/interaction, facilities, recommendation) the less personal the delivery, the lower the scores ie live highest, followed by Zoom, followed by LMS; for the fifth aspect (relevance to needs) the score was highest for live followed by LMS and lowest for Zoom
- Duration scored the same across all platforms ie that 1-2 hours is the ideal training length regardless of delivery mode
- On average the UCD students' scores were mainly lower than those of the other modes of delivery, with those not active in farming lower than those who were active.

Impact of event/training

For each of the four topics covered in the training (vulnerable people on the farm, health and mental well-being of farmers, farmers' time and stress management, managing farm hazards and risks),

participants were asked to rank their knowledge, attitude and intention to change behaviour before and after the event. A four-point scale was used: poor, average, good and excellent. The average scores can be seen in Table 3:4 for each of the delivery modes and each topic. The averages remain on the same four-point scale ie the closer the average is to four the higher the estimation of participants' knowledge, attitudes and behaviour. The mean difference (MD) indicates the average change in knowledge, attitudes and behaviours before and after training. A value of one indicates a positive change by one unit in the four-point scale eg moving from poor to average or good to excellent.

The main conclusions to be drawn from Table 3:4 are:

- Comparing before and after
 - o The average score after the training was always higher after than before for all of knowledge, attitudes and intended behaviour in all four topic areas and for all delivery modes (statistically significant in all cases using paired-sample t-test where participants had given both before and after scores). Therefore, the events/training had a positive impact on knowledge, attitude and intended behaviour change across all four topics and all delivery modes.
- Comparing modes of delivery
 - o Looking at the mean difference across the modes of delivery, the biggest impact of the training was on the non-farming group, LMS-UCD non-active. This is as expected, as their knowledge of farming is the lowest of all groups. While this is very useful information in understanding the impact of an LMS-style delivery in general, it is more important to look at the actively farming groups more specifically.
 - o Comparing all of the farming groups (all except LMS-UCD non-active), the general pattern is that the overall impact was greatest on the LMS-UCD active group. This is most likely due to their youth and less experience in farming.
 - o Comparing the three non-student groups (excluding both UCD groups), the general pattern is that the live event had greatest impact, followed by the LMS with least impact for the Zoom delivery mode.
- Comparing topics
 - o For the group attending the live event, the biggest impact was on the topic of time and stress management.
 - o For the group attending the facilitated Zoom event, the same impact occurred across all topics.
 - o For the group attending the LMS the biggest impact was on both health and mental well-being and time and stress management.
 - o For the LMS-UCD active group, the impact was equally high across three of the topics with the exception of time and stress management.

- For the LMS-UCD non-active group the greatest impact was on the health and mental well-being topic.
 - For the vulnerable groups topic, there was equal impact across the modes of delivery for the non-UCD participants.
 - For the topic on health and mental wellbeing, the biggest impact for non-UCD participants was on the LMS group
 - The live event had the biggest impact on the time and stress management, and farm hazards and risks topics across all delivery modes for non-UCD participants. In fact, the live event had the biggest impact on time and stress management across all delivery modes.
- Comparing knowledge, attitudes and intended behaviours
- In most cases (topics and modes of delivery), the mean difference (MD) increased in the progression from knowledge to attitudes to intended behaviour change. Participants' prior knowledge of the topics was nearly always higher than their attitudes or behaviours; and while they learned something more about the topics in the training, the training had a bigger impact on their attitudes and an even bigger impact on their intention to change behaviours. The main exception to this was the non-active LMS-UCD cohort; for this group the biggest impact was on their knowledge with least impact on their behaviour which is most likely because they know little about farming now and do not intend being actively involved in farming in the future.

Table 3:5 shows a simplified version of Table 3:4 where less than 2% of participants to the survey felt that their knowledge, attitude or intended behaviour change declined across modes of delivery and topic. Between 28-41% of participants felt that their knowledge, attitudes or intended behaviours did not change while a majority of 57-70% felt that they had increased across the board.

Table 3:4: Comparison of knowledge, attitudes and intended behaviour change before and after (including mean difference MD) the event/training for four topic areas (vulnerable people, mental well-being, time and stress management, farm hazards and risks)

	Live			Zoom			LMS			LMS-UCD Active			LMS-UCD Non-active			Total		
	Before	After		Before	After		Before	After		Before	After		Before	After		Before	After	
	Mean	Mean	MD	Mean	Mean	MD	Mean	Mean	MD	Mean	Mean	MD	Mean	Mean	MD	Mean	Mean	MD
Vulnerable groups																		
- Knowledge	2.75	3.39	.66	2.78	3.23	.46	2.74	3.17	.53	2.78	3.44	.67	2.06	3.23	1.17	2.60	3.33	.73
- Attitude	2.77	3.30	.54	2.68	3.24	.58	2.68	3.17	.53	2.79	3.48	.68	2.40	3.25	.85	2.67	3.32	.65
- Behaviour	2.73	3.37	.65	2.56	3.30	.76	2.58	3.22	.76	2.60	3.49	.89	2.38	3.27	.90	2.57	3.36	.80
Health and mental well-being																		
- Knowledge	2.57	3.25	.68	2.56	3.19	.64	2.28	2.94	.73	2.60	3.52	.92	1.90	3.33	1.43	2.40	3.31	.91
- Attitude	2.55	3.27	.73	2.61	3.27	.67	2.17	3.13	.93	2.60	3.40	.81	2.24	3.20	.96	2.47	3.28	.81
- Behaviour	2.52	3.34	.82	2.57	3.31	.82	2.28	3.19	.93	2.60	3.42	.82	2.18	3.29	1.10	2.44	3.33	.89
Time, stress management																		
- Knowledge	2.47	3.27	.81	2.50	3.20	.63	2.61	3.29	.75	2.73	3.34	.61	2.10	3.14	1.04	2.48	3.26	.77
- Attitude	2.42	3.28	.86	2.45	3.17	.66	2.56	3.35	.81	2.61	3.38	.77	2.10	3.04	.94	2.42	3.24	.82
- Behaviour	2.40	3.39	.99	2.47	3.21	.68	2.56	3.41	.87	2.58	3.36	.78	2.08	3.08	1.00	2.40	3.29	.88
Hazards and risks on the farm																		
- Knowledge	2.64	3.28	.63	2.68	3.20	.53	2.83	3.29	.44	2.76	3.46	.70	2.08	3.20	1.12	2.57	3.30	.73
- Attitude	2.57	3.30	.74	2.57	3.28	.69	2.78	3.29	.56	2.67	3.49	.83	2.18	3.20	1.02	2.52	3.33	.81
- Behaviour	2.43	3.36	.94	2.67	3.37	.66	2.61	3.29	.75	2.67	3.46	.79	2.24	3.12	.88	2.49	3.33	.83

Table 3:5: Distribution of participants by change before and after training by topic and mode of delivery (n=253)

	Change before and after training			Total number of participants (100%)
	Decreased % of participants	Stayed the same % of participants	Increased % of participants	
Vulnerable groups				
- Knowledge	-	38	62	227
- Attitude	2	41	57	224
- Behaviour	<1	37	63	221
Health and mental well-being				
- Knowledge	<1	33	66	224
- Attitude	<1	35	64	220
- Behaviour	<1	32	67	218
Time, stress management				
- Knowledge	<1	37	62	226
- Attitude	<1	33	66	223
- Behaviour	1	30	69	222
Hazards and risks on the farm				
- Knowledge	2	35	63	225
- Attitude	2	28	70	222
- Behaviour	2	28	70	222

What participants liked about the training

Of the 253 completed questionnaires a very large number (228 participants, 90%) gave a response to the open-ended question ‘What did you like about this training?’. In itself, this is a vote of approval for the theatre approach taken in developing this training. The completion of open-ended questions is usually very challenging in online data collection. A word-cloud of their responses can be seen in Figure 3:1, where the size of the word indicates the number of times mentioned.

In general, the comments on the training were very complimentary. Participants felt that the drama was very relatable (whether live on stage or through videos on Zoom or through videos embedded in an LMS) and true to real farming life. Participants loved the interaction in the facilitated training (live, Zoom, LMS-UCD) between the facilitator and/or actors and the participants. They found it easier to talk about the characters than about themselves and found it very thought-provoking, much more than usual lecture-style training with PowerPoint slides. Those who attended the training via LMS also enjoyed the interactivity through additional questions and links to further information.



Figure 3:1: Word Cloud of what participants liked about training (n=228)

Participants were also asked how the training could be improved. 178 out of 253 (70%) gave very constructive feedback summarized in the word-cloud in Figure 3:2. While not shown in Figure 3:2, the most common word used was 'more':

- More actors
- More scenes particularly in the farmyard or the fields
- More discussion (including with Suzie, the daughter)
- Show to more farm families (community centres, discussion groups, National Ploughing Championship etc).

4. Project Management and Financial Report

This chapter includes the management of the SafeFarm EIP, the financial report, key performance indicators and conclusions on value for money.

Safe Farm EIP project management

Operational Group (OG)

The Safe Farm EIP is comprised of a team made up of farmers, industry, academia, agricultural consultants and a safety consultant. There are ten people on the team and they form the operational group. All decisions are made by this operational group.

Legal entity

Safe Farm EIP is operated by the legal entity of Feirm Sábháilte, a company limited by guarantee (CLG). It is a requirement of the Department of Agriculture, Food and Marine (DAFM), that EIP funding is channelled to one legal entity and therefore, it was necessary to set up a legal entity. Upon advice, a company limited by guarantee was the preferred structure. Six members of the operational group became members of the CLG. Joseph Kirk and Andrew Reilly became its directors. As required by the Companies Act, there are various reporting responsibilities that had to be met and these have all been adhered to.

Changes to membership of the Operational Group

Unfortunately, very early on in the project, it became necessary to make a change to the OG membership. The project coordinator, Dr Pat Bogue passed away suddenly. In the Safe Farm EIP application, in the risk and contingencies assessment, we had identified the risks associated with OG members leaving and provided a contingency strategy. In this particular case, the contingency strategy was for Joseph Kirk to become project coordinator. The OG approved this change in the December 2021 OG meeting. The OG then had to review what skills needed to be filled. Data analysis and report writing were identified as core competencies that the team lacked. A tender for this was issued adhering to the public procurement guidelines. Anne Markey was the successful tenderer and brought vast experience to the OG.

Monthly Operational Group Meetings

Whilst there were numerous meetings of the team and its various subgroups, a formal operational group meeting was held every month. Meetings were held both virtually via Zoom / Microsoft Teams and in person. The date of the OG meeting was set at the previous meeting. An agenda was sent to all OG members in the week leading up to the meeting. Detailed minutes were taken at all meetings (Appendix 2). These minutes were circulated shortly after each meeting and were formally proposed, seconded and adopted at the next OG meeting.

Subgroups

Outside of the monthly OG meetings, a number of subgroups were formed. These were normally no more than three or four OG members looking at a single issue. The subgroups would then report back to the monthly OG meeting.

Learning from other sectors

As one of the objectives of the Safe Farm EIP was to develop an innovative training solution, it was agreed that we should invite guest speakers to broaden our knowledge base. Between December and February a total of six thirty-minute Q&A sessions were undertaken with a broad range of speakers. The speakers were Niall Griffey, (Member Relations Manager Dairygold Co-op), Pat Griffin (HSA), William Ryan (The Lean Farm Programme), Annette Tierney (Theatre at Work), Ciaran Roche (FBD) and Billy Goodburn (ICOS Head of Learning and Development). These were timed at 9.15am and a thirty-minute curfew was strictly adhered to. This gave OG members certainty and allowed them to diary accordingly.

Financial Reporting and Controls

In order to ensure that all funds were allocated to resources that fulfil the objectives of the Safe Farm EIP, the OG put in place a number of strict financial controls. Absolute transparency was central to this approach. Full details of all these controls are detailed below in the next section of this chapter.

Financial Plan, Reporting and Controls

Financial Plan

The programme outlined in this report required financial resources to meet administrative, research and implementation expenses in order to successfully deliver the Safe Farm project. A detailed Excel spreadsheet was developed to support the funding application which included the exact costings for all the projected elements of the project. The costs were developed based on the understanding of the project at the application stage of the programme. Therefore, certain elements of costs were difficult to exactly determine at that stage in the process (e.g. legal entity set-up). Equally, as the objective was to develop a programme based on research findings, it was impossible to foresee all the potential expenditures.

However, every effort was made to adhere to the original budget. Where it was possible to make savings, these resources were deployed to the two main unforeseen expenditures. These were mainly the writing, production and performance of “The Clock is Ticking” and an additional Dairygold Farm Safety Workshop targeting circa 125 farmers for Farm Safety Week 2023.

Table 4:1 below outlines a comprehensive overview of both the projected budget and the actual expenditure. Crucially, the project remained within budget whilst achieving and in many cases exceeding all KPIs (Table 4:2).

Table 4:1: Safe Farm EIP Projected Budget and Actual Expenditure

Element of Project	Budget	Expenditure
Project Management	€27,060	€27,060
Survey of all active Dairygold Farmers Attitudes	€6,150	€6,150
Desk research - learning from other sectors	€3,075	€3,075
Farmer Focus Group Quarter 1	€2,460	€2,460
Farmer Focus Group Quarter 2	€2,460	€2,460
Development of Training Programme	€11,070	€11,070
Recruitment of Farmers and Organisation of Training	€2,460	€2,460
Delivery of Training	€40,000	€40,000
6 month review survey or Focus Group	€2,460	€2,445
Post training survey	€4,920	€4,920
Post training review with trainers	€1,230	€1,230
Analyse and develop recommendations for improvement	€2,460	€2,460
Revise the Training	€4,305	€4,305
Engagement with other Stakeholders	€4,305	€4,305
Dissemination	€7,380	€7,380
Reporting to Dept during process	€4,920	€4,920
Preparation of Overall Report	€6,150	€6,150
Printouts for training, etc	€2,460	€1,421
Venue Hire for farmer training	€5,450	€0
Soup & Sandwiches for participants	€2,180	€0
Focus Group Meeting ~ Venue & Refreshments	€763	€88
Tax Advice	€2,460	€1,845
Company Set up	€1,107	€1,107
Audit Fees	€2,952	€6,765
Company Wind Up	€2,460	€1,538
Bank Fees	€250	€0
Farmer Expenses	€8,000	€4,000
Dairygold Expenses	€2,000	€1,651
Youtube video	€1,210	€0
Software	€812	€0
Insurance	€3,075	€0
Phone, office materials, etc	€615	€615
UCD Expenses	€18,656	€18,656
Contingency	€12,300	€0
Additional Dairygold Summer Farm Safety Workshop (100-150 farmers)	€0	€5,000
Script writing, production and performance	€0	€24,079
Total	€199,615	€199,615

Table 4:2: Achievement of key performance indicators

Description	Achievement	Comment
Step 1: Assessment of Needs, Behaviour and Attitudes - Week 1 to 14		
Needs Analysis Survey Questionnaire developed	100%	
Pilot Online Survey completed with 15 farmers	100%	Tested with farmers in our OG
Ethical Approval granted for online survey	100%	
Online Survey completed with a minimum target sample of 500 farmers	100%	
Ethical Approval granted for Focus Group meeting	100%	
Farmer Focus Group facilitated – 10 farmers	100%	
Step 2: Learning from Other Sectors - Week 1 to 14		
Desk research undertaken	100%	
Engagement undertaken with stakeholders	100%	
Step 3: Develop Safe Farm Training Programme - Week 15 to 31		
15 farmers complete pilot training	N/A	Not possible with our training format
Ethical Approval granted for Focus Group	100%	
Farmer focus group meeting completed (10 farmers)	100%	
Training programme developed	100%	Script written, live show and zoom complete.
Minimum of 3 Operational Group Meetings held	100%	
Step 4: Recruit Farmers to Participate - Week 7-38		
Total of 200 farmers are recruited for training.	100%	
Step 5: Delivery of Training Week 32 to 42		
200 farmers complete the training	100%	306 farmers reached of whom 207 completed training evaluations
Step 6: Assess, Review and Evaluate Training Programme – Week 32 to 46		
Ethical approval granted for evaluation survey	100%	
Evaluation survey complete	100%	
Ethical approval granted for focus group meeting	100%	
Focus Group meeting facilitated – 10 farmers	100%	

Evaluation undertaken with participants	100%	Live show and Zoom participants all completed evaluations.
Evaluation undertaken with trainers	100%	
Step 7: Revise Training Programme, Document Outcomes & Complete Project (Week 47-52)		
Training programme revised and available for circulation	100%	Went live on Dairygold's sustainability platform on Dec 20th
Project report completed and project documented	100%	The project is documenting all stages as we go through them.
Step 8: Engage with Stakeholders (Week 1-52)		
Stakeholders identified, contacted and engaged	100%	Stakeholders identified and ongoing communication
Step 9: Communication and Dissemination- Week 7 to 52		
Awareness campaign in December to all Dairygold farmers through internal publications	100%	
Ongoing EIP project content in Dairygold publications	100%	
Feedback to NRN	100%	This work is ongoing
Feedback to HSA & Farm Safety Partnership Advisory Committee	100%	This work is ongoing
Academic papers/peer-reviewed journal articles	100%	This work is ongoing

Financial Reporting

Prior to each monthly OG meeting, a detailed financial report was sent to all OG members. Included in this report was:

- The current bank balance.
- An up-to-date bank statement including all transactions since the previous OG meeting.
- Copies of invoices received by Feirm Sábháilte since the previous OG meeting.
- Cash flow projection indicating the projected bank balance should all the creditors be paid.

Financial Controls

In order to ensure that all funds were allocated to resources that fulfil the objectives of the Safe Farm EIP, the OG put in place a number of strict financial controls. Absolute transparency was central to this approach. With this in mind, the following procedures were strictly adhered to:

- Prior to payment of creditors, their invoices had to be approved for payment at the monthly OG meeting.
- The approval process included the project coordinator detailing each expenditure. The budget then had to be formally proposed, seconded and adopted by the OG.
- Once invoices had been approved at the OG meeting, the project coordinator would set up all payments as interbank transfers through the CLG's online banking. Payments were set up by the project coordinator as payments requiring authorisation by another member of the OG.
- All payments were then authorised by a second member of the OG.
- Details of all payments were then made available to the whole OG team via a bank statement.

Value for money

In terms of value for money, there were two key deliverable outcomes that we can measure.

Farmer Needs Analysis

A detailed farmer needs analysis was undertaken in early 2022 using a combination of quantitative and qualitative research methods. All Dairygold members were circulated an online survey in January 2022 with a response of 647. The average time for completion was just under 30 minutes; therefore, farmers gave considerable consideration to their responses. The preliminary survey findings were further explored with a focus group (n=15 participants). A detailed report was compiled (Chapter 2) and the Safe Farm programme was developed based on these findings. The needs analysis report was disseminated widely and a presentation was made to the Farm Safety Partnership. Whilst many of the findings correlated with much of the existing research data from the HSA, Teagasc, etc., there were substantial new findings especially on farmer wellbeing. Crucially, UCD were centrally involved in compiling this report and it is envisioned that it will be used as a research resource for future students and academics.

Farmer training

Our initial proposal indicated a target of 200 farmers to undertake training.

Within the timeframe of the EIP, our reach was 593 potential participants (Table 4.3) representing a cost of €337 per potential participant.

With 72 farmers attending live performances, 51 attending Zoom training, 120 Dairygold farmers sent a link to the LMS and at least 63 farmers in the UCD-LMS cohort, a total of at least 306 farmers were exposed to the training (Table 4.3). This represents a cost of €652 per potential farmer participant.

We are certain that at least 207 farmers engaged with the material as measured by those attending live events and those who completed evaluations after using the LMS either within Dairygold or UCD (Table 4:3). This gives a cost per actual participating farmer of €964 a head to the project.

But it is the scalability of the LMS that creates the greatest value for money.

The LMS is now available to all circa 7,000 Dairygold members on the Dairygold Gateway Sustainability Platform. Therefore, the development cost per Dairygold user is less than €30, which by any measure, is an extremely good return on investment.

Looking to the future, it is important to note that the LMS will continue to be used as part of the UCD curriculum. Equally, it is being made available to Teagasc if they wish to use it as part of their young farmer training programmes. Finally, Dairygold have committed to making the LMS available to Bord Bia should they wish to incorporate it into their sustainability programme. Each additional participant will further reduce the cost per participant with almost no cost to the delivering organisations other than hosting the LMS on their own servers.

Table 4:3: Estimates of reach of training during and after the timescale of the EIP

Mode of training delivery	Reach during EIP project timescale	Completed evaluation	Reach after EIP timescale
Live	72 (in attendance)	68	
Zoom	51 (in attendance)	45	
LMS – Dairygold	120 (email link sent)	21	7,000
LMS – UCD	350* (delivered within a module)	119 (of whom 63 (53%) actively involved in farming and 53 not active in farming)	350 (approx. 185 actively involved in farming)
Total	593	253	7,350

*it is not known what proportion of the UCD students attending this module is actively farming

Of course, participation in training, however it is delivered, does not necessarily guarantee any change in behaviour by the participants. From the evaluation surveys (Chapter 3), we found that 57-70% of those who had attended training and completed evaluations reported an increase in knowledge, attitudes and/or intended behaviours. While we do not know how many have since made changes to their behaviour, if we estimate that half of these (around 30% of all participants) will do at least one thing to improve health, welfare and safety on their farms, the cost per behaviour change would be approximately €100 to the project.

5. Dissemination and learning

Introduction

This chapter reports on the dissemination activities undertaken throughout the project lifetime. Such activities include online activities, non-scientific and scientific event participation, promotional material, and public engagement. The chapter also identifies actions and opportunities for greater dissemination of the project findings in the future, following the end of the project term. It finishes with a summary of the main learnings during the term of the project.

Dissemination during the project timeframe

Feedback to Dairygold

The project has featured in the Dairygold Farm

News, which reaches 2,700 farm families, on three separate occasions. The project featured in the December 2021, April 2022, and May 2022 editions. In addition, ongoing updates in relation to the project were provided to Dairygold Board Members and Management on an ongoing basis by two members of the Operational Group who sit on the Dairygold Board.

Public Engagement

The project featured in a number of newspaper articles in an effort to reach the wider farming community. In May 2022, an article featured in [The Irish Examiner](#), [The Corkman](#), [Agriland](#), and the [Irish Farmers Journal](#). Both UCD and Dairygold issued a [Press Release](#) in May 2022 to launch the project and raise awareness around its goals and objectives. Additionally, the project was presented at the National Innovation Arena Awards in July 2022. Social media platforms such as Twitter were used to disseminate the project and its findings.

Engagement with the National Rural Network (NRN)

The NRN plays a key role in the communication and dissemination of a range of information relating to the delivery of the Rural Development Programme at national and European level. An article focused on the Safe Farm EIP Project features on the [NRN website](#) and the [European Commission website](#) in an effort to disseminate this project to a wider audience. The report from the needs analysis phase of the project was shared directly with Shane Conway of the National Rural Network (NRN).

Feedback to the Health and Safety Authority and Farm Safety Partnership Advisory Committee

Project updates have been provided to the Health and Safety Authority throughout the project lifetime, and specifically to the Farm Safety Partnership Advisory Committee, to create awareness, keep people informed, and to create a profile for the project. The report produced from the needs analysis phase of the project was presented to Pat Griffin, Senior Inspector – Occupation Health Division in the Health and Safety Authority, and the Farm Safety Partnership Committee, which is Chaired by Ciaran Roche, Commercial Underwriting Operations and Risk Manager with FBD Insurance Ltd. Additionally, the report from the needs analysis was also shared with Mairead Wall and Joan Cahill in the Health and Safety Authority.

Feedback to Farm Organisations

Project updates have been provided to ICOS via Billy Goodburn, Head of Learning and Development. The project team have continuously been in contact with ICOS throughout the project lifetime. The ultimate goal is for the Safe Farm training programme to be made available to ICOS and its members

in the near future (following project cessation) to facilitate wider dispersal and sharing of the training to the wider farming population.

Teagasc Advisors and Agricultural Consultants

Through the Dairygold Teagasc Signpost Programme, Teagasc advisors have been informed about the Safe Farm project activities and played an active role in recruiting participants for the live and zoom showings of the Safe Farm training programme.

Conference Presentations

Safe Farm project findings have been presented at the Teagasc BeSafe Seminar on Securing Farmer Wellbeing: Supporting the Social Sustainability of Farming in May 2022 at Teagasc Ashtown. Project findings were also presented at a Symposium on Behaviour Change and the Future of Work in UCD in October 2022. Additionally, a conference abstract to present project findings at the Health and Safety Conference Nordic Meeting in Denmark was accepted for presentation in August 2022.

Unfortunately, due to Covid-19, this conference was postponed. Safe Farm project findings were also presented at two international conferences: (i) European Seminar on Extension and Education in Toulouse, France in July 2023; and (ii) BeSAFE International Farm Safety and Farmer Health Conference in Dublin, Ireland in August 2023. Alongside these conference presentations, members of the team attended a BeSafe Conference in Teagasc Ashtown in November 2022, the National EIP Conference in Athlone in November 2022, and the Farmers4Safety Conference in Clonmel, Co. Tipperary in March 2022, representing the Safe Farm project and speaking to delegates on the day.

Reports to Department of Agriculture, Food and the Marine

Project findings have been shared specifically with Tracy O'Donoghue and John Canny in DAFM. Minister Martin Heydon, Minister of State with responsibility for Research and Development, Farm Safety, and New Market Development was invited to launch our Safe Farm training programme live show in Co. Cork in May 2022. Findings from the project to date were shared with Minister Heydon at that event.

Operational Group Members Networks/Channels

Members of the operational group have shared findings from the Safe Farm project within their personal and professional circles. For instance, the report produced based on the needs analysis phase of the study was circulated by operational group members to personnel with interest in and responsibility for farm safety.

University College Dublin

UCD have incorporated the training programme into a core module for students entitled Health, Welfare and Safety. This module is a pre-requisite for students Professional Work Experience Programme and is offered to approximately 350 students annually. The Safe Farm training programme will form part of the learning within this module on an annual basis going forward.

Actions to carry forward

The project team have started discussions with Teagasc Agricultural Colleges, exploring the potential for the Safe Farm training programme to be incorporated into their agricultural education programmes. This would support the wider rollout of the training programme to the future generation of young farmers.

In addition to this, the Health and Safety Authority have expressed interest in hosting the Safe Farm training programme on their e-Learning website. The programme will feature on this website from September 2023. Currently, the Safe Farm training programme is located on the Bord Bia

Sustainability Platform (although only Dairygold Co-Operative members can access at present) and will be made available to all co-operatives from 2024 onwards.

A conference abstract has been submitted to the European Seminar on Extension and Education being held in France in July 2023. Upon acceptance of the conference abstract submitted, the project findings will be presented at this conference by a member of the operational group in July 2023.

Finally, the project team aim to write at least one peer-reviewed journal publication based on the findings from this study.

Lessons Learned

Culture of risk taking: Farmers attitudes towards farm safety is complex. The public perception would be that farmers would push back against any form of compulsory training in this area. However, nearly half of farmers in this study would agree with some form of compulsion and the majority of farmers (76%) are very positive towards safety training. Indeed, it should be recognised that both current and previous safety campaigns have increased farmer awareness. Farmers are very aware of the risks they are taking which has to be a step in the right direction. But it is the cultural acceptance that as a farmer, it is acceptable to take chances that is most concerning. 40% of farmers believe that farms are, by their very nature, a dangerous workplace. So a key learning from this research would be that future programmes should target the cultural acceptance of risk on farms.

Farm Sustainability: Over the past number of years, sustainability has become integral to agricultural policy. The three key factors of sustainability are planet, people and profit. Our research has shown that one of these three pillars of sustainability (people) is arguably unsustainable. Farmers are constantly under time stress and this is one of the key reasons they cite as not implementing safety measures. Of greater concern, farmers are using vulnerable groups (over 65's and und under 16's) to fill labour gaps, often times without making any adoptions to the working environment to allow for their reduced mobility. It would be reasonable to suggest that this constant time stress is a key driving factor in poor farmer mental health and wellbeing. Our research has clearly shown that a alarming portion of farmers have poor mental health. A key learning from this project would be that the whole agricultural industry must place a much greater emphasis on improving farmer health and wellbeing in developing future sustainability policy.

Reach vs Impact: One of the key objectives of the Safe Farm OG was for the training programme to be scalable. In person training is clearly the optimum mode of delivery (impact). However, both the costs and logistics of this mode prohibit large scale delivery (reach). Our programme has shown that training using a learning management system (LMS) is clearly one potential solution to this problem. Our post training analysis of attitudes showed clear intention to make changes. A key learning from this project is that as we move further towards a digital society, an LMS can be an impactful way of influencing large scale attitudinal change.

Compulsory / Incentivised training: One of the key findings of our research was that farmers were very positive towards farm safety training. Yet, the recruitment of farmers for training proved extremely difficult through any mode of delivery which would seem to contradict this finding. We believe the core reason for this is time pressures. Farmers prioritise day to day running of their farm above everything else. Therefore, a key finding is that increased participation in training would require either some form of compulsion or incentivisation.

Multi-sectoral partnerships: In our final meeting the Operational Group unanimously agreed on the value of multiple perspectives from the private, co-operative, academic and farming communities working together to maximise value from the funding received.

Appendices

Appendix 1: Needs Analysis Questionnaire



Dairygold members survey on farmer health, farm safety and farmer wellbeing

Safe Farm Introduction

Dairygold, in collaboration with University College Dublin (UCD), are looking at creating a course to improve farmer health, wellbeing and farm safety. Rather than running a standard Health & Safety course, we want you, our members, to tell us what you think should be included. The course will be built around members' needs. We are not just looking at farm safety, we also want to know your thoughts on your health and wellbeing.

Important: Please note that all responses will be anonymised. **Dairygold staff will not have access to any of your answers or personal details.** Further details of Dairygold's Privacy Policy can be read on <https://www.dairygoldagri.ie/legal-privacy/privacy-statement/> This project is funded under a European Innovation Partnership and intellectual property of the survey findings will rest with the Department of Agriculture, Food and the Marine and the European Commission.



UCD Privacy Guarantee

As part of UCD ethics approval, all responses are anonymised. In order to achieve valid data, we need you to generate a unique code. Please answer the following three questions.

1

What is the first letter of your mother's maiden name? E.g. Ryan = R

2

What date of the month were you born? E.g. 12th May = 12

3

What are the last two digits of your mobile phone number? E.g. 087 8270037 = 37

The value must be a number

The value must be a number

Farmer Profile

4

What is the main farming enterprise on your farm?

- Dairy
- Dairy / Beef
- Beef
- Suckler / Sheep Tillage
- Mixed Farming / Other
-

5

Please indicate your gender.

- Female
- Male
- Non-binary
- Prefer not to say

6

Do you farm full-time or part-time?

- Full-time
- Part-time

7

What is your main role on the farm?

- Farm owner / farm manager
- Family working member
- Family member
- Employee
- Other

8

Do you think in Hectares (ha) or Acres (ac)?

- Hectares (ha) Acres
- (ac)

9

How many hectares (ha) do you farm?

The value must be a number

The value must be a number

10

How many acres (ac) do you farm?

The value must be a number

The value must be a number

11

What age are you?

15-24

25-34

35-44

45-54

55-64

65 and over

12

Have you identified someone to take over the farm?

Yes

No

13

Do you think your ability to complete all tasks effectively has been compromised as you have gotten older?

Yes

No

Farm Labour

14

Do you have part-time, full-time, or seasonal workers on your farm?

Yes

No

15

How many employees both full, part time and seasonal?

The value must be a number

The value must be a number

16

Do you know your legal obligations for your employees health and safety?

- No, I don't know
- Not really
- Some but not all
- Most of them
- Yes, I know them all

17

Do family members work on your farm?

- Yes
- No

18

How many family members work on the farm, both full and part-time?

The value must be a number

The value must be a number

19

Please select all family members that work on your farm. Select all that apply.

Parent

Spouse / Partner

Uncle / Aunt

Son / Daughter

Other

20

In relation to child safety, have you ever allowed any of the following on your farm. Select all options that apply.

Given a child under the age of 7 a ride on a tractor

Allowed children under the age of 7 play unsupervised on the farm yard

Allowed children under the age of 14 operate tractors on your farm

Allowed children under the age of 14 operate a loader or telehandler

Allowed children under the age of 16 operate PTO powered equipment

- Allowed children under the age of 16 work unsupervised with cattle/cows in the yards/shed/pens/etc.
- Allowed children travel on a trailer, transport box, or loader bucket
- Allowed children under the age of 16 drive on a national road

21

Are you undertaking jobs on the farm on your own that you know you should have help with?

- Yes
- No

22

What type of jobs are you undertaking on your own that you should have help with? Select all that apply.

- Livestock handling
- Machinery
- General maintenance
- Slurry
- Other

23

Is there anyone (including yourself if applicable) over the age of 65 working on your farm?

Yes

No

24

Have you modified the work place / work practices adapted to allow for age limitations?

Yes

No

Farm Safety on your farm

25

Have you had an experience of a farm accident that required medical treatment on your farm or on the farm of a close neighbour or friend?

Yes

No

26

Who was in the accident?

- You
- Family member
- Employee
- Neighbour
- Other

27

What was the medical outcome of this accident? Select all that apply.

- Fully recovered
- Recovered but ongoing pain
- Unable to perform all tasks on farm
- Ongoing mental health issues
- Permanent disability
- Fatality
- Prefer not to say

28

Have you had a near miss or serious farm safety incidence on your farm that did not result in medical treatment?

Yes

No

29

Has your experience of this incident made you change anything on your farm?

Yes

No

30

Please provide a brief overview of changes.

Enter your answer

31

Do you think your farm is a safe workplace? Select the most applicable statement.

- I know there are aspects that need improvement
- I know my farm and it is safe for me
- My farm is safe for all my employees and family members both young and old
- My farm is safe enough that a stranger could come in and work there safely
- Farms are, by their nature, a dangerous workplace and there is always risk

32

What is the biggest obstacle in implementing farm safety measures?

- Other priorities keeping a busy farm going
- Lack of labour
- Cost ~ Too expensive
- Not knowing how to make improvements
-

33

When do you think about farm safety? Select the most applicable statement.

- Don't really think about it much
- After an accident or near miss
- Before undertaking a new, difficult or dangerous job
- Daily
- When a new worker comes onto the farm
- When doing my safety statement
- For Bord Bia or other inspections
- Other

34

On your farm, what do you think are the top 3 risks? (Select 3)

- Cattle attack / crush
- PTO's
- Person on foot struck by vehicle
- Injury from mechanically powered gate
- Fall from height
- Fall from moving vehicle
- Round bales
- Slurry
- Tractor / Quad
- Tractor mounted or trailed implement
- Other

35

What one change would you suggest to make a difference to health and safety on Irish farms?

Enter your answer

36

Do you think **mandatory** farm safety training should be introduced for agriculture like "Safe Pass" training for construction?

Yes

No

Farmer Wellbeing

NB: All responses are anonymised. Please answer as honestly as possible.

37

Do you have a hobby / member of a club, etc. that makes you leave your farm at least once or more a week? Examples would include GAA, horses, local committees, etc.

Yes

No

38

How often do you go to the doctor for a routine checkup?

Once a year or more

Every two to three years

Never, only go when you are sick

39

Do you feel that there is never enough time and you are constantly chasing your tail?

- Always ~ Once a day or more
- Regularly ~ Once a week or more
- Sometimes ~ Once a month or more
- Rarely ~ A few times per year
- Never ~ Don't experience this

40

Especially during busy periods such as calving, bad weather, etc., do you feel overwhelmed with the amount of work you must get through?

- Always ~ Once a day or more
- Regularly ~ Once a week or more
- Sometimes ~ Once a month or more
- Rarely ~ A few times per year
- Never ~ Don't experience this

41

Do you feel isolated and that nobody would understand what you are going through?

- Always ~ Once a day or more
- Regularly ~ Once a week or more
- Sometimes ~ Once a month or more
- Rarely ~ A few times per year
- Never ~ Don't experience this

42

If you are feeling down, is there someone you can really trust to confide in?
This could be a family member, friend, doctor, support group, etc.

Yes No 43

Do you think that a tailor-made support service for farmers who are experiencing difficulties with their mental health should be available?

Yes

No, there is already help available

44

Who should provide this service? Select all that apply.

- Dairygold
- Teagasc / Dept of Agriculture
- Farm organisations
- The state
- Voluntary organisations such as the Samaritans
- Other

Farmer Safety and Wellbeing Course Format

Course format: There are a number of different formats that could be offered, some traditional and some using modern technologies. Please indicate your opinion on the various methods.

1. Completely online using specialised training software, with demonstration videos, questions to answer, downloadable certificate on completion, etc. The course can be completed any time it suits you, day or night, and other family members or employees can also complete it.
2. The course is delivered in a local hotel or training centre from 10am to 3pm.
3. The course is delivered in the morning in a local hotel or training centre followed by a practical session on farm in the afternoon.
4. Zoom: This course is delivered online using the Zoom platform, e.g live interactive video stream accessed remotely from phone, tablet or computer.
5. Zoom and on farm: One session via Zoom followed up by a practical session on farm.

45

Of all of the above formats, which is your preferred option?

- Online that can be completed at any time, day or night
- Day-long course in a local hotel or training centre
- Morning session in a training centre followed by practical in the afternoon
- Zoom
- Zoom followed up with on farm practical session

46

What is your preferred time to attend training?

- 10am - 3pm
- 7pm-9pm (2 sessions)
- Online course, so what ever time you choose

Final section

47

Have you previously done any farm health and safety courses?

- Yes
- No

48

What type of course was it?

- Chainsaw / ATV / Spraying
- TAMS
- Teagasc
- Agricultural College
- Farm Safety Walk
- Other

49

What was your opinion of the course?

- Excellent. It has improved my farm safety
- Yes, I learnt a lot
- Just ok
- Poor / boring
- Only did it to get the grant
- Only did it to comply

50

Would you be interested in attending a course run by Dairygold looking at farmers' health, safety and wellbeing?

Yes

No

What would you hope to achieve by doing the course? Tick all that apply.

Make my farm legally compliant with all laws

Improve my physical and mental health

Improve safety for my family and employees

Help in cross compliance and Bord Bia inspections

Had an accident / near miss so I want to improve my farm

Other

What are the top three topics do you think should be covered? (Select 3)

- Machinery / ATVs / Tractors
- Livestock
- Slurry management
- Farm risk assessment
- Working at heights
- Stress and time management
- Physical and Mental health
- Physical health and fitness
- Mental health / wellness
- Other

What is the main reason you have no interest?

- Already too much paperwork and compliance
- My farm is ok
- Will end up costing too much money to get everything up to safety standards
- I am not comfortable in a classroom / group situation
- Don't have the time
- I am not good with technology

Other

54

Do you have any comments or thoughts regarding the setting up of a farmer health, safety and wellbeing course?

Enter your answer

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

 Microsoft Forms

Appendix 1: SafeFarm Training Evaluation Questionnaire

Safe Farm Event Evaluation (Live)

Start of Block: Introduction

Q1

We are interested in understanding what you thought about this health, well-being and safety event and what impact it may have had (or not) on your knowledge of, attitudes towards and intention to change to your behaviour on health, well-being and safety on your farm.

The questionnaire should take you no more than 10 minutes to complete, and is anonymous.

By ticking this box, you are confirming that you are at least 18 years of age and that you are willing to participate.

I confirm that I am at least 18 years of age and that I am willing to participate (1)

End of Block: Introduction

Start of Block: A. A few questions about you and your farm

Q1 What is your **main role** on the farm? (tick **one** that best describes your role)

- Farm owner/manager (1)
- Farm employee (2)
- Family member, working on the farm (3)
- Family member, not working on the farm (4)
- Other (5) _____

Q2 What is the **main** farming enterprise on your farm? (tick **one**)

- Dairy (1)
- Beef (2)
- Suckler/sheep (3)
- Tillage (4)
- Mixed farming/other (5)

Q3 What **age** are you? (Tick **one**)

- 18-24 (1)
- 25-34 (2)
- 35-44 (3)
- 45-54 (4)
- 55-64 (5)
- 65+ (6)

Q4 What is your gender? (tick one)

- Male (1)
- Female (2)
- Non-binary / third gender (3)

Q5 Are there employees or family members (full-time, part-time or seasonal) working on your farm?

- Employees:tick if yes (1)
- Family members:tick if yes (2)

Q6 How many **acres** do you farm?

End of Block: A. A few questions about you and your farm

Start of Block: B. Opinions of the event

Q7 On the event you have just attended, please tick how much you agree with each of the following statements:

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
The event was relevant to my needs (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event was delivered to a high standard (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation/interaction was appropriate (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The duration of the event was appropriate (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event facilities were suitable (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this event to others (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 What did you like about this event?

Q9 How do you think this event could be improved?

End of Block: B. Opinions of the event

Start of Block: C. Your knowledge, attitude and intention to change behaviour, BEFORE AND AFTER

For each of the four topics below, please tick how good your knowledge, attitude and intention to change behaviour was BEFORE and AFTER the event.

Q10 On **vulnerable people** on your farm, please rate your knowledge, attitude and intention to change behaviour BEFORE and AFTER the event

	BEFORE				AFTER			
	Poor (1)	Average (2)	Good (3)	Excellent (4)	Poor (1)	Average (2)	Good (3)	Excellent (4)
Your knowledge (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your attitude (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your intention to change behaviour (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 On **the mental health and well-being of farmers**, please rate your knowledge, attitude and intention to change behaviour BEFORE and AFTER the event

	BEFORE				AFTER			
	Poor (1)	Average (2)	Good (3)	Excellent (4)	Poor (1)	Average (2)	Good (3)	Excellent (4)
Your knowledge (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your attitude (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your intention to change behaviour (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 On **your time and stress management**, please rate your knowledge, attitude and intention to change behaviour BEFORE and AFTER the event

	BEFORE				AFTER			
	Poor (1)	Average (2)	Good (3)	Excellent (4)	Poor (1)	Average (2)	Good (3)	Excellent (4)
Your knowledge (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your attitude (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your intention to change behaviour (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 On managing hazards/risks on your farm, please rate your knowledge, attitude and intention to change behaviour BEFORE and AFTER the event

	BEFORE				AFTER			
	Poor (1)	Average (2)	Good (3)	Excellent (4)	Poor (1)	Average (2)	Good (3)	Excellent (4)
Your knowledge (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your attitude (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your intention to change behaviour (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: C. Your knowledge, attitude and intention to change behaviour, BEFORE AND AFTER

Thank you!

Minutes of Safe Farm Operational Group

1st November 2021, 10.30-13:00

Venue: Microsoft Teams

Present: Joe Kirk, Pat Bogue, Sinéad Flannery, Andrew Reilly, Billy Cronin, Orlaith Tynan, Aoife Ladd, Patrick Shine.

Apologies: Pat Clancy

The meeting was opened by Joe Kirk who acted as Chairperson.

The Chairperson thanked everyone for their attendance. It was disappointing that a decision was made late last week to move a virtual meeting (it was originally planned to have an in-person meeting). However, in light of the ongoing public health situation, it was important that this group set up to improve farm safety, should show leadership by not putting each other and by extension, members of our family at undue risk.

Project Proposal

- The Chairperson provided a brief recap on the project and went through the key steps that needed to be achieved both in the short run and throughout the project. The first milestone was January 3rd when the Needs Analysis Questionnaire would need to be launched. He highlighted that given that Christmas would take a considerable number of working days out, it was important that work gets underway immediately.
 - Sinéad said that UCD would need the final proof by November 22nd to get ethical approval.
 - Billy is to investigate approaches for distribution to farmers.

Administration

- Project Initiation Document
 - Pat Bogue provided a brief overview on the Project Initiation Document and invited all members to review the document and provide any comments prior to submission to DAFM on 2nd Nov 2021.
- Legal Entity – Company Limited by Guarantee:
 - Pat Bogue and Joe Kirk provided an update on the setting up of a legal entity. A Company Limited by Guarantee (CLG) appears to be the most appropriate approach. They proposed to engage Ciaran Lynch (Community Engagement Partners) to provide support on the setting up of a CLG. A meeting will be set up with Ciaran which Joe and Pat will attend and an invite extended to all other members if they wish to attend.
- Project Budget
 - Joe Kirk briefly through outlined the project budget. He highlighted the importance of all expenses being vouched / receipted. He also made the point that the budget was fixed and that there was no ability to look for funding for overspending.

Brainstorming on Key Elements of the Project

The main purpose of the meeting was to brainstorm how we would develop the project and also the content of the farmer questionnaire. Pat Bogue led this process.

- Andrew felt that it would be important (with respect to continued high level of Covid 19 infection) that we plan as if face to face delivery of the training in 2022 may not be possible.
- Others felt that a blended approach would be better and that it was impossible to replicate in person delivery.
- Orlaith gave details of “Theatre in Action” performance that was delivered recently to a group of Dairygold farmers. It certainly was innovative and all present felt that it had a long term effect on their thought process.
- Some of the suggestions on the key areas for consideration in the project included: vulnerable groups (young and elderly); health and well-being - stress; physical health and fitness; machinery; livestock; slurry; working at heights.
- The general conclusion was that we get farmer feedback. However, everyone felt that this was an opportunity to innovate and whatever format it takes.

The second element of the brainstorming was to explore some of the key aspects for inclusion in the Needs Analysis. Some of the main areas to be considered for inclusion in the Needs Analysis included:

- Demographic and farm details;
- Attitudes to safety – concerns about safety;
- Changes made relating to farm safety;
- Focus on safety within farm households;
- Training – interests in and past engagement; and
- Past experience of accidents, risks etc.

Pat & Joe will prepare a draft Needs Analysis and share with the OG.

Next meeting scheduled for Monday 29th November.

The chairman closed the meeting at 1pm.

Minutes of Safe Farm December OG Meeting

Date: 29th November 2021

Time: 10.00-11:30

Venue: Microsoft Teams

Present: Joe Kirk, Sinéad Flannery, Andrew Reilly, Billy Cronin, Aoife Ladd, Patrick Shine, Pat Clancy, John O’Gorman

Apologies: Orlaith Tynan

The meeting was opened by Joe Kirk who acted as Chairperson.

The Chairperson thanked everyone for their attendance. Orlaith sent her apologies as she was called away at the last minute.

Dr.Pat Bogue, RIP. The chairman paid tribute to Pat Bogue and all in the team agreed that he was a great loss to us all.

1. Minutes of OG meeting dated 1st November had been circulated and taken as read. The meeting agreed that they were in order. Billy Cronin proposed their adoption and this was seconded by Andrew Reilly.
2. Matters arising: None.
3. Key issues due to Pat Bogue’s exit from the project.
 - a. Department was notified by Joe Kirk on Friday 5th November that he was now acting project team leader. This was allowed for in our risk and contingencies chapter in our project application. The chairman asked the meeting was everyone okay with him continuing as team leader and there was unanimous agreement.
 - b. Eileen Delaney in the department confirmed that there were no outstanding issues that need to be resolved. All documentation is currently up to date.
 - c. As Pat Bogue was due to be a director of the legal entity, Andrew Reilly has kindly offered to become a director. The chairman thanked Andrew for this. There may be financial costs to this as it will cause Andrew more work but this can be dealt with.
 - d. The chairman then outlined other potential gaps that need to be filled. Whilst he potentially could undertake the analysis of the survey data and subsequent reporting of same, it would not be his strongest strength. He spoke with Sinéad about the possibility of a PHD student from UCD coming on board. However, Sinéad outlined that there could be potential conflicts of interest as these students were often funded by external sources. However, Sinéad outlined details of a staff member of UCD that was interested in getting involved. Anne Markey has vast experience in data analysis and has a very strong interest in the area of farm safety. Sinéad spoke very highly of her. Equally, Andrew also knew her and again, spoke very highly of her. The chairman outlined to the meeting that Pat Bogue spoke highly of her. It was unanimously agreed that we would be delighted if Anne would take a place on our team. Sinéad is to set up a meeting between Joe and Anne. The chairman thanked Sinéad for all her work in this matter.
4. Company Limited by Guarantee update

- a. The chairman thanked all those involved for their cooperation. The constitution was signed by all the previous Wednesday. It was submitted by Ciaran Lynch on Thursday.
 - b. Another document came out that required signatures. This can be done virtually. The chairman asked John, Patrick and Aoife for a copy of the document via WhatsApp. They had previously sent it but it was not clear enough.
 - c. Next step, set up a bank account. Andrew, as a director, will need to sign documents. The chairman has already approached AIB to find out the procedure. Andrew will need to get his ID verified in any AIB branch prior to set up. Andrew agreed to drop into his local branch to do this.
5. Budget update
- a. The chairman proposed and the meeting agreed with the following methodology for payments. Joe to provide a list of all payments due to the OG meeting each month. The OG meeting will have to approve all the payments. Once agreed, Andrew Reilly can make the payments. It was agreed that it was important that a second person makes the payments, thereby ensuring both transparency and accountability.
 - b. Pat Bogue fees: Joe outlined that there was a payment due for the initial application of €6,750 including VAT. Pat has already invoiced the department for this. This was due to be split between Joe and Pat. Joe said that he would not be taking his share of this fee. Joe further estimated that Pat has completed circa €5.5k worth of work for the project. Joe outlined to the meeting how he arrived at this figure. The chairman asked the group were they happy with this. All in the group agreed. The chairman said that if anyone had second thoughts, that they could contact him at any stage in the next month.
 - c. Joe outlined the commercial reality that he would now be doing most of Pat's work and therefore, would be taking some of his budget. However, there are also others such as Anne and Andrew that will need to be paid.
6. Project management update: Key dates.
- a. Online survey, January 3rd. The draft survey is complete.
 - b. Farmer focus group, week starting 17th January. On target.
 - c. Mid January to mid March, build the programme.
 - i. Joe outlined that this would probably be the busiest time for the group.
7. Farmer survey update
- a. Sinéad submitted an application on the 19th November to UCD for ethical approval for two online surveys and two farmer focus group meetings. UCD have now granted approval. The chairman thanked Sinéad. The chairman highlighted to the team the importance of ensuring that the project meets with all the requirements of UCD. UCD are contributing substantial resources to this project so we need to ensure that we adhere to any standards they set.
 - b. Survey launch date.
 - i. The survey is due to go live on January 3rd. As the survey is now substantially complete, Joe asked Billy if it would be possible to move it forward to 29th/ 30th December. A number of different dates were discussed but it was agreed that 29th / 30th would be the best. Billy is to check out if this is logistically possible given that it is during the Christmas period.

- ii. Billy suggested that we text participants prior to the survey launch and all agreed.
 - iii. The survey can be sent either by email or text. Billy to work this out in conjunction with Joe.
 - c. Article in Dairygold newsletter.
 - i. Joe and Sinéad have an article put together. Joe to send to Billy after the meeting. This will go out to all farmers in December.
 - ii. Both Pat Clancy and Joe highlighted the importance of the EIP logo being put in all publications.
- 8. Farmer Focus Group
 - a. Target date is the week of 17th January. There is no point in bringing it forward as we need to have provisional results of the survey to inform the content of the focus group.
 - b. Provisional date agreed, January 19th, 10.30 – 12.30
 - c. Venue: Due to Covid, it is impossible to predict a venue at this stage. Joe would really like to have it in person, even if it's in a haybarn. A decision will be made at the next OG meeting. If it is in person, it will be somewhere near / in Mitchelstown.
 - d. Joe outlined that you would normally invite circa 20 with a hope to get circa 15 attending.
 - e. Billy suggested that we use the discussion groups of the team members.
 - i. Patrick's group would have around 8 Dairygold suppliers. Mix of ages and genders. There are also Glanbia suppliers in Patrick's group but it would not be appropriate to invite them.
 - ii. Aoife's group has a mix of ages and genders.
 - iii. Pat Clancy's group is a slightly older group but no females.
 - f. It was agreed that we invite all three groups.
 - g. Aoife suggested that we come up with a common text for a SMS message that we will be sending out to all discussion group members.
 - h. Patrick suggested that we follow up with a phone call.
- 9. Proposal to have 30 minute Zoom meetings with key stakeholders
 - a. Joe proposed that over the next two months that we have 30 minute Q&A Zoom calls with key stakeholders. Whilst there is a lot of professional expertise within the group, others have no background in H&S. The group agreed that this would be beneficial. The chairman stressed that he understood that not everyone would be able to attend each meeting but whoever could attend, would benefit. The meetings will be a maximum of 30 minutes.
 - b. The following Q&A have already been set up.
 - i. 8th December at 9.15am: Mr Niall Griffe, Dairygold Member Relations Manager.
 - ii. 13th December at 9.30am: Mr. Pat Griffin, HSA.
 - c. Billy to talk to William Ryan regarding lean farm.
- 10. Open Forum / AOB
 - a. The chairman asked if there has been any more thought on the form of training.
 - i. Pat felt that everyone was sick of being online and that we should aim to have it in person.

- ii. Joe said that at a minimum, we need a contingency plan to put it online. He also said that we must make our programme innovative.
 - iii. Billy highlighted that it must be scalable. This is an advantage of online.
11. Date of next OG meeting: Wednesday 5th January at 10am. The chairman estimated that it would be a meeting of similar duration.

With no other business, the chairman closed the meeting at 11.10am.

Minutes of SAFE FARM Operational Group Meeting

January Meeting 2022

Date: 2nd January, 2022

Time: 10:00-11:30

Venue: Microsoft Teams

Present: Orlaith Tynan, Billy Cronin, Anne Markey, Sinéad Flannery, Aoife Ladd, Pat Clancy, John O’Gorman, Andrew Reilly, Joe Kirk.

Apologies: Patrick Shine

Approval of minutes of meeting dated 5th January, 2022.

Proposed by Pat Clancy.

Seconded by Billy Cronin

No matters arising

Feirm Sábháilte registered with Revenue for corporation tax on 21st January, 2022.

Next steps:

- Bank account up and running. Internet banking set up. Joe to give documentation to Andrew next week.
- Registered with revenue for corporation tax on 21st January.
- Every step taking 7-10 days longer than usual. Example is applied for ROS Monday week last – only received code yesterday.
- Tax clearance certificate has been issued and sent to DAFM – DAFM have requested a revised budget.

a. Invoices to be approved:

All invoices are within the budget we set out in our project plan that we submitted to the department as part of our application.

John O’Gorman and Pat Clancy made decision collectively to decline the payment and have it redistributed elsewhere within the programme. As Dairygold board members, in their view, it would not be appropriate. However, they both felt that both Patrick Shine and Aoife Ladd should be compensated. They also wished that their unclaimed funds be used within the programme.

Payments proposed by John O’Gorman, seconded by Pat Clancy.

Bank account currently at €0.

First application to DAFM was circa 42,500.

Currently have invoiced expenses of almost €25,000.

a. Key dates:

Anne Markey went through the data.

647 participants

Survey conducted on Microsoft forms

Anne to get timeline from Billy regarding sending out of survey and reminders sent, etc.

7 sections and 54 questions

Not everybody responded to every question

% figure refers to percentage out of people that have responded, not out of the total number of respondents

Anne interested in talking to group about next steps as there are no major differences/changes since Joe shared an overview of survey findings in January

People are looking for flexibility e.g. if it's being delivered online it's to be recorded

Anne to continue to clean the data and write up a description with some comparisons to national stats and some literature using tables, charts and texts

Anne asked group what further analysis do we want to do right now for the programme to move forward?

45.9% of those who always feel isolated have nobody to confide in. The less isolated farmers feel the more likely it is they have someone to confide in. However, 37 farmers regularly always feel isolated and they don't have anyone to confide in i.e. approx. 6%. This is a worrying figure if our sample is representative of Dairygold farmers. Based on simple math's it is potentially 330

Dairygold farmers based on farmer members within Dairygold. John mentioned that potentially there are a greater number than that affected because of 'hard to reach' group of farmers who didn't complete survey and maybe they are a more vulnerable group when they didn't engage. J. O'Gorman – what would motivate someone to get involved/participate in a programme and equally what is the preferred delivery model?

Andrew agrees with John – what will engage people and get them on board. Secondly, group needs to decide on four key topic areas and use data to give insights into those topics. Andrew proposes vulnerable groups, mental health – relationships between stress mgmt. time mgmt., being overwhelmed, physical health – closely linked to mental health, appears that overweight, lack of physical exercise is contributing to physical health, and general health and safety aspects on the farm – we cannot lose sight of that, links between awareness, risk taking behaviours, and the dangers that are there.

Sinéad – interesting to look at the mode of delivery relative to the topics they would like training in as this might help inform how we deliver certain aspects of our training programme

Anne - Education, vulnerable groups, mental health, physical health, and general health and safety – What variables do the group want to compare? Eg. The profile of farmer in terms of age/gender/main enterprise/farm size/etc. or are we looking at interplay between those or both?

J. Kirk – farmers who don't leave the farm once a week or more – look at the demographics related to that e.g. is it the younger farmers, older farmers, men versus women, etc. Joe wonders if the 30+ farmers are not leaving the farm at all? Is there a gender aspect here?

Pat Clancy – how to motivate people to get involved – men are slow to get involved in mental/physical health topics and usually it is your partner that gets you involved so is there a way we can get around this?

Cronin – the number of people who had accidents/incidents/near misses – is that a motivation for change? Anne says data says that yes it took a crisis for them to make a change on farm.

P. Clancy - We need to be careful we don't alienate the beef/sheep/tillage farmers also

Reilly – Agreeing with Billy and is there a way we can extrapolate how we can motivate them to make changes in advance of anything happening. Opportunity to pre-empt and include indirectly.

Andrew mentioned the traffic light system which was used in Denmark where a farm was given a green, amber or red light and had to make changes within a specific timeframe

Orlaith - Attitudes to safety – could be empowering to know about we do people think about safety and your attitude to changing your behaviour

Andrew – agrees with Orlaith and if involving theatre at work, insights there on people’s attitudes would be a good opportunity to focus in on key areas we are talking about. Attitudes towards making safety changes, in retiring, etc.

J. O’Gorman – in their breakout group the ASSAP programme was mentioned as a way of positively engaging farmers in a non-judgemental way. A similar non-judgemental support that would be available to people to cast a critical eye on their farm to see areas where they could make improvement like a collaboration rather than enforcement (as Billy said). Prevention rather than dealing with the aftermath.

Billy – a lot of health and safety courses designed in the past were enforcement so what’s going to be different this time around to engage people and get them involved. Collaboration rather than enforcement. What is going to be different with our project?

Joe – vast majority said in survey they were happy with the likes of the TAMS training. There is a lot of positivity within the participant group already and there is willingness to change

Ladd – ASSAP group – the other side of that was farmers don’t always see issues on their own farm so an independent person coming in would see things the farmer doesn’t see on their own farm.

Anne’s last question – who am I writing for, who is the audience? How academic can it be?

Joe – one pager on each of main topics – bullet points and key numbers.

Andrew – report needs to be in format that can be used by UCD but also by Dairygold Board.

Andrew suggested that perhaps it would be a good initiative for Dairygold to put in place a contact person for those farmers who need support and feel isolated and this person perhaps should be trained and have skills to deal with these calls.

Joe – came in on Andrew’s point and mentioned that we would like this to be deliverable out of this project and is this something the Dairygold Board would be interested/willing to engage with and put in place? From Anne’s work, it is clear that 6% of Dairygold farmers are always or regularly isolated and have no one to confide in.

P. Clancy/J. O’Gorman – responded positively. Pat was aware that Glanbia are currently launching such a service. Acknowledge there is a necessity there and people in Dairygold are likely to recognise that. Take comments/info on board and will bring forward. John mentioned that the sales personnel would also need some training in being able to recognize the signs when out visiting farmers for milk quality checks for example.

Joe - Proposes we put a one page document together to put forward to Dairygold out of this project. One pager to include some stats and figures. This would have to be resourced by Dairygold. Our project is time limited and it is important that it is “owned” by Dairygold.

Andrew felt it was important that it is a Dairygold number. Farmers may not feel comfortable in calling an outside body.

J. O’Gorman – suggested that one pager proposes the purpose of group to Dairygold Board, introducing topic that could be delivered at meeting/pre-meeting to open up discussion around this and the work that is being done. Sinéad to help with this document.

Target date, week starting 17th January, 2022.

Completed via Zoom on 24th January, 2022.

17 farmers in attendance, 13 guests plus 4 farmers from our operation group.

Provisional analysis update ~ Anne Markey.

Well done to all for their work with the farmer focus groups.

Best insights obtained within breakout groups

Anne sending recordings for transcription. Cost in the region of €2.00-€2.50. Anne said all names will be redacted.

Joe requested these transcripts shared with group as soon as we have them

Week starting 31st January, develop the programme.

Week starting 11th April, trial the programme.

Billy invited.

As it is peak calving season, farmer members of our group not expected to attend. However, they are welcome should they wish to attend.

Venue: Somewhere central around Portlaoise / Carlow.

Date: Proposed date of meeting: Week starting Monday 7th February, 2022.

Very challenging timeline – Joe proposes an in-person meeting next week. Farmers not expected to attend. Proposal to have meeting somewhere in middle of country e.g. Portlaoise for 3 hours.

Andrew to lead the meeting next week.

Tuesday, 8th February @ 2pm in Portlaoise. Joe to organise venue.

Plan for dissemination of farmer survey results.

Good time to start dissemination is when we are ready to launch our pilot training programmes.

Sinéad mentioned that we should really put a more concrete plan in place in time as to how we are going to disseminate the work of the group with the public.

Joe mentioned our dissemination plan must start with Dairygold first and then welcomes all ideas after that.

Pat Clancy said that both John and himself will need to discuss with the senior people in Dairygold and they will revert.

(This item on the agenda was brought forward and discussed directly after item 5, Project Management Update. This was to facilitate Billy & Orlaith as they had to leave the meeting at 11am.)

30 minute Q&A with Ciaran Roche, FBD and chairperson of the farm safety partnership advisory committee on 15th February at 9.15am.

30 minute Q&A with Annette, Theatre at Work. Proposed date, Week of 7th February at 9.15am.

Thanks Sinéad and Orla for organising these Q&A sessions.

Orla has requested Theatre at Work availability for week of 7th February.

None

Date of next OG meeting: Wednesday, 2nd March, 2022 at 9.30am.

SAFE FARM Operational Group Meeting
February Meeting 2022

Date: 2nd February, 2022.

Time: 10:00-11:30

Venue: Microsoft Teams

1. Approval of minutes of meeting dated 5th January, 2022.
 - Proposed by Pat Clancy.
 - Seconded by Billy Cronin

2. Matters arising.
 - No matters arising

3. Company Limited by Guarantee (CLG) update:
 - a. Feirm Sábháilte registered with Revenue for corporation tax on 21st January, 2022.
 - b. Next steps:
 - i. Set up ROS (Revenue Online Services).
 - ii. Apply for Tax Clearance Certificate.
 - iii. Submit Tax Clearance Certificate to department. This is the only outstanding item before they can put us into funds.
 - Bank account up and running. Internet banking set up. Joe to give documentation to Andrew next week.
 - Registered with revenue for corporation tax on 21st January.
 - Every step taking 7-10 days longer than usual. Example is applied for ROS Monday week last – only received code yesterday.
 - Tax clearance certificate has been issued and sent to DAFM – DAFM have requested a revised budget.

4. Budget update:
 - a. Invoices to be approved:
 - i. Acorn Agricultural Research January.
 - ii. Cohort Recruitment & Training.
 - iii. Ciaran Lynch for CLG setup.
 - iv. Farmer quarterly payments.
 - All invoices are within the budget we set out in our project plan that we submitted to the department as part of our application.
 - John O’Gorman and Pat Clancy made decision collectively to decline the payment and have it redistributed elsewhere within the programme. As Dairygold board members, in their view, it would not be appropriate. However, they both felt that both Patrick Shine and Aoife Ladd should be compensated. The also wished that their unclaimed funds be used within the programme.
 - Payments proposed by John O’Gorman, seconded by Pat Clancy.

- Bank account currently at €0.
- First application to DAFM was circa 42,500.
- Currently have invoiced expenses of almost €25,000.

5. Project management update:

a. Key dates:

i. Online survey: Complete

1. Review response rate.

- a. Target response 500.
- b. Actual response 647.
- c. Provisional analysis update ~ Anne Markey.

Anne Markey went through the data.

- 647 participants
- Survey conducted on Microsoft forms
- Anne to get timeline from Billy regarding sending out of survey and reminders sent, etc.
- 7 sections and 54 questions
- Not everybody responded to every question
- % figure refers to percentage out of people that have responded, not out of the total number of respondents
- Anne interested in talking to group about next steps as there are no major differences/changes since Joe shared an overview of survey findings in January
- People are looking for flexibility e.g. if it's being delivered online it's to be recorded
- Anne to continue to clean the data and write up a description with some comparisons to national stats and some literature using tables, charts and texts
- Anne asked group what further analysis do we want to do right now for the programme to move forward?
 - 45.9% of those who always feel isolated have nobody to confide in. The less isolated farmers feel the more likely it is they have someone to confide in. However, 37 farmers regularly always feel isolated and they don't have anyone to confide in i.e. approx. 6%. This is a worrying figure if our sample is representative of Dairygold farmers. Based on simple math's it is potentially 330 Dairygold farmers based on farmer members within Dairygold. John mentioned that potentially there are a greater number than that affected because of 'hard to reach' group of farmers who didn't complete survey and maybe they are a more vulnerable group when they didn't engage.
 - J. O'Gorman – what would motivate someone to get involved/participate in a programme and equally what is the preferred delivery model?
 - Andrew agrees with John – what will engage people and get them on board. Secondly, group needs to decide on four key topic areas and use data to give insights into those topics. Andrew proposes vulnerable groups, mental health – relationships between stress mgmt. time mgmt., being overwhelmed, physical health – closely linked to mental health, appears that overweight, lack of physical exercise is contributing to physical health, and general health and safety aspects on the farm –

we cannot lose sight of that, links between awareness, risk taking behaviours, and the dangers that are there.

- Sinéad – interesting to look at the mode of delivery relative to the topics they would like training in as this might help inform how we deliver certain aspects of our training programme
- Anne - Education, vulnerable groups, mental health, physical health, and general health and safety – What variables do the group want to compare? Eg. The profile of farmer in terms of age/gender/main enterprise/farm size/etc. or are we looking at interplay between those or both?
- J. Kirk – farmers who don't leave the farm once a week or more – look at the demographics related to that e.g. is it the younger farmers, older farmers, men versus women, etc. Joe wonders if the 30+ farmers are not leaving the farm at all? Is there a gender aspect here?
- Pat Clancy – how to motivate people to get involved – men are slow to get involved in mental/physical health topics and usually it is your partner that gets you involved so is there a way we can get around this?
- Cronin – the number of people who had accidents/incidents/near misses – is that a motivation for change? Anne says data says that yes it took a crisis for them to make a change on farm.
- P. Clancy - We need to be careful we don't alienate the beef/sheep/tillage farmers also
- Reilly – Agreeing with Billy and is there a way we can extrapolate how we can motivate them to make changes in advance of anything happening. Opportunity to pre-empt and include indirectly. Andrew mentioned the traffic light system which was used in Denmark where a farm was given a green, amber or red light and had to make changes within a specific timeframe
- Orlaith - Attitudes to safety – could be empowering to know about we do people think about safety and your attitude to changing your behaviour
- Andrew – agrees with Orlaith and if involving theatre at work, insights there on people's attitudes would be a good opportunity to focus in on key areas we are talking about. Attitudes towards making safety changes, in retiring, etc.
- J. O'Gorman – in their breakout group the ASSAP programme was mentioned as a way of positively engaging farmers in a non-judgemental way. A similar non-judgemental support that would be available to people to cast a critical eye on their farm to see areas where they could make improvement like a collaboration rather than enforcement (as Billy said). Prevention rather than dealing with the aftermath.
- Billy – a lot of health and safety courses designed in the past were enforcement so what's going to be different this time around to engage people and get them involved. Collaboration rather than enforcement. What is going to be different with our project?
- Joe – vast majority said in survey they were happy with the likes of the TAMS training. There is a lot of positivity within the participant group already and there is willingness to change
- Ladd – ASSAP group – the other side of that was farmers don't always see issues on their own farm so an independent person coming in would see things the farmer

doesn't see on their own farm.

- Anne's last question – who am I writing for, who is the audience? How academic can it be?
 - Joe – one pager on each of main topics – bullet points and key numbers.
 - Andrew – report needs to be in format that can be used by UCD but also by Dairygold Board.
 - Andrew suggested that perhaps it would be a good initiative for Dairygold to put in place a contact person for those farmers who need support and feel isolated and this person perhaps should be trained and have skills to deal with these calls.
 - Joe – came in on Andrew's point and mentioned that we would like this to be deliverable out of this project and is this something the Dairygold Board would be interested/willing to engage with and put in place? From Anne's work, it is clear that 6% of Dairygold farmers are always or regularly isolated and have no one to confide in.
 - P. Clancy/J. O'Gorman – responded positively. Pat was aware that Glanbia are currently launching such a service. Acknowledge there is a necessity there and people in Dairygold are likely to recognise that. Take comments/info on board and will bring forward. John mentioned that the sales personnel would also need some training in being able to recognize the signs when out visiting farmers for milk quality checks for example.
 - Joe - Proposes we put a one page document together to put forward to Dairygold out of this project. One pager to include some stats and figures. This would have to be resourced by Dairygold. Our project is time limited and it is important that it is "owned" by Dairygold.
 - Andrew felt it was important that it is a Dairygold number. Farmers may not feel comfortable in calling an outside body.
 - J. O'Gorman – suggested that one pager proposes the purpose of group to Dairygold Board, introducing topic that could be delivered at meeting/pre-meeting to open up discussion around this and the work that is being done. Sinéad to help with this document.

ii. Farmer focus group meeting:

1. Target date, week starting 17th January, 2022.
 2. Completed via Zoom on 24th January, 2022.
 3. 17 farmers in attendance, 13 guests plus 4 farmers from our operation group.
 4. Provisional analysis update ~ Anne Markey.
- Well done to all for their work with the farmer focus groups.
 - Best insights obtained within breakout groups
 - Anne sending recordings for transcription. Cost in the region of €2.00-€2.50. Anne said all names will be redacted.
 - Joe requested these transcripts shared with group as soon as we have them

iii. Design and build the programme:

1. Target date:
 - a. Week starting 31st January, develop the programme.

- b. Week starting 11th April, trial the programme.
- 2. Proposal of an in-person meeting of safety professionals in our group, Sinéad, Andrew, Orlaith and Anne for brainstorming.
 - a. Billy invited.
 - b. As it is peak calving season, farmer members of our group not expected to attend. However, they are welcome should they wish to attend.
 - c. Venue: Somewhere central around Portlaoise / Carlow.
 - d. Date: Proposed date of meeting: Week starting Monday 7th February, 2022.
- Very challenging timeline – Joe proposes an in-person meeting next week. Farmers not expected to attend. Proposal to have meeting somewhere in middle of country e.g. Portlaoise for 3 hours. Andrew to lead the meeting next week.
 - Tuesday, 8th February @ 2pm in Portlaoise. Joe to organise venue.
- 6. Dissemination:
 - a. Plan for dissemination of farmer survey results.
 - Good time to start dissemination is when we are ready to launch our pilot training programmes.
 - Sinéad mentioned that we should really put a more concrete plan in place in time as to how we are going to disseminate the work of the group with the public.
 - Joe mentioned our dissemination plan must start with Dairygold first and then welcomes all ideas after that.
 - Pat said that both John and himself will need to discuss with the senior people in Dairygold and they will revert.
- 7. Learning from other sectors: *(This item on the agenda was brought forward and discussed directly after item 5, Project Management Update. This was to facilitate Billy & Orlaith as they had to leave the meeting at 11am.)*
 - a. 30 minute Q&A with Ciaran Roche, FBD and chairperson of the farm safety partnership advisory committee on 15th February at 9.15am.
 - b. 30 minute Q&A with Annette, Theatre at Work. Proposed date, Week of 7th February at 9.15am.
 - Thanks Sinéad and Orla for organising these Q&A sessions.
 - Orla has requested Theatre at Work availability for week of 7th February.
- 8. Open forum / Any other business.
 - None
- 9. Date of next OG meeting: Wednesday, 2nd March, 2022 at 9.30am.

SAFE FARM Operational Group Meeting

March Meeting 2022

Date: 2nd March, 2022

Time: 09:30-11:00

Venue: Microsoft Teams

Agenda

1. Approval of minutes of meeting dated 2nd February, 2022.
 - Proposed by Pat Clancy. Seconded by John O’Gorman.
2. Matters arising.
 - None
3. Review of tenders for data analysis and report writing for the Safe Farm Project
 - a. Anne Markey will have to step out of the meeting during this process.
 - Received three tenders to fill position in Pat’s absence
 - Anne Markey was recommended as the chosen candidate and all were in agreement.
4. Company Limited by Guarantee (CLG) update:
 - i. Tax Clearance Certificate submitted to the department. This was the only outstanding item before they could put us into funds.
 - Great struggle to get bank account in funds from DAFM but yesterday funds came through.
5. Budget update:
 - a. Invoices to be approved:
 - i. Acorn Agricultural Research €2,342.70*
 - ii. Talbot Hotel Carlow 87.70**
 - iii. */** Joe Kirk paid the Talbot Hotel Carlow and this is included in his February invoice.
 - b. Bank Balance as of 28th February, 2022: €0
 - c. Bank Balance as of 1st March, 2022. €103,193
 - d. Creditors: €27,204
 - Proposed by Pat Clancy. Seconded by Anne Markey.
6. Project management update:

- a. Key dates:
 - i. Online survey & Focus Group: Complete
 - a. Analysis update ~ Anne Markey.
 - Report on survey data requested by Joe by St. Patrick's weekend – Anne half way there with this report
 - Anne will need help in drawing up conclusions and recommendations – suggested meeting post Paddy's weekend for Anne to present main results and we as a group agree collectively what the conclusions and recommendations are.
 - Joe thanked Anne for all her work to date
7. Letter to Dairygold Board re support service for members mental health.
- a. John O'Gorman / Pat Clancy to report.
 - John gave a report on the Board meeting 17th February – letter received from Joe was read out and there was good discussion and engagement re same. Board were unanimously positive towards work being undertaken by group and would be very happy to support provision of members in this area. Dairy Industry Ireland mental health project will be launching on 8th March which involves artwork, stickers, etc. being put on tankers, etc. with contact details e.g. Samaritans. Dairygold very happy and supportive of work being undertaken by this group.
 - Joe asked that the project group be associated with it as well in terms of acknowledgement
8. Design and build the programme:
- 1. Target date:
 - a. Week starting 31st January, develop the programme.
 - b. Week starting 11th April, trial the programme.
 - 2. Andrew to update the meeting on progress.
- Some members of the operational group met in-person in Carlow to kickstart planning of programme development
 - Need to get to a point where we decide on content, delivery format, mode of delivery, etc.
 - Andrew shared the excel flowchart with the group to explain thought process and where we are at with programme development and idea generation
 - Livestock, machinery and slurry are key topics identified as primary messages – can all be delivered without being enterprise specific. Some potential secondary messages are bureaucracy (paperwork), background (profitability, investment, cost/inflation, pressures they are applying [course isn't going to directly deal with this but can touch on them]), succession planning and retirement, labour. The training should aim to achieve behavioural change and part of that will be altering how people perceive risk and so that should be an element of the training. From focus groups and surveys, the mode of delivery suggested was discussion group model, peer-to-peer training- possibly not

feasible to achieve directly in our training, however, what we develop could be incorporated into this model.

- Sub-group is leaning towards Theatre at Work style delivery as the group believes it is innovative, and a novel and powerful way of delivering training.
- 'How was I to Know' as it stands doesn't represent all findings of our survey and focus group and so a new or revised script is the preferred option.
- Andrew spoke with Annette in advance of this meeting and she is very willing to help us develop new script. She noted that the writer would be able to write the script with both the live and virtual formats in mind which would make it more applicable to what we are trying to achieve.
- Proposed formats of delivery:
 - Live delivery
 - Blended – Zoom with live facilitation (screen play via video)
 - Online
- Decisions need to be made as to how we are going to verify the training e.g. discussion/test/quiz/etc.
- Decision also needs to be made on how measurement/feedback will be executed e.g. learning impact, scalability, standardisations/certification, innovation, etc. to help identify the future plan and recommendations out of our project.
- Joe asked Billy to discuss scalability and its importance/relevance for Dairygold – 5000 shareholders (half likely milk suppliers 2700 and the rest make up the other enterprises). Live shows can be ran every week/month, online platform needs to be engaging, is there a certificate at the end. Scalability is key and this EIP will end in end October so need to consider how it will run from October onwards.
- Joe requested farmers thoughts on proposal:
 - P. Clancy – What length of time will play take and does it deliver specific training points or does it just get people to challenge their behaviours and make change? Thinks it is a great idea but hasn't had the chance to see the 'How was I to know event' or read the script. Acknowledged that online supports the scalability piece.
 - A. Reilly – Audience watch scenes and in between scenes there is facilitation.
 - A. Markey – should consider scalability in terms of numbers reached and in terms of impact. Be careful that numbers reached is not the same as impact. Important to consider these parameters in terms of scalability.
 - P. Shine – Thinks it's something different. All approaches so far appear to be falling on deaf ears so maybe something like Theatre at Work might work, it is a different concept and farmer interaction is important. Worth giving something different a shot with farmers.
 - J O'Gorman – agrees with all previous comments. Live show is always more impactful and agrees with Anne that how we measure scalability is important i.e. is it impact or is it numbers? When you come away from the training, how impactful was it? Believes the live theatre at work is the one that is really innovative. Any time you go to a play you will always recognise yourself or one of your friends in one of the characters an encourages you to give a little bit of

thing. Important to remember no organisation has an infinite budget, need to be careful of finite budgets and the cost of running the show live shows after this project. Acknowledges that online will be needed in terms of scalability.

- A. Ladd – Agrees the theatre at work idea sounds very interesting and thinks that developing our own script that is something different then she believes word of mouth will spread about and potentially will be a success.
- ICOS have been very supportive of this initiative and has been willing to support technically and potentially financially but there has to be something in it for ICOS. As a group we need to figure out what our ask of ICOS is.
- Andrew gave homework to group – any ideas regarding messages/themes/key points to be used in script.
- Andrew to arrange meeting with Annette to keep the development of the programme moving forward.
- Andrew proposed a multigenerational farm household i.e. children, farm family, elderly, grandparents, etc.
- Joe thanked everyone for all the work on behalf of everyone.

9. Dissemination:

- a. Plan for dissemination of farmer survey results.
- b. Article for Dairygold March newsletter
- Billy and Joe to finalise article for inclusion in Dairygold March Newsletter
- Project needs to start disseminating with ICOS, NRN, etc. but won't start until after dissemination has happened in Dairygold first. Potentially should share with farming media as well e.g. Agriland, IFJ, Farming Independent, etc.
- Report will need to be shared also e.g. FSP (C. Roche)

10. Learning from other sectors:

- a. Currently no further Q&A proposed.
- Met C. Roche, A. Tierney, B. Goodburn in past month. Agree we have done enough of the Q&As at this point. Potentially will need to meet someone at a later date but we currently have enough information gathered to develop programme.

11. Open forum / Any other business.

- Glanbia are rolling out 'How was I to know' script with their farmers. Delivering 4 sessions around their area in May. Challenges our group in terms of innovation and they will be delivering this ahead of us unfortunately. As a group we will be verifying our training so ours will be more than an attendance at an event, it will be a training.

12. Date of next OG meeting:

- a. Agreed Tuesday, 29th March, 2022 @ 9.30am
- b. Agreed virtual for now – potentially meet in-person if there is a lot of development in meantime and a requirement to meet in-person.

SAFE FARM Operational Group Meeting

Minutes of April Meeting 2022

Date: Tuesday, 29th March, 2022.

Time: 11:00 – 14:00

Venue: Changed to Microsoft Teams due to the increased incidence of Covid 19

Present: Joe Kirk, Sinéad Flannery, Anne Markey, Andrew Reilly, Billy Cronin, Aoife Ladd, Patrick Shine, John O’Gorman

Apologies: Orlaith Tynan, Pat Clancy

The chairman, Joe Kirk, opened the meeting and thanked everyone for attending. Whilst it is disappointing that we could not once again meet in person, it is the correct thing to do given the current increasing incidence of Covid 19.

Agenda

1. Approval of minutes of meeting dated 2nd March, 2022.

Proposed by Andrew Reilly. Seconded by Anne Markey.

2. Matters arising.

None

3. Correspondence

- Status Review June – December, 2021.
 - a. Joe developed status report which outlined objectives of the project. Joe expressed his thanks to everyone for keeping everything moving.
 - b. New person now running the project within DAFM
 - c. One of the weaknesses in our project is that all documentation is with Joe Kirk. This could cause a problem should Joe ever leave the project. Therefore, Joe has now shared a folder with all documentation related to the project with Andrew and Sinéad.
- Doherty Solicitor receipt on behalf of Pat Bogue Estate.
- The Pat Bogue 6k Fun Run/Walk.
 - Walk is on next Sunday, 3rd April at 1pm in Barefield, Co. Clare.

4. Budget update:

- a. Invoices to be approved:
 - i. Acorn Agricultural Research €4,715.00
 - ii. Anne Markey €4,000.00
 - iii. Cohort Recruitment and Training €3,000.00

b. Bank Balance as of 23 rd March, 2022.	€75,988.30
c. Total Creditors: €11715	€11,715.00
d. Reconciled Bank Balance after payment of invoices	€64,273.30

- Proposed by J. O’Gorman. Seconded by P. Shine

5. Update on Dairygold re support service for members mental health.

- a. John O’Gorman / Pat Clancy to report.

- Freephone numbers put on milk and feed trucks. Stickers on almost all trucks at this stage
- One-to-one helpline: had communication with VHI as organisation who provide employee support. Contact has been made with VHI to see if it can be extended to Dairygold members. VHI were hesitant given the total number of members in Dairygold. However, it is about to be rolled out, final negotiations are ongoing and likely will be included in April communication with all members.
- Joe wondering how to measure success of putting this helpline in place? Billy acknowledged it would be difficult to measure but Anne suggested we could include a question in the post-survey. Andrew suggested the VHI reports on the number of calls they received. Dairygold may have access to this. Really about awareness but the primary success from the groups point of view is that the suggestion came out of this project and Dairygold Board escalated and it has since been implemented.
- Joe asked that the project be associated with any communications re this service being made available i.e. project be named.
- Dairygold will be keeping a close eye on the service – number of calls, referrals/handled on the call/etc. This can be reported to us.

6. Online survey & Focus Group:

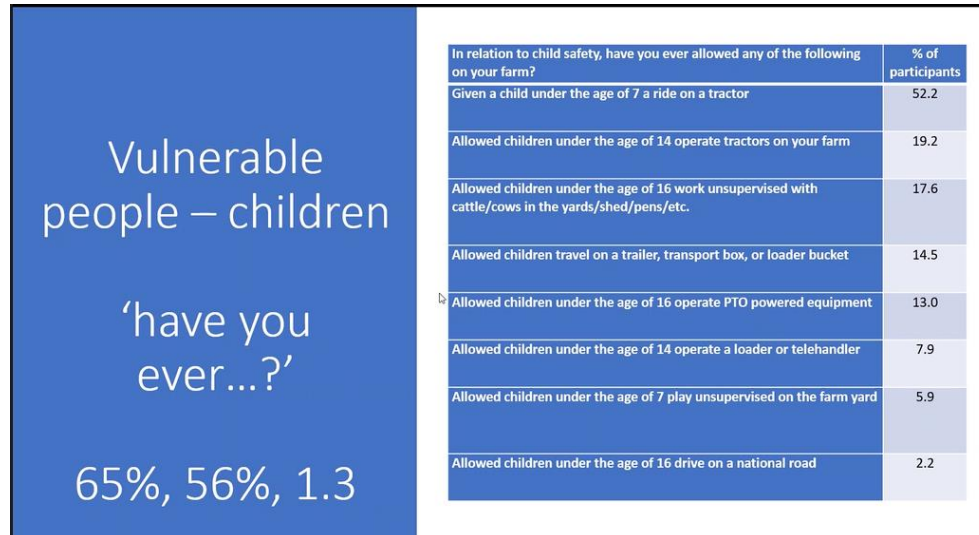
- a. Analysis update ~ Anne Markey.
- b. Final report date and dissemination plan.

- Ultimate aim is to improve safety at farm level for farmers and employees. Decided training was the approach but had to be farmer driven and based on the bottom-up approach. Voices of farmers included in development: (i) farmer members in group; (ii) survey of Dairygold farmers; (iii) focus group of Dairygold farmers.
- N=647 survey, n=15 participants in three focus groups
- Anne focusing on farm safety and vulnerable groups in this presentation as previously Anne presented information on physical and mental health and training requirements.
- Anne got information from Orlaith and Billy to ensure the findings are representative of Dairygold suppliers and they are. The survey is representative of Irish dairy farmers, not representative of all Irish farmers. This is based on comparison with the NFS.
- Over half of participants have employees (55%), however, 16% have poor or very poor knowledge of legislation around this. This prompts us to consider this in the development of the training. 80% have family members. 11% only have themselves, they haven’t identified anyone else involved in the running of the farm.

Vulnerable Groups

Children

Legislation underpins all of the statements re children asked in survey (see below):



- Most frequently occurring ‘misdemeanour’ is giving children under the age of 7 a ride on a tractor. Participants are most compliant with children U16 not being allowed to drive on national roads. 13% allow children under 16 operate PTO powered equipment. Together, 65% of the participants have been ‘naughty’ with at least one of these, 56% with at least 3 of these, and on average the number of ‘naughty behaviours’ with respect to children is 1.3 for all participants. We do not know if it’s now/current as we asked ‘have you ever...’

Older people

- Almost 1/3 have older participants on farm. Those over 65 completing the survey did not recognise themselves as older even if over 65.
- Only half have made modifications due to age
- 56% agree their ability has been compromised. Ageing seems to begin at 45 years as those U45 in the survey did not answer this question. A higher proportion of middle-aged (around 50 years of age) people acknowledged their ability has been compromised due to age. We don’t know why this is
- 55% take risks on their farm and again it is mainly middle-aged and those taking risks are more likely to have family members and those taking risk were taking more than one risk.
- 38% have experienced accidents either on own farm or neighbours farms and accident was mainly to themselves. Very few employees involved in those accidents. There were longer-term knock-on effects of these accidents. So accidents have consequences in a quarter of cases. Accidents are those that needed medical treatment. Near misses did not need medical treatment. Having a near miss does have an effect on behavioural change as 80% of those who had a near miss made changes, vast majority in relation to animal handling and facilities.

- Generally agreed vulnerable people cannot be excluded from the farm but everyone in focus groups agreed we need greater awareness, dialogue...

Some conclusions:

Accidents – some conclusions

- accidents occur whether farmers are taking risks or not, but a higher level of near misses occur where farmers are taking risks, but not a higher level of accidents needing medical attention
- while farmers who don't take risks still have accidents and near misses, those not taking risks had fewer accidents and near misses than those taking risks of doing jobs that they know they should have help with
- those working totally by themselves (while they still had accidents and near misses) had fewer accidents and near misses than those working with family +/- employees. In fact, it appears that the more labour is available, the greater the chance of near misses and accidents, particularly where family labour is used.
- the more accidents/near misses, the bigger the farm, the more people were involved working on the farm and the more child safety rules were broken

- Taking risks causes more near misses and more accidents
- Those working by themselves had fewer accidents and near misses than those working with family and employees. The more labour available the greater the risk of accidents and near misses. So it was the farms which had family and hired labour that had the highest level of accidents and near misses.
- The bigger the farm, the more people working on the farm, and the more child safety rules broken – the greater the accidents and near misses that existed on the farm

Farm Safety Profile

- Farmers know the risks and most think about it daily. However, there are some farmers who only think about it when there is an inspection e.g. Bord Bia safety audit
- Really interesting that 40% recognise the level of risk but they didn't feel comfortable choosing a safer statement such as 'I know my farm and it is safe for me'
- Biggest barrier is other priorities, cost to a much lesser extent. A big concern is that 10% didn't know how – we don't know what the meaning behind this is.
- Farmers were asked what one change they feel farmers should make to improve health and safety. One change was directed at farmers or at government and its agencies (i.e. DAFM, Teagasc, etc.) or at advisors and educators. Mixed feelings around carrot or stick. Some felt farmers needed stick approach forcing them to engage, do training, do inspections, etc. while others felt the carrot approach was better and quite a few farmers mentioned the peer-to-peer learning approach such as farmer discussion groups for example.

Physical and Mental Wellbeing

- We asked very few questions about physical wellbeing (just attendance at doctor and a hobby). Most questions revolve around mental wellbeing
- Almost 50% always chasing their tails, almost 50% regularly overwhelmed, almost 20% regularly isolated, almost 15% don't have a confidant. All of these were interrelated. Approximately 4% of the sample are struggling without support. If we translate that into all Irish dairy farmers we are talking in the region of 5000-6000 farmers. In Dairygold context, this is something like 200 (maybe – have to double check). Those who are struggling take more risks.
- Overwhelming agreement that some kind of support needs to be given to farmers and most said state and its agencies should be the providers.

Training Preferences

- 71% attended training in past and were positively disposed towards that training but still 76% are still interested in training in the future.
- 66% (2/3's) open to online training (either online anytime or mixture of zoom and farm walk, etc.)
- Interested in all aspects of health and safety not just the technical aspects, also physical and mental wellbeing.

Anne 2Qs:

- Feedback on pieces highlighted in yellow in draft report shared?
- Any conclusions people can see from the draft report that they feel are obvious?

John:

- Have we learnt anything new out of this survey that nobody knew before and John feels that 4% of the sample that appear to be isolated and overwhelmed is a significant and concerning finding.

Aoife:

- The fact that these farmers engaged in anonymous, online survey then perhaps it is positive and there might be hope that they would ring a freephone number and maybe participate in training.
- Idea for Dairygold to share number via text message also as survey was shared through text and email.

John:

- Anonymous number maybe better than Dairygold number in this case

Anne:

- Dairygold was down the list and NGOs like Samaritans are at the bottom of the list in terms of providers. They need somebody to understand their lives as farmers, who they are as

farmers, what their stresses are, etc. It's that magic combination of the support plus understanding.

Andrew:

- A brief should be shared with VHI re farming and what's involved. They need to understand who they are and what they are and then second to that is what is actually needed for them. Context really important.
- Higher incidents of accidents in farms where family labour is involved. Don't remember any specific research or findings in relation to that so is an interesting one. You would expect to see bigger farms have more near misses and accidents as is backed up by previous research but there are new aspects that probably haven't been seen before.
- Farm safety not being top priority – first and foremost is other things such as commercial viability, getting work done, pressures, etc.
- Agrees with John pertinent question re 4% of farmers.

Billy:

- Those working on their own experience more accidents. Billy suggests maybe looking at the effects of mental health on this also – Anne to look at this.

Aoife:

- A farmer working on their own knows where the risks/hazards are better than maybe a family member or employee who appears on the farm then.
- 10% that don't know how – tying in with farmer focus group, the likes of the milk/beef letters, etc. people are aware of lean and maybe we should have something similar for safety to remind farmers e.g. farm safety articles on a monthly newsletter, potentially use of example photos.
- Those who are O65 completing the survey not recognising themselves as older farmers also.

Patrick:

- In agreement with a lot of Aoife's comments and the issues she raised.
- Pictures like Aoife suggested on lean would be a welcomed and important approach. A picture will tell the story without any words.
- Vulnerable people – older people do put themselves in dangerous position because they are so used to doing it all their lives.

Sinéad:

- Interesting that near misses drive behaviour change and why is that the case.

Joe:

- Thanked Anne and complimented her for comparing data to Dairygold and NFS to ensure our findings are representative.

- We need to consider dissemination e.g. meet with FSP and one or two other organisations to disseminate findings.
- Suggest we get at least two more specific articles on project out to Dairygold suppliers through the newsletters e.g. on vulnerable groups findings and some recommendations/advise. Patrick suggested to use some farmers as examples and link farmers into the article. Would be great to have a regular slot for promoting health and safety on farm. Use of photographs of good and bad practices.
- Andrew and Sinéad to earmark an article for May/June and if need photographs give guidance re photographs/requirements. Give guidance re what's needed for the article.
- Anyone with ideas re conclusions should get in touch with Anne.

7. Review of training program proposed by Andrew, Orlaith, Sinéad and Anne.

a. Budget:

- Joe went through the budget available for using an outside body to help develop and deliver training.
- Went through the complete €200k budget of the project and outlined areas where savings could be made.
- Maximum amount available was

Total Budget excluding

VAT	€28,500
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Total Budget including VAT	€32,675
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- However, once this is used, there is no contingency. Joe needs a minimum of €5k + VAT contingency.
- Joe went through rough costings from a potential supplier, Theatre at Work. If we go with in studio development and filming, the cost comes in at circa €23k.
- After some discussion amounts all the team, it was agreed that we should proceed with using theatre as a mode for delivering our programme.

Andrew to outline proposed training.

- Review and amend training based on team feedback.

- Need to provide information to theatre provider that supports them in developing an in-person script and a virtual script.
 - Script needs to be suitable and representative of the findings coming out of our research.
 - Once script is ready, we will have to decide on venues, dates, and getting bums on seats. How does recruitment of those participants happen? We need to start thinking about that for live performances i.e. 2 live performances on one day (approx. 50-60 per showing so 100-120 farmers trained in-person).
 - Screenplay script – used to make films of content created in the story. What is the best approach to that? In studio or do we look at feasibility of getting it out on location.
- Discussion point for today:

- Decided creation of film should happen in-studio

- Videos will be shown on Zoom and live, virtual facilitation via Zoom by Annette (think 20-30 per session)
- Videos will also be used for self-contained training on an online platform (i.e. fully online). Will have built in quizzes, etc. Multiple members of farm households can take part in this also.

Key Themes and Support Information to submit to theatre provider:

- Andrew ran through the brief shared with the group already in advance of the meeting – asked for amendments/changes to scripts

Patrick:

- Very well done, captures a lot and shows a solution afterwards.

Aoife:

- Really practical things that do all come together in reality. Very valid points and you can see situations happening. If can fit this into play we will get an awful lot across.

Joe:

- Who is going to drive the change? The daughter?

John O’Gorman:

- Need to decide as a group is this the path we want to go down. Objective is to differentiate the activity of this group to other farm health and safety initiatives. Agrees it is a vehicle which can do that, particularly where we have an LMS platform. We need this to be scalable so that we can roll it out to other coops.
- The script plays out some real life scenarios there. We don’t want a scenario where things are going wrong, objective is right to call out the business of the day but showing the positives and that the changes can be made e.g. bringing in the appropriate help at the right time. Happy ending at the end needed. Identify issues and bottlenecks, put in place a plan to rectify it (not cost huge amounts of money), and at end of day they have planned an activity for evening that the family can get involved in.

Patrick:

- The plan is what is most important but the unexpected happenings is what throws things out of kilter and results in panic mode. Important the daughter has a good head on her shoulders and is able to deal with the issues and communicate that to the farm family. The problem is the unexpected elements.

Aoife:

- Prioritising what jobs need to be done and what can actually wait until tomorrow

Billy:

- Need to be innovative and scalable
- All in agreement we are on the right track with the key themes and information to share with Theatre at Work and other potential suppliers.
- Potential for the training to be modular also.
- All in agreement it is something difference and achievable

Resilience of this approach from Covid point of view:

- In the event that indoor events aren't allowed, there is nothing stopping us going to an outdoor venue to deliver this training (the in-person training). The zoom and LMS platform will work regardless of Covid restrictions.

Studio Versus On-Farm:

- John suggests studio is better as might look more professional and the cost-benefit doesn't seem to be enough to go with on-farm.
- Aoife agrees if it can work in studio then it might be the best approach.
- Patrick agrees with Aoife as Theatre at Work are able to portray the images through their acting and what's on stage and in studio and so don't necessarily have to go to site.
- Anne, John's point re a defence for our approach is really important for the final project. Should be a written piece.
- All in agreement

Next steps:

- Tender the project. Joe to obtain 3 tenders – however has already asked DAFM for guidance as Theatre at Work only organisation providing this service.
- Scheduling with successful tenderer and how it ties in with our overall project aims. Hope to get them to frontload our work now and get it all together.

8. Project management review:

1. Original Target dates for "Design and build the programme":
 - a. Week starting 31st January, develop the programme.
 - b. Week starting 11th April, trial the programme.
 2. Andrew to review based on the proposed training programme and set new milestones in collaboration with the team.
- Need to keep project moving
 - Andrew to discuss with successful tenderer re timelines for developing the content and material
 - Training needs to be completed by mid-August.
 - Billy suggested that ideally we should have live shows done by end of June. Andrew suggested end-May/early June as optimal time. Aoife suggested last two weeks May and

first 10 days in June should be avoided due to silage season. Will need to be very early-May or mid-late June.

- Location likely Fermoy for the in-person event.

9. Dissemination:

- a. Plan for dissemination of farmer survey results.
 - b. Article for Dairygold March newsletter
- Anne has done a huge amount of work on this already. Plan to share report with others when finalised e.g. FSP, NRN, ICOS, etc.
 - Create awareness through media articles e.g. Agriland in time when plan more finalised
 - Get articles on Anne's work into newsletters over next couple of months

10. Learning from other sectors:

- a. Farmers4Safety - Managing Risk Together EIP Agri Project Launch on Monday the 11th of April from 11.00 am to 12 noon with Refreshments after followed by a Farm Walk on the Murphy Family Farm Kildinan, Co. Cork (T56 DN29).
- Joe will attend.

11. Open forum / Any other business.

- None

12. Date of next OG meeting:

- a. Agreed: Friday, 29th April, 2022 – potentially in-person @ 11am

SAFE FARM Operational Group Meeting

May Meeting 2022

Date: Friday, 29th April, 2022.

Time: 11:00 – 14:00

Venue: Boardroom, Dairygold Co-op, Clonmel Road, Mitchelstown, Co. Cork (P67 DD36).

Present: Joe Kirk, Sinéad Flannery, Anne Markey, Andrew Reilly, Billy Cronin, Aoife Ladd, Patrick Shine, John O’Gorman, Orlaith Tynan, Pat Clancy

The chairman, Joe Kirk, opened the meeting and thanked everyone for attending our first in person meeting.

Agenda

1. Approval of minutes of meeting dated 29th March, 2022.

- Approved by Billy Cronin. Seconded by Andrew Reilly.

2. Matters arising.

- None

3. Correspondence

- a. UCD Contract document with Feirm Sábháilte
- Joe needed to make all the team aware that he must sign a Research Partnership Agreement with UCD so that money could be transferred to UCD.

4. Budget update:

a. Invoices to be approved:	
i. Acorn Agricultural Research	€4,407.50
ii. Cohort Recruitment and Training	€3,000.00
iii. Theatre at Work 50% fee (Paid 22/04/2022)	€11,350.00
b. Bank Balance as of 23 rd March, 2022.	€52,923.30
c. Total Creditors:	€7,407.50
d. Reconciled Bank Balance after payment of invoices	€45,515.80

Remaining budget just €7,500 + VAT. Discuss.

- Everyone ok with the budget
- Goodie Bag or something similar to be given to farmers who attend live training in person. Will cost approximately €1000 plus VAT
- Joe expressed concern re contingency budget left over and potential unexpected costs as after the Goodie bag there will be approx. €6000 left over in budget
- Sinéad mention that UCD Zoom licence should be able to be used for the Zoom delivery and Billy and Orlaith to look into LMS costs and where that element of the training might sit

- Costs at Moorepark – who is paying for the venue? Billy and Orlaith to have conversation within Dairygold to see if they can budget to pay for the venue cost
 - Patrick suggested two goodie options for farmers to choose from e.g. a beanie and a mug
 - Slogan to be decided
- 5. Update on Dairygold re support service for members mental health.**
- a. John O’Gorman / Pat Clancy to report.
- Announced yesterday at the AGM and to be incorporated on May 12th at our in-person live event to officially launch it. Starting on May 1st.

[Andrew chaired / led agenda items 6, 7 & 8](#)

- 6. Live show, “The Clock Is Ticking”**
- a. Plan of action

Script Review and Approval

- Script has been circulated. Some members of group met at short notice. Joe and Andrew meeting with Annette at 2.25pm today to make changes/suggested edits to the script
- Overall looked at flow of script i.e. consensus, technical accuracy i.e. farmer proof, alignment with overall objective. Main issue is with ending of script as group feels there are too many things negatively hanging on at end. Clear part of our brief is that it should be empowering and uplifting and should finish on a high so people walk away feeling happy and empowered and positive. So really the crux of conversation with Annette this afternoon. Following this Annette will share another draft with us for final sign off – likely have it at some stage next week. Will have to be turned around quickly.
- Will need to strike a balance between artistic side and audience filling the blanks but also ensuring key messages are got across successfully.

Live Show

- Date confirmed Thursday, 12th May in Paddy O’Keefe Centre Moorepark (approx..110-115 seats with a relatively large open area at top).
- Showings at 10.30am and 2pm.
- Targeting 120 farmers

Logistics:

- Official launch and introductory remarks – need to consider how this is done and who does it
 - Joe to do introduction at beginning of each section to set scene on project
 - Minister to speak at Launch and someone from Dairygold – maybe John O’Gorman or Conor Galvin (John to decide). John to mention/talk about the farmer mental health support line also.

- Schedule photographs for before the 10.30am start. Dairygold to arrange Fergal O’Gorman to attend to take pictures. UCD to identify a student at Moorepark to take photos on the day.
- Joe suggested that he make contact with media outlets to invite them to attend e.g. IFJ However, Billy and Orlaith said that they would arrange this through the agency they use.
- Invitations – Pat Griffin, Ciaran Roche, Billy Goodburn not available, Bogue family invited, Minister, Niamh Nolan (leader of farming for safety), 3 UCD Frank Monahan, Jim Kinsella, Karina Pierce, Niall Griffey, William Ryan, Laurence Shalloo. John Mc Namara to be invited, member from ICOS, ACA (Breian Carroll) and maybe others.
- Printed leaflet for people to take away with them to be developed (include VHI number on leaflet, key themes and short messages). Andrew and Orlaith to develop this.
- Farmers to do questionnaire before and after.
- Certs – do we follow up and send certificates of attendance or participation to farmers (specify whether in-person or zoom training)? Andrew believes it would be good to do as it is a training event and farmers should be acknowledged for attending and also if down the line, certification becomes a requirement it might be good to have given them a cert. Group agreed email certs to participants.
- Refreshments: Billy spoke to Laurence and there will be tea/coffee/scones/biscuits for people after each session. People will be able to chat after with each other then.
- Orlaith mention need to possibly reserve parking – Orlaith and Billy to chat to Laurence about it.
- Andrew to confirm with Annette if she will be asking people to discuss what they have just seen in groups and how will that be done given the structure of the room it is being delivered in.
- Minister to be invited to arrive for 9.30am. Must start at 10.30am sharp.
- Name badges for each of the team
- People to sign in at the start
- Should acknowledge at the end of the live session that if they have neighbours or friends they think would like to attend that there will be a zoom or LMS opportunity. Good idea to refer to what is coming down the line.
- Dairygold targeting 200-250 people across all enterprises. Farmers to confirm by May 6th. Invite already sent to approx.. 160 farmers.

Evaluation

- Sinéad, Anne, Orlaith and Andrew met to discuss the evaluation. Sinéad and Anne developed document and questions on this. Andrew to develop ‘knowledge checking’ questions.
- Anne described the evaluation piece – want to collect data before and after using the exact same survey. Going to have to use a retrospective evaluation now using the one survey. Need to capture intention to change behaviour in the survey. Paper survey on the day. Biros need on day to hand out also.

LMS

- Technical and editing side will be done by Theatre at Work. Targeting this to be ready for mid-June.
- Need to consider as a group what platform this version will be shared on so that farmers can access the training and complete it
- Need to ask Annette if it is possible for them to build in quizzes, surveys, etc. that we require into the SCORM file or are we going to need a 'bridge' between getting the SCORM file from them and having it the way we want it for uploading on Dairygold platform.
- Target minimum 20 participants on LMS but want more for evaluation to be able to compare
- Likely end-June early-July we will have file for getting set up on LMS and farmers will be able to complete training from end-July into August/early September most likely.

Zoom Sessions

- Pencilled for May 31st. Timing in the day TBC with Annette. Propose Zoom meetings at 11am and 7.00/7.30pm. Aoife suggested using the survey to identify the most suitable times.
- Opening address needed the same as the live show.
- UCD will host the Zoom session.
- For breakout groups, need to check with Annette if she needs us to help with facilitation in these groups.
- Need to consider how we will invite participants to attend.
- Email booklet to participants and certs. Agreed no need for a 'goodie bag' for the zoom event.
- Survey link shared with participants via chat in zoom
- Target 60 participants overall

**Communication plan around all of this very important e.g. Dairygold newsletter

Final Report

- Need a report on the process – where the idea came from, development of idea, why the three modes of delivery, etc. – setting the scene. Records of when invitations were sent, who they were sent to, etc. Very useful for reporting.
- Flagged the requirement to have an additional focus group following the training – can use this to look at training but also the impact of behaviour change as a result of the training. Probably do this online.

7. Online survey & Focus Group:

- a. Final report date and dissemination plan.
- b. Plan for surveys and focus groups for live shows, Zoom & LMS.
 - i. Outline document prepared by Anne, Orlaith, Sinéad and Andrew.

8. Project management review:

1. Live show: Thursday, 12th May
2. Online / Zoom, end of May
3. LMS ~ delivered by Theatre at work, mid June.

4. What steps needs to be taken to achieve Zoom & LMS?

9. **Dissemination:**

- a. Plan for dissemination of farmer survey results.
- b. Potential for showing our project at the national safety conference?
- Pat Griffin mentioned he thought about showing the 'How Was I to Know' piece at the National Safety Conference and so Joe considering suggesting our piece being presented at this event.
- Sinéad will be disseminating at a safety event in two weeks also – need to ensure we record/report this as part of our project

10. **Learning from other sectors:**

- a. Joe to report on Farmers4Safety - Managing Risk Together EIP Agri Project Launch on Monday the 11th of April on the Murphy Family Farm Kildinan, Co. Cork.
- Mentor led project – 6-7 mentors (i.e. farmers) who visit peers farms and have a conversation about health and safety on their farm. Hoping for positive word of mouth from this project also. NRN are the main partners – include BRIDE group and others.

11. **Open forum / Any other business.**

- a. Congratulations to the Dairygold team on winning of
 - i. The national "Green Manufacturer Award"
 - ii. The national training award, "Pearse Walsh Award"
- Well done! Great achievement

12. **Date of next OG meeting:**

- a. Proposed: ~~Thursday, 26th May, 2022.~~
- b. In-person or virtual?

Next meetings:

Tuesday, 10th May @ 9am

Wednesday 18th May @ 10am for 1 hour online

SAFE FARM Operational Group Meeting

June Meeting 2022

Date: Thursday, 26th May, 2022.

Time: 9.00am-10.00am

Venue: Via Zoom

Present: Joe Kirk, Sinéad Flannery, Anne Markey, Andrew Reilly, Billy Cronin, Aoife Ladd, Patrick Shine, John O’Gorman, Orlaith Tynan, Pat Clancy

Agenda

1. Approval of minutes of meeting dated 29th April, 2022.

Proposed by Andrew Reilly. Seconded by Billy Cronin

2. Matters arising.

None

3. Correspondence

Shane Conway NUIG and NRN has been in touch as Joe contacted him re engaging for dissemination purposes. He will upload document on our project to the European website. He also acts on behalf of another project FARMWELL which looks at farmer wellbeing and he wants to upload our document to that website also – everyone in agreement

4. Budget update:

a. Invoices to be approved:

i. Acorn Agricultural Research	€8,005.00
ii. Cohort Recruitment and Training	€4,000.00
iii. Anne Markey	€4,000.00
iv. Patrick Shine Q2 payment	€500.00
v. Aoife Ladd Q2 payment	€500.00
vi. Agri Promotions Ltd (paid 10 th May, 2022)	€1,230.00

b. All invoices are as per our budget submitted to the department with the exception of Agri Promotions Ltd. This was for the promotional mugs for the live show.

c. Bank Balance as of 23rd May, 2022. €91,285.80

d. Total Creditors: €17,005.00

e. Reconciled Bank Balance after payment of invoices €74,280.80

f. Theatre at Work will be due their final payment in June, circa €12k

g. Joe applied to the department for our next stage payment to the value of €47,000 on 6th May. This was paid into our account today.

Proposed by John O’Gorman and seconded by Anne Markey

5. Farmer Training (Andrew to lead)

- a. Live show, short review

Feedback from live show been very good

- b. Webinar, prep for 31st May, 11.30am & 8pm

Annette can’t join until 12pm but we will join at 11.30am/11.45am to get set up and ensure everything is in order

Joe will do short introduction

Evaluation will happen afterwards same as live show

Anne has prepared evaluation on Qualtrics

Format much the same as live show – brief intro from Joe. Anne is facilitator and will introduce what is going to happen. Sinéad will assign Annette as co-host. Annette will manage breakout rooms and discussion. Evaluation shared at the end and participants asked not to log off until evaluation complete. Zoom to record list of attendees but we also need to cross check that to ensure participants are recorded accurately. Andrew and Sinéad to test the mobile version and give feedback to Anne.

Attendees asked at beginning to type name in chat and anyone who is unable to do that ask verbally to introduce themselves.

60 farmers targeted – 3 farmers confirmed

Everyone keep in mind some suitable farmers that can be asked if numbers are falling short

Joe wants to invite Ciaran Lynch and Conor Hogan – all agreed.

Anne suggested recording the event but the team was unsure.

Group to meet 10am Monday, 30th May to finalise things.

- c. LMS, next steps.

Andrew expects films to be circulated to us over next couple of days in advance of the zoom meeting

Anette hopes to have LMS finalised by June 17th so will be a quick turnaround

6. Online survey & Focus Group:

- a. Final report date and dissemination plan.

Leave until next meeting and discuss then

7. Project management review:

1. What steps needs to be taken after the Zoom & LMS?
 - a. Review / revise and potential to publish on the Dairygold Gateway portal?
2. Focus groups with farmers who attended training.

To be discussed in detail at the next meeting

Dairygold to consider where they want the project to go after this – scalability and reach

Avoid August as a lot of people will be on leave – proposed end July/start September very latest

Official end date 31st October but Joe expects that he will have wind down work in Nov / Dec.

Everything must be fully complete by 31st December.

8. Dissemination:

- a. Plan for dissemination of farmer survey results.
 - i. Proposed presentation to the Farm Safety Partnership.
- b. Sinéad presented our project at the “Securing Farmer Wellbeing” conference on 16th May.
- c. Potential for showing our project at the national safety conference? Joe asked Andrew / Sinéad to suggest to Pat Griffin if they get an opportunity.
- d. The following had coverage of the live show:
 - i. Irish Farmers Journal
 - ii. Agriland
 - iii. The Corkman
 - iv. Irish Country Living
 - v. Press release sent to Shane Conway, NRN.

Joe really liked article in Irish Country Living. It showed that all our key themes were picked up and that the person was still thinking about “Rob” the next week.

Organise meeting towards end summer with Farm Safety Partnership to present what we are doing to them

Joe emailed Pat Griffin re presenting at the National Safety Conference

Sinéad to submit an abstract for the Nordic Health and Safety Conference to present some of this project’s work at that conference (hopefully abstract will be accepted!)

9. Update on Dairygold re support service for members mental health.

- a. John O’Gorman / Pat Clancy to report.

No detail/info re numbers that have used the service

Has been on Dairygold newsletters and well publicised within Dairygold on website and any notifications sent to farmers

Hoping for it to be included on the milk statements next month onwards also.

Joe said that this item is now closed. Well done to all involved.

10. Open forum / Any other business.

Safe Farm Logo;

Well done to Orlaith on all her work on putting the logo together.

Agreed the logo should remain the same but just remove the word Dairygold

Any organisation using the logo can link their own organisations logo to it then if they would like

John O’Gorman acknowledged everyone’s effort in getting the event and project promoted but it’s important we as a group keep in mind that it is about getting the farmers involved as it is about promoting farm safety on the ground.

Call from Enterprise Ireland Innovation Awards – should look into this. Applications due end of next week. Andrew to send Joe details.

11. Date of next OG meeting: Friday, July 1st in-person (Sinéad can attend virtually)

SAFE FARM Operational Group Meeting

July Meeting 2022

Date: Friday, 1st July, 2022

Time: 10.00am-11.30am

Venue: Via Zoom

Present: Joe Kirk, Sinéad Flannery, Anne Markey, Andrew Reilly, Billy Cronin, Aoife Ladd, Patrick Shine, John O’Gorman, Orlaith Tynan, Pat Clancy

Agenda

1. Approval of minutes of meeting dated 26th May, 2022.

- Proposed by P. Clancy. Seconded by A. Markey.

2. Matters arising.

- None

3. Correspondence.

- None – Joe to do another 6 month report for DAFM

4. Budget update:

a. Invoices to be approved:

i. Acorn Agricultural Research	€7,255.00
ii. Cohort Recruitment and Training	€4,000.00
iii. Theatre at Work	€11,806.90

b. All invoices are as per our budget submitted to the department with the exception of Theatre at Work.

c. €47,000 received from the department on 26th May.

d. Bank Balance as of 28th June, 2022. €74,280.80

e. Total Creditors: €23,061.90

f. Reconciled Bank Balance after payment of invoices €51,218.90

g. UCD contract signed and €18,656 will probably fall due in August.

- Theatre at Work didn’t charge full mileage and price approx. €400 less than originally proposed in their quote
- All invoices to date shared with DAFM and seen by them
- Proposed by John O’Gorman. Seconded by Pat Clancy.

5. Farmer Training (Andrew to lead)

- a. Webinar, review.

- b. LMS, next steps.
 - Aoife, Orlaith, Anne and Sinéad been liaising with Annette in developing the film clips for using in the LMS over the last number of weeks. Edits were made to the brief detailing the voiceover, graphics, etc. that would be used in the film clips prior to them being put together. Group relatively happy with what has been put together and have requested the film clips in six separate files so the LMS can be built around them i.e. incorporation of interactive pieces such as quizzes, fact points, etc. Final edits/revisions to be sent to Annette by today July, 1st. Andrew to contact Annette to let her know that we will be meeting as a team next week and will provide final feedback to her on the clips then re any further edits/amendments/changes/etc. to be made.
 - Film clips to be shared with all of the team
 - Liaise with Annette re blurring out/removing the milk carton from the scenes
 - One of Hi-Vis jackets in the background of film clip 1 is a Glanbia jacket and needs to be removed.
 - This edit/feedback to Annette on film clips is the final chance for revisions to be made
- 6. Online survey & Focus Group:**
- a. Final report date and dissemination plan was not discussed.

Zoom Show Results

- 40 people responded to questionnaire (live and zoom combined)
- Averages are always higher after than before for every issue for both live and zoom
- In general, the difference between before and after is bigger after for live than zoom
- KAB behaviour change model – knowledge impacts attitude impacts behaviour. There's a bigger difference in knowledge and attitude than in intended behaviour change. But there is a difference for all knowledge, attitude and behaviour.
- Confirms what we found in survey that farmers know a lot about these issues but the events had a bigger behaviour change implication.

Feedback from Group on Zoom:

- J. O'Gorman – timing of year for zoom session didn't help from attendance point of view and Autumn is probably a better time to try to engage farmers. Live in life in general beats the virtual setting. Results show that event motivated farmers to make changes with respect to risk. It was certainly impactful for live and zoom events. Overall, thinks it worked well.
- A. Ladd – results show that Zoom did work to an extent. However, very challenging to get interaction and engagement from participants on Zoom. Morning session appeared better than evening session but still did come across well
- P. Clancy – agrees with John and Aoife. In general, we must be pleased in how it has gone and we can see it has had impact so it is good.
- A. Reilly – the impact for those who didn't fully engage with be less than for those who did and so the potential is there to get something out of it. Important when comparing both

events to be careful on what's extrapolated from the data. Need to be realistic about limitations when developing final report also.

- O. Tynan – a lot of money, time and effort gone into the training delivered and we still only have approx.. 100 farmers trained now and we need to think about how we are really going to make this resonate and get the participation in it as we have 100 farmers still yet to capture (and more).
- A. Reilly – agrees with Orlaith and the LMS now really should be shared with all members in Dairygold and not just specific, targeted groups. As an absolute minimum we need to capture 200 farmers.
- J. Kirk – need to think about how we are going to get farmers to complete the LMS training from beginning to end. There needs to be a reward at the end for finishing it. Joe to set up a meeting with Orlaith and Billy to discuss.
- A. Markey – this needs to be an item on the agenda for next meeting – how are we going to use the LMS? A bigger discussion needed.
- J. O’Gorman – there needs to be incentivisation to get farmers to change behavior/encourage good behaviour.

7. Project management review:

1. What steps needs to be taken after the Zoom & LMS?
 - a. Review / revise and potential to publish on the Dairygold Gateway portal?
 2. Focus groups with farmers who attended training.
- To be discussed again as need to focus on LMS development now

8. Dissemination:

- a. **Innovation Arena, National Ploughing Championship**
 - i. Is this something that we wish to participate in? Big time (and cost) commitment but huge exposure.
 - ii. Virtual judging on Wednesday, 6th July. Who will represent us?
 - iii. PowerPoint needed.
 - b. Plan for dissemination of farmer survey results.
 - i. Proposed presentation to the Farm Safety Partnership.
 - c. Potential for showing our project at the national safety conference?
- 45 potential people showing in the tent, unsure as to how many are in the safety and agricultural research category.
 - Likely have to pay some insurance and the big cost is manpower as the stand has to be manned for 3 days.
 - P. Shine thinks it is worth it in terms of nationwide publicity. P. Clancy asks are we ready for it and what will we show on the day? A. Reilly mentioned that by the Ploughing we would hopefully have all of our farmers enrolled and trained within the project so in terms of what we are hoping to achieve at the Ploughing, we would need to think about that. A. Markey

mentioned that the value is likely in exposure and dissemination to other organisations such as ICOS, HAS, etc. as opposed to farmers themselves.

- Joe will put PowerPoint together for presentation next Wednesday for virtual judging @ 10am. Andrew happy to join him if fits his schedule.

9. Open forum / Any other business.

- None

10. Date of next OG meeting: Friday, July 29th virtually @ 10am

SAFE FARM Operational Group Meeting

August Meeting 2022

Date: Tuesday, 23rd August, 2022

Time: 9.15am-09.45am

Venue: Via Zoom

Present: Joe Kirk, Anne Markey, Andrew Reilly, Billy Cronin, Aoife Ladd, Orlaith Tynan, Pat Clancy

Apologies: Sinéad Flannery, Patrick Shine, John O’Gorman.

Agenda

1. Approval of minutes of meeting dated 1st July, 2022.

- a. Proposed, Andrew Reilly, Aoife Ladd.

2. Matters arising.

- a. None.

3. Correspondence.

- a. Six month report submitted on July 7th.
 - i. Joe highlighted that the department keep changing personnel. He submitted this report and another person looked for it a second time.
- b. Application for a project extension.
 - i. Joe applied for a six month extension with the hope of getting three. He did this based on the fact that a lot of time has been lost due the annual leave over the summer. Also, he felt that the training is not suitable for this time of year. He felt that the Zoom training was done at the wrong time of year. He felt that the Autumn would be more suitable for training. Andrew asked when is the finish date. Joe said it is April but we need to get the training done from the middle of September onwards.

4. Budget update:

- a. Current Bank Balance €50,296.40.
- b. Invoices for approval:
 - i. Acorn Agricultural Research €2,255.
 - ii. Cohort Recruitment & Consulting €4,000.
 - iii. Anne Markey €4,000.
 - iv. Theatre at Work €922.50 (paid 17th August, 2022).
- c. Reconciled bank balance after payment of above, €40,041.24.

Joe explained the conversation with Annette from Theatre at Work that he and Andrew had with her. The gross cost was almost €1,900 to edit the Soya juice carton out. Andrew and Joe accepted her offer of both parties paying 50%. Joe also highlighted that they did not put in for the full travelling expenses which we had budgeted for. So the nett cost to the project is just over €500. The team were happy with this.

UCD still not paid. Joe anxious to get them paid as soon as possible.

All invoices are as per our budget submitted to the department with the exception of Theatre at Work.

Budget approved and proposed by Pat Clancy and Billy Cronin.

5. Farmer Training (Andrew to lead):

- a. LMS, next steps.
 - i. Sinéad and Andrew did a review of the videos. They have an outline of what questions that need to be asked. Andrew wants to get the subcommittee to meet again as soon as possible. It's important to get it right as it is permanent. Andrew will set up a Zoom meeting with the sub group on Thursday, 8th September.
- b. LMS on Dairygold Gateway portal.
 - i. Billy explained that the safety training will be incorporated with the Dairygold sustainability training. They are currently testing the system. There will be eight or nine modules in the training programme, one of which will be the farm safety training. It is hoped that it will be ready for the quiet time of year, November.
- c. Potential focus group of 15 farmers after trialling LMS?
 - i. Billy will be able to get farmers for this. Might struggle with September.

Anne asked is there an element of compulsion. Billy said that it is currently being debated. Pat said that if there is an incentive, it will be next year. Anne asked was there any learning from the testing they have done. Billy said that it was more about the look and feel of the platform. Pat said that there was a mix of video and text. Pat felt that it was important to get a good mix as some of the modules were a bit text heavy.

Joe said that it is a great positive that all Dairygold farmers will have access to the module. Other co-ops have already put price benefits from taking part in sustainability modules. Andrew asked would the test farmers on our project be accredited if there they compete the project. Billy and Pat said they would. The module is on the Bord Bia platform. Anne asked if there could be wider circulation. Billy said that once Dairygold have first crack at it, they are happy with wider circulation.

6. Online survey & Focus Group:

- a. Final report date and dissemination plan. (Anne)
 - i. Anne will have the report done by the end of this week. We will share it with the team and Anne will present at our next meeting.

7. Project management review:

- a. Two key dates are to have a trial version of the LMS ready for the third week in September and that we have 15 farmers ready to test it. Anne and Joe will do a focus group with these farmers.

8. Dissemination:

- a. Innovation Arena, National Ploughing Championship

- i. Is this something that we wish to participate in? Big time (and cost) commitment but huge exposure.
 - 1. Joe's view is that he does not see a big benefit unless we win one of the awards. Pat felt that it might be a step too far at this stage. Billy questioned if I will know before hand if we have won. Joe said that he should and that he will contact them. So Joe proposed that he makes contact with them. If we have not won a prize, then we don't participate. Andrew felt if we were a bit further ahead, there would be more advantages. However, it would be prudent to find out first if we won anything.
 - b. Plan for dissemination of farmer survey results.
 - i. Proposed presentation to the Farm Safety Partnership.
 - 1. Joe will contact the farm safety partnership once Anne has her document together.
 - c. Potential for showing our project at the national safety conference?
- 9. Open forum / Any other business.**
- a. Anne suggested that we should meet for either coffee or a pint at the ploughing.
- 10. Date of next OG meeting:** 12th September at 2.15pm.

Meeting closed at 9.41am.

SAFE FARM Operational Group Meeting

September Meeting 2022

Date: Monday, 12th September, 2022.

Time: 14.15pm-15.45pm

Venue: Via Zoom

Present: Joe Kirk, Orlaith Tynan, Billy Cronin, Anne Markey, Aoife Ladd, Sinéad Flannery, Andrew Reilly.

Apologies: Pat Clancy, Patrick Shine.

Joe's internet was very poor and he ended up dropping out of the meeting and re-joining with his phone. Andrew presented the work of the sub group whilst this was happening.

- 1. Approval of minutes of meeting dated 23rd August, 2022.**
 - a. Proposed: Billy Cronin
 - b. Seconded: Andrew Reilly
- 2. Matters arising.**
- 3. Correspondence.**
 - a. Income & Expenditure to 31st August submission to the department.
 - b. Enterprise Ireland Innovation Award ~ (We did not get a place at the ploughing.)
 - James Moloney emailed Joe after 'regret letter' to ask if Safe Farm would take part in a session in the innovation arena at the Ploughing Championships as very interested in the project. Joe responded positively but hasn't heard from him since.
- 4. Budget update:**
 - a. Current Bank Balance €40,041.40
 - b. Invoices for approval:
 - i. Acorn Agricultural Research €2,255.
 - c. Reconciled bank balance after payment of above, €37,786.40

All invoices are as per our budget submitted to the department. We have been in correspondence with UCD with a view to getting their costs paid, circa €19k.

- Proposed by Aoife Ladd.
- Seconded by Anne Markey.

- 5. Farmer Training (Andrew to lead):**
 - a. LMS development update.
 - i. The team met on Friday. Andrew is to do up a draft tomorrow and share with the subgroup. The subgroup will meet again in the next week. After

that, the draft will be shared with the whole team. Joe asked when it would be completed and it is hoped to have it all done in the next two weeks and get it tested prior to rollout.

- b. Trial of LMS with 15 farmers followed by focus group.
 - i. Billy has asked his advisors for 40 farmers to test the LMS with the hope of getting at least 15. It will be the end of quarter three before Dairygold are in a position to get it rolled out fully.
- c. LMS on Dairygold Gateway portal. Billy and Orlaith gave details about how the Safe Farm LMS will be part of Dairygold's sustainability training. Billy said they are not targeting the safety module per say but it will be available as part of the sustainability training. Will be pushing sustainability modules more so than health and safety modules. 7-8 sustainability modules 15-10 mins each. Safety module doesn't form part of certificate gained as a result of completing the sustainability module. A huge challenge to get farmers to complete 8-9 modules but would be hoping to get them to complete 3-4 modules. LMS territory is new to the farmers – a new venture.

6. Online survey & Focus Group:

- a. Final report completed by Anne.
 - i. Conclusions / Executive Summary ~ Is there anything missing?
 - ii. Dissemination plan.
 - 1. Proposed to share with the National Farm Safety Partnership.
- 3 main chapters aside from introductory chapter: (i) health and safety profile; (ii) mental wellbeing; and (iii) training.
- Anne asked for feedback on final chapter and wants help with the conclusion. Wants a concluding sentence at the end to tie it all together. Anne wants it to be 'our' conclusion
- Anne is down as first author – how do we manage the list of authors on the first page? Agreed we name everyone on the operating group.
- Do we need a short preface or foreword at the beginning as a lead in?
- Joe comments: Some of the conclusions would include in the executive summary. Joe suggested there is more needed on how stressed farmers are given that one of the things that stood out to him were the time pressure facing farmers as this forces some of the other issues e.g. using vulnerable groups. Joe sees as a key finding. Time, farmers chasing their tail are issues occurring often and this is what we are trying to capture with the drama/script. One or two other comments that will be shared with Anne at a later date.
- Dissemination – who are we sharing this with? Joe suggests we contact C. Roche FSP and ask to meet with them. Anne suggests the report should be shared within Dairygold. Aoife mentioned that more than just milk suppliers were invited to participate to ensure to include them. Andrew mentioned about using some of the media outlets e.g. IFJ, IFM, Agriland, etc. Sinéad mentioned about perhaps launching the report. Joe suggested putting a press release together and sharing with appropriate personnel.
- Joe received feedback from a friend who was at a meeting where two farmers spoke about the training positively and mentioned that it sounds excellent and they would like to complete the training themselves based on the feedback they heard.
- Project has been extended to end March.

- Sinéad flagged that when it comes to rollout we will need to put a plan in place in terms of numbers to complete the training and timelines for completion to ensure we explore other avenues where necessary to ensure we reach our target i.e. need 120 farmers approx.. to complete the training programme. Joe noted the reach is a lot greater than this and beyond this project the objective should be to get this built into the Dairygold system to reach much more people than that given that a huge amount of work that has gone into it. If the module could be tied into sustainability it would be great as it would really improve the reach of it also.
- Orlaith – European Safety Week at end of October – target this as could provide a reason to get farmers to engage. Aoife mentioned that a note should be in the Dairygold Newsletter regarding the training to let farmers know and encourage them to participate. Billy – need to coincide the training and the notification with the other sustainability modules also.

7. Project management review:

- a. Focus groups with farmers who attended training.
- See notes above
- Within 2 weeks, draft of LMS, 15 farmers will test it, then changes made and then look to getting it on Dairygold LMS platform.

8. Dissemination:

- a. Innovation Arena, National Ploughing Championship?
- b. Potential for showing our project at the national safety conference?
- Dealt with previously, see above.

9. Open forum / Any other business.

- None

10. Date of next OG meeting: Monday, 17th October @ 3pm

SAFE FARM Operational Group Meeting

October Meeting 2022

Date: Monday, 17th October, 2022

Time: 15.00pm-16.30pm

Venue: Via Zoom

Present: Joe Kirk, Pat Clancy, Patrick Shine, Billy Cronin, Anne Markey, Aoife Ladd, Sinéad Flannery, Andrew Reilly.

Apologies. Orlaith Tynan.

Agenda

1. Approval of minutes of meeting dated 23rd August, 2022.

- a. Proposed: Pat Clancy
- b. Seconded: Anne Markey

2. Matters arising.

None

3. Correspondence.

- Theatre at Work, invite to new piece of work. Monday, on Clyde Rd. in Co. Dublin. Anyone interested can register via email Joe sent.
- Email received from the department. There are three logos must be included in any documents we publish. i.e. DAFM, EIP, and European Investment in Funding Logos

4. Budget update:

- a. Current Bank Balance €37,786.40
- b. Invoices for approval:
 - i. Aoife Ladd, Farmer payment Q3, €500
 - ii. Patrick Shine, Farmer payment Q3, €500
 - iii. Acorn Agricultural Research, €3,177.50
 - iv. Cohort Recruitment & Training, €4,000
- c. Reconciled bank balance after payment of above, €29,608.90

All invoices are as per our budget submitted to the department. We have been in correspondence with UCD with a view to getting their costs paid, circa €19k.

- Proposed by Pat Clancy.
- Seconded by Patrick Shine.

5. Farmer Training (Andrew to lead):

- a. LMS development update.
- b. Trial of LMS with 15 farmers followed by focus group. (Billy to line up farmers.)

c. LMS on Dairygold Gateway portal.

- Draft prepared with view to getting piloted asap. Majority of group have viewed.
- P. Shine no issues in completing the course on his phone. Thought it was good. Found it quite short and grand to go through as scenes are short and keep you entertained. With questions, it is good to have to go back through and see questions that were wrong.
- P. Clancy and Joe had some issues with completion. After Scene 3, questions asked. Need to prevent them from being able to go forward if answer incorrectly.
- P. Clancy thought it was good, well paced. Happy with it.
- Took Andrew's son approx.. 53 mins to complete without completing evaluation piece.
- Need to ensure to add extra logos to the LMS piece somewhere.
- Issues mentioned: landing page amended now so that can't skip past sections without completing previous section. Videos have been amended to have a thumbnail appear as opposed to a blank screen. Other issue mentioned is continuity between way time is described i.e. it is 1pm on our piece but printed on video is 1300pm. We can't alter that so it's not perfect but it's not feasible for us to change it.
- Once these changes have been made the LMS should be ready to pilot.

Pilot:

- Billy has 120 farmers lined up – will get first 15 farmers to complete as part of pilot.
- Link will be sent out via text. Ideally should also be shared via email where possible so farmers have choice to complete on laptop or phone.
- Focus Group with pilot group – we need a list of criteria that we want feedback from the pilot farmers on e.g. completion of evaluation, device used, how long it took, any issues around logging in, passwords, etc. More importantly capture is level of it correct (i.e. is it too easy or too difficult, etc.), opinions on content and questions, etc.
- Sinéad suggested adding questions into evaluation on technical queries e.g. device used, time it took (give options), etc.) and keep focus group focusing on discussion pieces around the content, material, questions asked, etc.
- Agreed link is ready to share with pilot group tomorrow evening. No password, just share link and can view immediately without password.
- Pilot to be sent to farmers on Wednesday, 19th October and to have it completed by 31st October.
- 15 farmers to attend focus group plus Anne, Andrew, Sinéad, Orlaith, Aoife and Pat Clancy and perhaps Joe.
- **Focus Group Date: Tuesday, 1st November @ 8pm online.**
- Sinéad suggested it might be a good idea to flag with farmers that they will be invited to a focus group on 1st November.

6. Online survey & Focus Group:

- a. Final report to be completed by Anne.
- Anne completed final needs analysis report. Now need to share with those identified in previous meeting. Joe to work on this.
 - Piece for Dairygold newsletter and a press release also. Joe will work on this with Billy.

- 7. Project management review:**
 - a. Focus groups with farmers who attended training.
- Need to get LMS content out as soon as possible.

- 8. Dissemination:**
-

- **Open forum / Any other business.**
 - None
- 9. Date of next OG meeting:** Monday, 14th November at 10.00am

SAFE FARM Operational Group Meeting

November Meeting 2022

Date: Monday, 14th November, 2022

Time: 10.00am to 11.00am

Venue: Via Zoom

Present: Joe Kirk, Orlaith Tynan, Billy Cronin, Anne Markey, Aoife Ladd, Andrew Reilly.

Apologies. Pat Clancy, Sinéad Flannery, Patrick Shine.

Agenda

Just before the meeting started, Joe told the meeting that Sinéad unfortunately had a serious car accident a number of weeks ago. Thankfully, she is ok but she has considerable ongoing pain and will be out of work until at least early December. Everyone in the meeting was very much saddened and wished her well and a full recovery.

1. Approval of minutes of meeting dated 23rd August, 2022.

- a. Proposed: Andrew Reilly
- b. Seconded: Anne Markey

2. Matters arising.

- a. None.

3. Correspondence.

- a. There were a number of pieces of correspondence but these will be dealt with under agenda items.

4. Budget update:

Our current bank balance is: €29,608.90

- a. Invoices for approval:
 - i. Cohort Recruitment & Training, €2,460
 - ii. Acorn Agricultural Research, €7,790

Our bank balance after this invoice is paid will be €19,358.90

We have not yet paid UCD. Joe is awaiting payment details from them. Joe said that he knows Sinéad is frustrated with trying to get bank details from UCD so we can proceed with the payment. They are due circa €19k.

Once UCD are paid, our funds will be effectively zero. Therefore, Joe has applied to the department for our final round of funding on the 7th November.

Budget approval:

- Proposed by Anne Markey.
- Seconded by Aoife Ladd.

5. Farmer Training (Andrew to lead):

- a. LMS development update.
 - i. Focus group held on November 1st. Anne, Aoife, Pat Clancy and Andrew facilitated. 13 farmers attended.
 - ii. 2 key parts:
 1. Tech issues
 2. Content
 - iii. Tech issues:
 1. If they left it, they could not get back into the same spot
 2. Self action sheet should be moved to the end.
 3. Small change to the evaluation
 4. Positive comments
 - a. Most found it very easy to use
 - b. Desktop easier but phones / ipads also ok
 - iv. Content
 1. Overwhelming positivity towards drama, script, content.
 2. It made them think.
 3. Everyone could identify with the characters
 4. Andrew asked specifically if the reference to suicide were appropriate and all agreed that they were. Well worked into the script.
 5. Quotes:
 - a. Content was super. Watched it with my son.
 - b. Very relatable
 - c. Content was excellent, most things on the farm start at the kitchen table.
 - d. Brilliant, got me thinking.
 - e. Video was very engaging.
 - f. Video was brilliant, almost uncomfortably so at times.
 6. Message for farmers over 65 very good.
 7. Suggestions:
 - a. Could be more dramatic but the rest of the group did not think so.
 - b. Aspect of safety with young children not covered in detail.
 - i. Andrew is going to include some stats on this.
 8. One attendee had attended the live show but still thought this format was good.
 9. One attendee said that it was great but he returned to his old habits straight away.
 - v. Suggestion that there be a follow up 6 months down the line.
 - vi. Some suggested that more material between scenes but it was agreed that this would make it too long.
 - vii. One farmer suggested that there be a place for anonymous comments that other farmers could see. Andrew did not see how we could do this.

- b. At the end, there was some conversation around how this programme with be disseminated. This was really outside the scope of the meeting but Pat Clancy dealt with it briefly but essentially it was not discussed as this was for another meeting.
- c. Anne comments were
 - i. They were really happy with videos
 - ii. The in between bits should be a bit more challenging.
 - iii. A bit more hard hitting
 - iv. When farmers want to share comments, it was to create a sense of community.
- d. Aoife
 - i. Put in a few more stats
 - ii. A bit more emphasis on children.
 - 1. Andrew said that we did not have a very young child in the script. Joe said that it would be difficult to introduce more material when we have not covered it in the drama.

6. LMS on Dairygold Gateway portal.

Andrew has made the changes to the content. As it stands, it is pretty much ready to go. Joe said that Sinéad will probably want to go through it. When she is back in December, there may be some stats that she will want to include but these changes can be made easily. Billy asked if the farmer leaves it, can they come back to the same spot? Andrew said as it stands no, but he hopes that when it is on the Bord Bia platform it will. Andrew wants to talk to Bord Bia about this. Also, is it on a scorm file? Andrew will see when he goes to export it.

Joe spoke with Sinéad about this last week and she felt it would not be possible. It is not possible for UCD to do it on their platform. They use Brightspace. Joe felt that it would not be the worst thing in the world if we had to remove the restriction to fast forward as he felt that the drama would be strong enough to engage the users.

Billy did not agree and felt that we would have to find a solution even if it costs. Bord Bia use Orian as their programmers and we may need to have a call with them.

Andrew asked what about attendances and recording who completed the programme. Billy said that once it is on the Bord Bia database, it will be recorded.

We can't make the evaluation mandatory to complete.

So the steps are:

- a. Anne to send Andrew the updated evaluation form.
- b. Andrew to send the scorm file export to Billy
- c. Billy to set up a meeting with Bord Bia

7. Project management review:

- a. Next Steps:
 - i. Billy said that it will not be up on the Bord Bia platform until the end of the year.
 - ii. So, we will have to distribute it via text / email to the 100 farmers

- iii. Andrew pointed out that farmers will not be able to log out and back in again.
- iv. Joe asked should we remove the restriction but there was general agreement that we should keep the restriction.
- v. It was agreed that in the invitation email, it is made clear to participants that they will have to complete it in one session without a break .
- vi. Aoife asked if Anne automatically gets the evaluation and Anne confirmed that she does.

So it was agreed that Billy will get it circulated to the 100 farmers. It would be made clear to them that they must complete it in one go without a break. A follow up reminder would be sent out to farmers after circa one week. Another final reminder to be sent one week later as we have no idea of who has or who has not completed the programme.

8. Dissemination:

- a. Joe circulated Anne's report out to all of the stakeholders we identified at our last meeting including:
 - i. Tracy O'Donoghue, EIP section, Dept of Ag
 - 1. Tracy responded very positively
 - ii. Niamh Nolan, Farmers4Safety EIP
 - iii. Ciaran Roche, FBD and chair of the farm safety partnership.
 - 1. Ciaran Roche has invited us to make a presentation to the farm safety partnership meeting, 7th Dec. Joe, Anne and Andrew to attend.
 - iv. Pat Griffin, HSA
 - 1. Very impressed with it, forwarded it on to a number of people. It has confirmed a lot of their beliefs but it's good to have it in an academic form.
 - v. Shane Conway, NRN
 - 1. Shane and Joe will put together a report to be published on the Farmwell Horizon project. This is a European portal where all interested parties can view the works of EIPs.
- b. Teagasc BeSafe Conference, 23rd November in Ashtown. Joe to attend and will speak about our project if given an opportunity.
- c. National EIP Agri Conference, Athlone on November 28th. Joe unable to attend so Andrew will attend and represent our project. Andrew may need some promotional material.

We will continue to disseminate and once the evaluation of training is done, we will push this out. Anne asked about the time lines and what is required for a final report. Joe hopes that by the end of January, we will be tidied up with most items with a final completion date of the end of March. Anne asked if we need to write up the process of putting the training together. Joe said that we have not committed to doing this in our application to the department. The report will probably be, Anne's first report combined with her report on the evaluations. We would also need to document our achievements, eg, Dairygold mental health helpline, etc. Our core focus now should be to get it up and running on the Bord Bia platform. This gives it the greatest chance of dissemination. This would

be a major win for us in that not just all Dairygold farmers could access the programme but potentially all farmers could access it.

- **Open forum / Any other business.**
 - Orlaith asked if we are doing any follow up survey. Joe outlined that it was not part of the programme. There was a discussion after which it was decided that Anne and Joe would put a draft together. If it worked, Billy would circulate it amongst the farmers that have already completed the live and Zoom events.
- 9. **Date of next OG meeting:** In person, Friday 14th December, 11.30am in Mitchelstown. Joe will organise this.

SAFE FARM Operational Group Meeting

December Meeting 2022

Date: Monday, 19th November, 2022.

Time: 10.00am to 11.00am

Venue: Via Zoom

Present: Joe Kirk, Billy Cronin, Anne Markey, Aoife Ladd, Andrew Reilly. Pat Clancy

Apologies. Sinéad Flannery

Agenda

1. Approval of minutes of meeting dated 14th November, 2022.

- a. Proposed: Andrew Reilly
- b. Seconded Billy Cronin

2. Matters arising.

- a. 6 Month Review Survey. Anne and Joe put this together and it has been circulated by Billy to those who did either the live show or Zoom. Anne said that we currently have 8 responses and some of them may be our own when we were setting up the survey. Billy was asked about the possibility of sending out a reminder text. He will organise this.

3. Correspondence.

- a. UCD wish to have all members of the OG group sign a new operational group agreement.
 - i. Joe said that he felt UCD were being bureaucratic. However, he said that Sinéad has been doing her very best to get it all resolved. UCD now want all members of the OG group to sign a new operational agreement. However, Joe asked if either John or Pat could sign on behalf of Dairygold members of the OG group. UCD are agreeable to that. So, Joe will sign on behalf of Acorn, Andrew on behalf of Cohort and Pat on behalf of Dairygold. Joe expressed a fear that this will not be resolved in time to wind up the project. Pat asked if we could put the money in an escrow account and Joe felt that the departments auditors would not accept this. Anne offered to talk with Sinéad but Joe felt that there was no need. He would email her. Joe to send out a copy of the correspondence to both Andrew and Pat.
- b. Email from the department looking for us to outline how we will wind up the project. Joe must outline this. Effectively, all EIP's must wind up in the next few months.
- c. Email from the department outlining potential methodology for final reporting.
 - i. Joe will go through this with Sinéad and Anne once Sinéad comes back.
- d. Email from department looking for details of actual expenditure. Joe said that this is normal and that everything was covered in the audit the previous week.

4. Department of Agriculture Audit, Friday 16th December.

- a. Completed by John Canny and Joanne Hennessey
- b. Andrew Reilly and Joe Kirk represented the project.
 - i. John was really looking at KPI's and Joanne from a financial perspective.
 - ii. John would have been aware of the project.
 - iii. Joanne Hennessey complemented Dairygold on taking on the mental health line.
 - iv. Joe went through all the KPI's with John and most have been achieved.
 - v. Andrew said that they were very positive of the programme. They were very interested how the LMS would compare against the live show.
 - vi. Joe said that Joanne was very detailed and looked for physical invoices. Joe also went through how we process payments. He had to demonstrate how the who OG team get the details of payments every month, that they are proposed and seconded by members of the OG group. Payment is then set up by Joe and is authorised by Andrew. He had to give them copies of minutes detailing this process.

5. Budget update:

- a. We received our final round of funding from the department on the 16th November to the value of €49,421.80.
- b. Current Bank Balance €68,590.05
- c. Invoices for approval:
 - i. Impact Signs (Pull up Roller sign) €190.65
- d. Reconciled bank balance after payment of above, €68,590.05

All invoices are as per our budget submitted to the department.

Proposed: Anne Markey

Seconded: Patrick Shine

6. Farmer Training :

- a. LMS development update.
 - i. Training sent out to 112 farmers.
 - ii. Reminder sent out 14th December.
 - iii. Joe said that 16 farmers completed the LMS in November and 14 of them attended a focus group. Therefore, 128 farmers have been offered training. We should leave it live over the Christmas period. Joe asked if two reminder texts could be sent out. Billy and Pat explained that the sustainability bonus would be launched on 29th December and that they do not want to dilute the messaging around this. So, he will get a text out this week. Anne asked could we wait until early January but Billy explained that there will be road shows in early January.
 - iv. Billy updated the meeting on the status of uploading the LMS onto their sustainability platform.

1. Billy spoke with Ruairi Manion last Thursday. Ruairi said the link for the scorm files expired but Andrew has reactivated it. It will go up on the platform on the second or third of January.
2. Billy asked Ruairi about if a farmer stops and come back, that they come back to the same spot. Ruairi is to investigate this.
3. Pat asked about a project extension. Joe said that we already got a six month extension. Billy said we got €200k of EU funding and it would be important that we achieve our target of 200 farmers trained.
4. If farmers have done the LMS, there is no compulsion on them to complete the evaluation. However, once it is on Dairygold's sustainability platform, we will know.
5. Joe said that from the projects perspective, once it's on the sustainability platform, we would have achieved our goal.

7. Dissemination:

- a. Annes report sent to other interested stakeholders. It was sent out to more last week. Joe asked for permission to send both the report and LMS to Billy Goodburn, ICOS. Joe will also send it to Annette at Theatre at work.
- b. Teagasc BeSafe National Farm Safety Conference in Ashtown on 23rd November. Joe and Andrew attended. Andrew was actually there due to the fact he was involved in making a video for it. Whilst we did not make a presentation, it was a day long conference and we met loads of stakeholders. They all were very interested in our project.
- c. National EIP-Agri Conference, Athlone on November 28th. Andrew attended. Andrew said that the focus of initial EIP's were on environmental but that the last call was on safety. Andrew said that the next round would be in May 2023. Andrew felt that the biggest challenge facing a lot of the other safety EIP's was scalability.
- d. Presentation of Anne's report to the Farm Safety Partnership on Wednesday, 7th December in Portlaoise. Anne, Andrew and Joe attended.
 - i. The partnership is a broad partnership of stakeholders, including HSA, government, farming lobbies, unions, etc. Joe said that the union rep spoke very highly of Dairygold. He had worked with them in the past and always found them to be very good.
 - ii. Anne said that it was a really positive meeting. To her, the most interesting aspect was mental health was very low. She said that Billy Griffin outlined how farmers do not value themselves. If we were to consider going down another EIP route, that could be a way we could go. A discussion followed and the farmers on the OG felt that they were constantly under attack. Pat said that some farmers are positive but others are struggling. We must bring them all with us. Billy outlined that farming was the only sector with a plan and that other sectors don't.

8. Open forum / Any other business.

- a. Pat said that there was €50k left in the budget after UCD has been paid. Has the rest been allocated. Joe said it has.

- b. Anne asked if we are sharing the link with ICOS, does that mean all farmers will have access. Billy said that it will be sitting on the Bord Bia platform. Initially, it will be only available to Dairygold farmers but after 12 months or two years, that it would be available widespread.
 - c. Joe said that anyone that the link to the LMS has been shared with, that it was shared that it was “for your eyes only” and not to forward it. Andrew explained that they don’t have the scorm file.
9. **Date of next OG meeting:**
- a. Joe is very anxious to meet in person. Billy explained that they first two weeks would be out as the road shows will be on.
 - b. Wednesday, 25th January at 11am was agreed by all. Mitchelstown venue. Joe to set it up.

SAFE FARM Operational Group Meeting

January Meeting 2023

Date: Wednesday, 25th January, 2023

Time: 10.30am – 11.30am

Venue: Via Zoom

Present: Joe Kirk, Billy Cronin, Orlaith Tynan, Anne Markey, Aoife Ladd, Patrick Shine, Andrew Reilly, Pat Clancy

Apologies. Sinéad Flannery, John O’Gorman

The chairman opened the meeting shortly after 10.30am. He said he had very good news in that he had been speaking with Sinéad during the week and that she hoped to be back at work next week. The whole team wished John well in his ongoing treatment and hope his recovery continues.

Agenda

- 1. Minutes:** Approval of minutes of meeting dated 19th December, 2022.
 - a. Proposed: Pat Clancy
 - b. Seconded: Patrick Shine
- 2. Matters arising.**
 - a. None
- 3. Correspondence.**
 - a. Email from department looking for details of projected expenditure for 2023.
 - b. Invitation from Farmers4Safety to a conference in Clonmel on the 2nd March. They asked us to send a representative and bring along our pull up banner, etc. Joe is to get further details from the project coordinator but he will attend. He will circulate the invitation to the team if anyone else wishes to attend.
- 4. Budget update:**

Our current bank balance is: €68,590.05

Invoices for approval:

- Cohort Recruitment & Training, €3,075
- Acorn Agricultural Research, €5,000
- Aoife Ladd, Q4 payment, €500
- Patrick Shine, Q4 payment, €500

All invoices are as per our budget submitted to the department.

Our bank balance after these invoices are paid will be €59,515.05

We have not yet paid UCD as Sinéad has been out. Sinéad said that she will try to get this sorted as soon as she comes back. They are due circa €19k.

- a. Proposed: Pat Clancy
- b. Seconded: Patrick Shine

5. Farmer Training :

- a. LMS development update. It is currently up on the sustainability platform. Andrew tested it on the 20th December and it is working well. Dairygold have not have any feedback yet. For the past month, they have been focusing on the sustainability bonus.
- b. We currently have 26 responses. The Safe Farm module is not compulsory. We need to see is there a way of increasing this number.
- c. Anne asked is there a way of checking if farmers have completed it on the Bord Bia platform. Orlaith and Billy confirmed that they should be able to get this data. Aoife said that some farmers may not be aware that it is there. Patrick said that it is there when one logs into Gateway.
- d. Joe asked if he could get access but because he is not registered with Bord Bia he can not get access.
- e. It is hosted on the Bord Bia platform. It is currently available to all Bord Bia registered Dairygold farmers.
- f. Anne asked where the module is positioned. Billy explained that there are six modules that must be completed as part of the sustainability bonus. That will be there focus for the next number of months.
- g. Maybe it could be pushed in safety week.
- h. Pat asked if those farmers who had already completed the compulsory modules, could we encourage them to complete the safety module? Anne said that in a lot of LMS's they have intelligence agents. So when you have completed the compulsory modules, the system would automatically prompt users to complete more modules. Pat asked if Bord Bia would have contact details. Aoife said that they certainly have mobile numbers as she has received texts. Billy to discuss with Rory Mannion.
- i. Aoife asked if was possible to ask farmers to go straight to the safety module. Billy said it was. However, Orlaith said that they need to be careful with messaging so they do not confuse farmers.
- j. Anne wondered why when we think about sustainability, we think firstly of environmental, secondly economic. Yet social sustainability is way down the list. So should Dairygold consider our module being a compulsory part of the sustainability programme? Pat explained that it was not possible now as farmers have entered contracts. It was generally agreed that next year, it would be worth considering.
- k. Billy said they will go back to the 100+ farmers to encourage them to complete.

- l. Andrew suggested that when they communicate with farmers, that they suggest that farmers complete it via the LMS.
- m. Joe spoke about the LMS. He felt that it was a very good product and met all of our criteria, scalable, etc. He said he would hate if it just sat there and was never used. He asked about the Bord Bia platform and what was the long term plan. Billy explained that their agreement with Bord Bia is that all of their modules can be used once Dairygold gets exclusive access for 12-18 months. When you take into consideration beef and sheep farmers, this could be 100,000+ farmers.
- n. Andrew suggested that farmers get a certificate upon completion. He said Rory Mannion said it can be done. Orlaith said it is available for the other modules and will investigate the possibility of getting this for the safety module.

The chairman surmised the following:

- Dairygold to find out the number of interactions with the module on the LMS
- The Safe Farm team recommends to Dairygold that our Safe Farm LMS be compulsory for the year 2024.
- Dairygold look at the possibility of using the LMS “intelligence agent” to prompt farmers who have completed the compulsory modules. This could be done during Safety Week in July.
- Certificate of completion for farmers who undertake the safety module.

Pat Clancy asked about the possibility of running the live show again. There was very positive feedback from the group and it could be done during national safety week. It could be combined with the general meetings of the regions. Billy said that this could be up to 130 farmers. Orlaith said that this could create traction around the LMS as well. Joe is to look at the budget to see if it is feasible.

Anne made a suggestion of using a local theatre company as we “own” the script. There was some discussion around this.

Joe is to meet with Theatre at Work to discuss the possibilities.

Joe is to do a cashflow and he will circulate to the team.

6. Final Report

- a. Andrew, Anne and Joe have met on 20th January and are starting to put a plan together. They broke down the report into separate sections.
 - i. Joe is to detail how the project works from a day to day perspective, how the team changed, etc.
 - ii. Joe to detail financial procedures and controls
 - iii. Joe to compile all minutes into one document
 - iv. Andrew to detail how the training was developed.

- b. Details needed from Dairygold on recruitment, etc. Billy suggested that much of this would be in the minutes. Joe agreed to go through the minutes and put a document together and share with Billy / Orlaith. Billy suggested the journey from the first phone call.
 - c. Joe needs to talk with Theatre at Work to get their opinions on the training.
 - d. Final focus group. Joe asked was this necessary. However, the team felt that the six month survey would be the best mythology. It is not possible to get farmers to a focus group in February. Dairygold to see if they can push this again and not do the focus group. Anne will send the link again to Billy.
7. **Dissemination:**
- a. Farmers4Safety Conference, Joe attending, Clonmel 2nd March.
 - b. Joe to talk with Sinéad with regard to ways which UCD will disseminate details of the project.
 - c. Anne asked about the possibility of students in UCD getting access to the module. There was unanimous support for the concept. It was felt that it was the right thing to do.
 - i. **It must be hosted on the UCD LMS platform to prevent it from it being forwarded to others.**
8. **Open forum / Any other business.**
9. **Date of next OG meeting:** 23rd February at 10am.

Minutes of SAFE FARM Operational Group Meeting

February Meeting 2023

Date: Thursday, 23rd February, 2023.

Time: 10.00am – 11.30am.

Venue: Via Zoom :

Present: Joe Kirk, Andrew Reilly, Anne Markey, Sinéad Flannery, Billy Cronin, Pat Clancy, Aoife Ladd.

Apologies: Orlaith Tynan, Patrick Shine, John O’Gorman.

Agenda

1. **Minutes:** Approval of minutes of meeting dated Wednesday, 25th January, 2023.
 - a. Proposed: Pat Clancy
 - b. Seconded: Anne Markey
2. **Matters arising.**
 - a. None
3. **Correspondence.**
 - a. 6 Month Status report returned to the department on the 3rd February.
 - b. UCD Contract update. Joe asked Sinéad to chase them up as he wants to pay the funds over in the next few weeks so that we can wind up the project.
4. **Budget update:**
 - a. Joe circulated a cash flow projection for the wind up of the project a few weeks ago and again, yesterday. (A copy of this document is attached as Appendix 1 to these minutes). He asked everyone to review it prior to the meeting. Joe put a copy of this document up on screen and went through it in detail. One of the key concerns he raised was the budget around setting up, running and winding up of the company limited by guarantee. However, he said that this is the budget and we will have to live with it. He then asked for questions as it is imperative that all members of the OG were comfortable with it. Joe further proposed that the €7,436 inc VAT remaining funds be distributed as follows:
 - i. €5,000 to Dairygold for a farm safety day as discussed at our last meeting
 - ii. The balance of just under €2k + VAT be kept as a contingency.
 - b. Joe said the cost of Theatre at Work for 2 showings was €4,250. Pat asked if some of the contingency budget could be used for the venue costs. Joe said it could.
 - c. Joe said he is happy to meet with Dairygold next week to discuss but it is Dairygold that would run the day as this project will be wound up. Billy said that venue charges could be in the region of €2k.
 - d. Aoife said that she has the three boxes of mugs left over from the day in Moorepark.
 - e. Joe asked everyone individually were they ok with the budget and all confirmed that they were happy with it.
 - f. Joe to talk with Billy to see how to transfer the funds to Dairygold.

- g. Budget proposed by Pat Clancy and seconded by Aoife Ladd.

5. Farmer Training :

- a. LMS update.
 - i. As of 9th February, no farmers have interacted with the LMS on the sustainability platform. Joe said that we had spoken about this at the last meeting. If there is no compulsion around it, then it is unlikely that farmers will engage. Pat said that Dairygold cannot change the conditions around the sustainability bonus. Also, the spring is a very busy time of year.
 - ii. Update on the possibility of using the LMS “intelligence agent” to prompt farmers who have completed the compulsory modules. Billy said that now is probably not the time to do this. Maybe during farm safety week, they might send out a link. They will then review at the end of the year. Joe said that it was agreed at our last meeting that our project will write to the board of Dairygold and ask them to make our LMS a compulsory part of the sustainability scheme.
 - iii. Update on certificate of completion for farmers who undertake the safety module. Billy felt it was possible but not yet confirmed.
 - iv. UCD: Potential of incorporation into the Ag Science curriculum. Sinéad is going to run it next Friday. She will give an overview of the project and then go through the LMS with them. She is going to get them to complete the survey. She cautioned that 50% of them may not come from a farming background. Anne is going to add questions to the survey to allow for this. Andrew asked about how many would attend. Sinéad said that if she gets 150-200, she would be doing well. Joe asked about the possibility of incorporating the LMS into the syllabus. Sinéad said she was delighted when she found out that the project were open to this and she would be changing around the module to include it permanently. Joe said that he felt that this was a major win for the project.
 - v. Billy asked about the possibility of it being used by UCC. Anne felt it was a great idea. Anne also felt that we should also approach Anne Marie Butler in Teagasc with a view to getting it rolled out in Ag Colleges. Joe asked Sinéad and Anne would UCD be happy to share and they felt that they would.
 - vi. Andrew said that Pat Griffin asked if it could be shared on the HSA platform. Joe asked about timing and it was agreed that the 1st September would be appropriate for all.

6. Dairygold Farm Safety Open Day: Joe to talk with Theatre at Work. He has to talk to them anyway as he must do a review with them on their opinions of the training. Joe will then work with Pat and Billy.

7. Final Report: Status of chapters that need to be completed.

- a. Andrew: Chapter on training development. Bulk of the work is done and he will collaborate on it with Sinéad.

- b. Pat Clancy. Chapter on the project from the Dairygold's board perspective. Joe put a chapter together and both Pat and Billy confirmed that they are happy with it. Everyone will get a chance to review.
 - c. Joe, Chapter on the day to day running. Complete.
 - d. Joe, Chapter on financial procedures and controls. Draft done.
 - e. Joe, compile minutes, etc as appendix. Straight forward.
 - f. Anne, Evaluation of training. Still working on it. She can't use the 6 month review as there was not sufficient response.
 - g. Joe to speak with Theatre at Work to gain there perspective.
 - h. Executive summary, OG collectively responsible for this chapter. Potentially at next meeting. Joe asked everyone for the next meeting to have their view on the project. What worked, what didn't work
 - i. Joe, Anne, Sinéad and Andrew will meet again, Monday, 6th at 2.30pm.
8. **Dissemination:**
- a. Joe to attend Farmers4Safety conference, March 2nd in Clonmel. Andrew has pull up banner and will get to Joe beforehand.
 - b. UCD, are there any opportunities to publicise our work. There is a conference during the summer in France and Sinéad hopes to present at that.
 - c. Anne and Sinéad hope to write an academic paper but will not start until after the current semester is over.
9. **Open forum / Any other business.**
- a. Anne suggested that Joe to have draft of the letter to Dairygold board recommending that they include our LMS in their sustainability bonus for 2024.
10. **Date of next OG meeting:** Just two more meeting left.
- a. Wednesday, 22nd March at 10.00am.

Appendix 1

Cash Flow Projection for the winding up of the Safe Farm EIP

In putting this document together, I propose to give an overview of our original budget, changes to this budget, outline the remaining budget and propose how we could distribute the surplus. Finally, I will detail the budget submitted to the department and show all bank transactions to date.

Original Budget: In putting the original budget together, [Table 1](#), there were five main headings, Pat Bogue's fee, Joe Kirk's fee, Andrew Reilly's fee, UCD's fee and all other fees were categorised under "other". The only big variance from the original budget was Theatre at Work. We had not allowed for such a large expenditure. We had €10k+VAT of a contingency budget but their fee was circa €24k.

Pat Bogue, RIP: Upon Pat's passing, obviously I had to recalculate the budget to reflect the changed circumstances. This is outlined in [Table 2](#).

Feirm Sábháilte, Company Limited by Guarantee: The department required us to set up a legal entity. We received advice on this and a Company Limited by Guarantee was set up. Whilst the original budget for this was €7,300, Pat Bogue's estate was paid €1,800 out of this. This leaves €5,500 + VAT. I would have concerns around this figure. Setting up a company is very straight forward but winding it up can take years. We must, at a minimum make two annual returns to Revenue. We must also make returns to the companies office. However, that is the budget and we will have to live with it.

Paid to date: [Table 3](#) details how much each partner / supplier has received to date.

Outstanding: [Table 4](#) details how much is outstanding to each partner / supplier.

Proposed distribution of surplus: I estimate the remaining funds after everyone has been paid is €7,436 including VAT. In [Table 5](#), I am proposing that €5k of this is paid to Dairygold to host a farm safety day and just under €2k + VAT is kept as a contingency budget.

Submitted Budget: The actual budget submitted to the department is detailed on [Table 6](#) of this document. When we are putting through expenses, I always endeavour to ensure that the details of the invoices exactly match with the various headings. When we were audited in December, the department checked each invoice against the submitted budget. If we deviate from the various headings / tasks, we have to explain why and the department will check the minutes of the OG meetings to verify this.

AIB Bank Statement: Finally, [Table 7](#) is a bank statement from the beginning of the project to today's date. This should validate all the data outlined in this document. It is worth noting that Pat and I started work on this in December, 2020 and the first payment we received was on the 23rd of March, 2022.

We will go through all of this in detail at our next OG meeting, on February 23rd. If the OG approves this proposed budget, then all funds will be paid out in March. This will allow us to start winding up the company at the end of March.

[Table 1](#) is a breakdown of the amount each partner quoted in May 2021 for the original application. I am keeping VAT as a separate heading for simplicity.

Table 1

Pat Bogue			€42,750
Acorn Agricultural Research			€39,250
Cohort Recruitment and Training			€33,500
UCD			€18,656
Other			€31,910
Contingency			€10,000
Total			€176,066
VAT			€23,549
Total inc VAT			€199,615

After Pat's passing, this budget had to be updated to reflect the changed workload. I took on most of Pat's work and Anne Markey came onboard to assist with analysis and report writing. The updated budget is detailed below in [Table 2](#).

Table 2

Acorn Agricultural Research			€62,500
Pat Bogue			€5,300
Cohort Recruitment and Training			€33,500
Anne Markey			€16,000
UCD			€18,656
Other			€30,110
Contingency			€10,000
Total			€176,066
VAT			€23,549
Total inc VAT			€199,615

Notes:

1. The estate of Pat Bogue also separately received €5,488 + VAT for submitting the application. This fee was supposed to be split 50/50 between Joe and Pat but Joe waived his fee. Therefore, Pat Bogue's estate received €10,788 + VAT in total.
2. Anne Markey's fee is €16,000 + Vat. It is not yet clear if Anne will have to register for VAT but I have allowed for this and her total cost will be €19,680.

Table 3 below details how much each partner / supplier has received to date.

Table 3

Name	Nett	VAT	Total inc VAT
Acorn Agricultural Research	€51,830	€8,287	€60,118
Agri Promotions Ltd	€1,000	€230	€1,230
Anne Markey	€12,000	€0	€12,000
Aoife Ladd	€2,000	€0	€2,000
Broadmore / Pat Bogue	€5,300	€1,219	€6,519
Cohort Recruitment & Training	€29,500	€1,725	€31,225
Coommunity Engagement Partners	€600	€138	€738
Impact Signs	€155	€36	€191
Patrick Shine	€2,000	€0	€2,000
Theatre at Work	€23,907	€173	€24,079
UCD	€0	€0	€0
Company set up, running and winding down costs	€0	€0	€0
Meeting rooms, office materials, etc	€0	€0	€0
Dairygold	€0	€0	€0
Contingency	€0	€0	€0
Total	€128,292	€11,807	€140,100

Table 4 details what expenses must be paid out of the budget. It shows that the remaining budget after everything has been paid is €7,436 including VAT.

Table 4

Name	Total Due	Vat due	Total Due inc VAT
Acorn Agricultural Research	€10,750	€2,473	€13,223
Agri Promotions Ltd	€0	€0	€0
Anne Markey	€7,680	€0	€7,680
Aoife Ladd	€0	€0	€0
Broadmore / Pat Bogue	€0	€0	€0
Cohort Recruitment & Training	€4,000	€403	€4,403
Coommunity Engagement Partners	€600	€138	€738
Impact Signs	€0	€0	€0
Patrick Shine	€0	€0	€0
Theatre at Work	€0	€0	€0
UCD	€18,656	€0	€18,656
Company set up, running and winding down costs	€5,500	€1,265	€6,765
Meeting rooms, office materials, etc	€500	€115	€615
Dairygold	€0	€0	€0
Contingency	€0	€0	€0
			€0
Total outstanding	€47,686	€4,393	€52,079
Current Bank Balance @ 8 March, 2023			59515.05
Remaining budget inc VAT			€7,436

Table 5 proposes a distribution of the remaining €7,436 as follows:

- Dairygold Farm Safety Day €5,000 (no VAT)
- Contingency of €1980 + VAT

Table 5

Name	Total Nett	Total VAT	Total inc VAT
Acorn Agricultural Research	€62,580	€10,760	€73,340
Agri Promotions Ltd	€1,000	€230	€1,230
Anne Markey	€19,680	€0	€19,680
Aoife Ladd	€2,000	€0	€2,000
Broadmore / Pat Bogue	€5,300	€1,219	€6,519
Cohort Recruitment & Training	€33,500	€2,128	€35,628
Coommunity Engagement Partners	€1,200	€276	€1,476
Impact Signs	€155	€36	€191
Patrick Shine	€2,000	€0	€2,000
Theatre at Work	€23,907	€173	€24,079
UCD	€18,656	€0	€18,656
Company set up, running and winding down costs	€5,500	€1,265	€6,765
Meeting rooms, office materials, etc	€500	€115	€615
Dairygold Farm Safety Day	€5,000	€0	€5,000
Contingency	€1,980	€455	€2,435
	€0	€0	€0
Total	€182,958	€16,656	€199,614
Total Net of VAT	€182,958		
Total Vat	€16,656		
Total inc VAT	€199,614		

Table 6 : Budget submitted to the department in our application.

Costs for EIP Proposal			
Element of Project	Total	VAT	Total Incl VAT
Project Management	€22,000	€5,060	€27,060
Survey of all active Dairygold Farmers Attitudes	€5,000	€1,150	€6,150
Desk research - learning from other sectors	€2,500	€575	€3,075
Farmer Focus Group Quarter 1	€2,000	€460	€2,460
Farmer Focus Group Quarter 2	€2,000	€460	€2,460
Development of Training Programme	€9,000	€2,070	€11,070
Recruitment of Farmers and Organisation of Training	€2,000	€460	€2,460
Delivery of Training	€40,000	€0	€40,000
Farmer Focus Group Quarter 3	€2,000	€460	€2,460
Post training survey	€4,000	€920	€4,920
Post training review with trainers	€1,000	€230	€1,230
Analyse and develop recommendations for improvement	€2,000	€460	€2,460
Revise the Training	€3,500	€805	€4,305
Engagement with other Stakeholders	€3,500	€805	€4,305
Dissemination	€6,000	€1,380	€7,380
Reporting to Dept during process	€4,000	€920	€4,920
Preparation of Overall Report	€5,000	€1,150	€6,150
		€0	
Printouts for training, etc	€2,000	€460	€2,460
Venue Hire for farmer training	€5,000	€450	€5,450
Soup & Sandwiches for participants	€2,000	€180	€2,180
Focus Group Meeting ~ Venue & Refreshments	€700	€63	€763
Tax Advice	€2,000	€460	€2,460
Company Set up	€900	€207	€1,107
Audit Fees	€2,400	€552	€2,952
Company Wind Up	€2,000	€460	€2,460
Bank Fees	€250	€0	€250
Farmer Expenses Aoife	€2,000	€0	€2,000
Farmer Expenses Patrick	€2,000	€0	€2,000
Farmer Expenses John	€2,000	€0	€2,000
Farmer Expenses Pat	€2,000	€0	€2,000
Dairygold Expenses	€2,000	€0	€2,000
Youtube video	€1,000	€210	€1,210
Software	€660	€152	€812
Insurance	€2,500	€575	€3,075
Phone, office materials, etc	€500	€115	€615
	€0	€0	€0
UCD Expenses	€0	€0	€0
OG Meeting Expenses	€2,484	€0	€2,484
OG Meeting Subsistence	€444	€0	€444
Training day travel	€2,484	€0	€2,484
Training day subsistence	€444	€0	€444
Dissimination, National Conference	€0	€0	€0
Dissimination, travel	€250	€0	€250
Dissimination, subsistence	€37	€0	€37
International Conference Portugal	€500	€0	€500
International Conference Portugal	€200	€0	€200
International Conference Portugal	€1,115	€0	€1,115
Farmer Focus Group Meetings	€621	€0	€621
Farmer Focus Group Meetings	€111	€0	€111
UCD Time Contribution to Project	€3,020	€0	€3,020
UCD Time Contribution to Project	€3,020	€0	€3,020
UCD Time Contribution to Project	€3,926	€0	€3,926
Contingency	€10,000	€2,300	€12,300
Total	€176,066	€23,549	€199,615

Table 7 (Page 1)



Table 7 (Page 2)

Date	Who	Description	Money Out	Money In	Balance
10/05/2022	Agri Promotions Ltd	Promotion Mugs	-1230.00		+44285.8
26/05/2022	DEPARTMENT OF AGR	DAFM20150900922022 IE22052660916884		+47000.00	+91285.8
01/06/2022	Aoife and John Ladd	A.Ladd Q2	-500.00		
01/06/2022	Acorn Advisory Services Ltd	Acorn May	-8005.00		
01/06/2022	Anne Markey	Anne Markey	-4000.00		
01/06/2022	Cohort	Cohort May	-4000.00		
01/06/2022	P Shine Farms Ltd	P.Shine Q2	-500.00		+74280.8
13/07/2022	ACORN ADVISORY SERVICE LTD	Acorn June	-7255.00		
13/07/2022	Cohort	Cohort June	-4000.00		+63025.8
17/08/2022	Theatre at Work	SFE01B	-11806.90		
17/08/2022	Theatre at Work	SFE02	-922.50		+50296.4
25/08/2022	ACORN ADVISORY SERVICE LTD	Acorn July	-2255.00		
25/08/2022	COHORT	Andrew Reilly	-4000.00		
25/08/2022	Anne Markey	Anne Markey	-4000.00		+40041.4
29/08/2022	A A SERVICES LTD	ACORN ADVISORY IE22082950292856		+0.01	
29/08/2022	Acorn Advisory Services Ltd	Test to new AIB	-0.01		+40041.4
16/09/2022	Acorn Advisory Services Ltd	Acorn August	-2255.00		+37786.4
25/10/2022	Acorn Advisory Services Ltd	Acorn September	-3177.50		
25/10/2022	Cohort	Andrew Reilly	-4000.00		
25/10/2022	Aoife and John Ladd	Aoife Ladd Q3	-500.00		
25/10/2022	P Shine Farms Ltd	Patrick Shine Q3	-500.00		+29608.9
16/11/2022	DEPARTMENT OF AGR	DAFM20155122792022 IE22111627359193		+49421.80	+79030.7
24/11/2022	ACORN ADVISORY SERVICE LTD	Acorn October	-7790.00		
24/11/2022	Cohort	Cohort October	-2460.00		+68780.7
09/12/2022	Impact Signs and Print	Roller Banner Sign	-190.65		+68590.05
07/02/2023	Acorn Advisory Services Ltd	Acorn Dec	-5000.00		
07/02/2023	Cohort	Andrew Reilly Dec	-3075.00		
07/02/2023	P Shine Farms Ltd	Q4 Patrick Shine	-500.00		
07/02/2023	Aoife and John Ladd	Q4 Payment A Ladd	-500.00		+59515.05

SAFE FARM Operational Group Meeting

Minutes of March Meeting 2023

Date: Friday, 31st March, 2023.

Time: 10.00am – 11.30am.

Venue: Via Zoom :

Present: Andrew Reilly, Anne Markey, Sinéad Flannery, Patrick Shine, Billy Cronin, Joe Kirk

Apologies: Pat Clancy

Agenda

1. **Minutes:** Approval of minutes of meeting dated Thursday, 23rd February, 2023.
 - a. Proposed: Anne Markey
 - b. Seconded: Andrew Reilly
2. **Matters arising.**
 - a. **None**
3. **Correspondence.**
 - a. Summary of project status and windup schedule sent to the dept on 28th Feb.
 - b. UCD Contract update. Thanks to Sinéad for all her work in this. It has been signed by Joe, Andrew. Pat Clancy just needs to confirm that he is ok to sign. Joe to follow up with Pat. Joe to send to Sinéad. Joe needs to know what reference number he needs to put on the payment. Sinéad to clarify.
 - c. Expenditure report to the end of February sent to the department.
 - d. Joe was talking to Ciaran Lynch. Ciaran attended the Zoom training. He felt that Atlantic Technology University might be interested in incorporating the LMS into their BSc in Agriculture and Environmental management. Joe has sent on details to him.

4. **Budget update:**

Our current bank balance is: €59,515.05. No change since our last meeting. Copy of a up to date AIB bank statement is attached to this circulation.

All outstanding invoices are as set out in the Cash Flow Budget adopted at the last OG meeting so it was not necessary to get the budget proposed, seconded and adopted.

5. **Farmer Training :**

- a. LMS update.
 - i. Update on the possibility of using the LMS “intelligence agent” to prompt farmers who have completed the compulsory modules. Billy to follow up for next meeting. It is hoped that a reminder will go out during Farm Safety Week during the summer.
 - ii. Update on certificate of completion for farmers who undertake the safety module. Billy to follow up.

- iii. UCD: Confirmation of incorporation into the Ag Science curriculum. Sinéad has delivered this to her 2nd year students, 320 students and will deliver it for the foreseeable future.
- 6. Dairygold Farm Safety Open Day:** Joe met with Annette Tierney to do an evaluation on our project. Joe indicated to her that Dairygold may be interested in another showing. Annette said it would be around the same cost. Billy has been talking to Anne Fogarty and said that they will probably incorporate it into their combined regional meetings. It will probably be evening time. Springford hall, cost circa €2k. Billy asked that we allocate €7k and the meeting agreed with this. Andrew suggested that they contact Theatre at Work to see the availability of the two actors as this could reduce the rehearsal costs. All felt that the same actors and same facilitator would be optimum. Billy to come back to Joe with bank details and reference number, etc. Once Joe has this, he can pay out the balance of the bank account and start to wind up the company.
- 7. Final Report:** Joe thanked Anne, Andrew and Sinéad for all of their work in this. He felt it was 90% there, we just need to clean it up. Anne said we have 253 returned evaluations. UCD formed a big part of this. Unfortunately, we got no response to the six month review survey. However, we got plenty data to analyse. On average, the live event was most impactful. LMS was very impactful with UCD students. Sometimes, Zoom was second most impactful and sometimes LMS was second most impactful. So, this means that the LMS scalability is going to work. Joe said it was no surprise the live show was most impactful but the cost is too prohibitive to reach any scale. The next showing with Dairygold is going to cost circa €7k and this is not tenable. Anne said that Annette felt that local drama groups could be able to pull it off. Anne also said that one of the better aspects of the live show was it was a more diverse range of attendees, so spouses, parents, etc.
- 8. Dissemination:**
- a. Joe attended Farmers4Safety conference, March 2nd in Clonmel. Joe gave the background behind it. He said it was a mentoring project but he raised issues around the scalability of it.
 - b. UCC ~ Confirmation that UCD are happy to share. Anne said that this will not be a problem. Sinéad agreed. It is not UCD's property and we should distribute it far and wide.
 - c. Agricultural Colleges ~ Need to set up meeting with Anne Marie Butler. We have already shared the LMS and she was very interest so we just need to set up a meeting with her.
 - d. Teagasc, ConnectEd Platform ~ Billy to investigate how we can proceed. It will be down the road as it's not currently season appropriate.
 - e. HSA ~ Andrew / Pat Griffin update. Andrew has spoke to Pat Griffin and he is delighted to get the option to use it. He will come back to Andrew when he knows what he needs.
- 9. Open forum / Any other business.**
- a. We need to remove the evaluation from the end of the LMS. Andrew will do this and we can forward to Billy / Bord Bia. So, for the next meeting, we need an updated Scorm File.

- b. Joe has not yet put the letter to the board of Dairygold re making our LMS compulsory. Joe will do this and circulate to the team prior to sending it to the board.

10. **Date of next (final) OG meeting:** Friday, 28th April at 10am.

SAFE FARM Operational Group Meeting

Minutes of April Meeting 2023

Date: Friday, 28th April, 2023.

Time: 10.00am – 11.00am.

Venue: Via Zoom :

Present: Anne Markey, Sinéad Flannery, Patrick Shine, Billy Cronin, Joe Kirk, Aoife Ladd

Apologies: Andrew Reilly

1. **Minutes:** Approval of minutes of meeting dated Friday, 31st March, 2023.

a. **Proposed:** Anne Markey

b. **Seconded:** Billy Cronin

2. **Matters arising.** None.

3. **Correspondence.** Nothing other than normal correspondence with the department.

Budget update: Joe said as this is the final meeting, all transactions for the whole project from beginning to end were sent to all members of the OG on the 24th April. This included, all invoices, bank transactions and an Income & Expenditure spreadsheet that the department requires. Our current bank balance is: €0 (Zero). All outstanding invoices were paid on the 17th April, 2023, exactly as set out in the Cash Flow Budget adopted at the February OG meeting with the exception of:

- Anne Markey invoiced €15 less than agreed.
- Ciaran Lynch's invoice was a fair bit bigger. His fee remained the same but the cost of the advertisement to wind up the company is €800. Joe questioned this and there is a legal requirement around size, etc. so that is why it is so expensive. So, his total fee is now €1,538.
- Dairygold received the remaining contingency budget for their farm safety workshop. They looked for the remaining contingency budget to cover the cost of the hall, etc. Joe felt that this was fair enough given the level of input they have put into the project. So their fee is €5,000 as agreed in the February OG meeting plus the remaining contingency budget of €1,651 = €6,651.
- Sinéad highlighted that the original UCD budget allowed for travel and subsistence. Due to covid this was not all used. However, these resources were deployed to research and development of the Safe Farm programme. There was considerable extra work in this area than originally allowed for. The whole OG were happy with this and gave their approval.

Everyone agreed that they were happy with the whole budget.

The final budget was

Proposed by: Anne Markey

Seconded by: Aoife Ladd.

4. **Open Items from our last OG Meeting**

- a. **Final Report:** Anne prepared a draft report and circulated it to the team. Joe thanked Anne for all the work she has done. It was a huge undertaking. Anne gave some

details of the report. Joe read out a summary of the executive summary. The team then discussed the project and their closing thoughts.

- i. Sinéad felt that everyone really worked well with the project. She had attended the Embrace conference and they are now in a position that the work they did ends with no further follow up. Our LMS has provided a resource that can be used into the future.
 - ii. Patrick felt that the drama was so impactful. Especially the health and wellbeing. Patrick spoke about the stress that is involved in farming and our programme can help in this. He spoke about this at a recent IFA meeting. He felt that it would be great if it could be shown again to more people. He said that the programme “stays with you” and maybe in time, that you would make changes to your practices.
 - iii. Aoife felt that whilst the live show was probably most impactful, the LMS is probably more suitable to the next generation.
 - iv. Billy said the objective overall was to create something that is scalable and the LMS achieves that. However, health and safety must be a constant message and not just a one off. Farmers are working on their own and can be very isolating. Joe felt that, as an industry, we have to look at labour. We need to look beyond expansion to sustainable expansion.
 - v. Sinéad said that the LMS was most impactful on younger people.
- b. UCD Contract: Joe said that everything is now complete with this.
- c. Letter to Dairygold Board. Joe and Sinéad drafted a letter to the board of Dairygold. The two key items that we requested to be addressed are:
- i. Continue with the mental health helpline support service and appoint a dedicated person within the Dairygold management executive to monitor and develop this service further.
 - ii. Incorporate the Safe Farm LMS bespoke farm health and safety training as a compulsory module for the 2024 sustainability bonus scheme.
- d. Joe has again contacted Anne Marie Butler in Teagasc re incorporating our LMS into the Greencert. Joe asked Anne if she would follow up with her and Anne agreed.
- e. Billy to see if it's possible to get an intelligence agent to prompt farmers who have completed all compulsory modules in the sustainability programme, to complete our module during farm safety week.
- f. Billy confirmed that farmers who complete our module get a certificate of completion.
- g. Dairygold Farm Safety Week. Billy gave details of their proposed showing of “The Clock is Ticking” on July 20th at 10.30am. Joe and Billy to meet with Annette in Theatre at Work next Tuesday to agree everything.
- h. ConnectEd Platform: Billy to see how we will proceed. He said it would be more appropriate to do it during farm safety week.
- i. Andrew to remove the evaluation from the LMS and send Billy the updated Scorm File. Joe will follow up with Andrew next week.

5. Open forum / Any other business.

- a. Joe sincerely thanked everyone in the team for all of their support, especially after Pat's death. It would have been very easy for the project to fold and this would have caused enormous problems. He said that it was a pleasure to be involved with it and that he never regretted once getting involved in the project. Billy thanked everyone for their involvement and the core thing it was about the farmers.
- 6. **Close meeting.** Meeting closed at 10.35