STAND UP 4 GRAIN SAFETY WEEK

MARCH 29-APRIL 2, 2021
Because everyone deserves to go home from work each day, we have come together as an industry to take a stand for safety.

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CONTENTS

Stand Up Project Scope 4
About the Stand Up/The Alliance
Overview/Stand Up Goals
Starting Point
2021 Vision
Desired Outcomes
Priorities

Stand Up 4 Grain Safety Week Program 11
Key Features, Website, Funding
Stand Up 4 Grain Safety Week
Kick Off Event
Daily Sessions
Planning Team
Daily Trainers
Moderators
Production Team

Results & Recommendations 21
Attendance
Participant Status
State Participation
International Participation
Company Participation
Website Use
Reach - Alliance
Reach - Partners
Impact
Observations
Recommendations

Acknowledgements 34
Sponsors & Partners
Disclaimer
# 2021 Stand Up Project Scope

About the Stand Up and the Alliance ........................................... 5
Overview & Stand Up Goals .............................................. 6
Starting Point ................................................................. 7
2021 Vision ........................................................................ 8
Desired Outcomes ............................................................ 9
Priorities ........................................................................... 10
ABOUT THE STAND UP

The National Stand Up 4 Grain Safety Week is organized and sponsored by the Alliance, a collaboration of agricultural industry groups, which provides a collective industry focus on, and commitment to safety.

ABOUT THE ALLIANCE

The Occupational Safety and Health Administration (OSHA), Grain Elevator and Processing Society (GEAPS), Grain Handling Safety Council (GHSC), and National Grain and Feed Association (NGFA) signed a national Alliance Agreement April 2020 to serve the grain industry.
Small Changes, Big Impact

Every year hundreds of employees are injured or die from preventable hazards while working in grain handling and storage. Safety doesn’t need to be big to be effective. Stand Up 4 Grain Safety Week encourages facilities and individuals to commit to safety by making small changes in the workplace or how tasks are performed to create positive safety impacts.

STAND UP GOALS

1. Promote participation in the Stand Up week.
2. Provide opportunity for participation across a range of audiences.
3. Educate “boots on the ground” persons.
4. Serve as a promotional opportunity for the Alliance agencies.
Unity is strength. … when there is teamwork and collaboration, wonderful things can be achieved.

Shortly before the 2020 Stand Up 4 Grain Safety Week, a national emergency was declared due to the COVID 19 pandemic. Cancelling the Stand Up was not an option. Agriculture is part of the nation's critical infrastructure and the industry was experiencing rising injury/fatality incidents. The Alliance quickly launched a dedicated Stand Up website and developed a webinar series for the week.

When planning for Stand Up 2021 began, many restrictions remained and there was no clear indication of when "normal" would return.
2021 VISION

"It has been a welcomed event by the masses of our company. Any welcomed safety information by the entire group is a win for safety.  

Brandon H.

Guided by desired outcomes and key priorities, the Alliance planned a hybrid, Stand Up Kick Off event to maximize participation. Free daily learning sessions were offered by GHSC to provide a week of safety activities accessible to companies, organizations, and individuals.

The week’s activities were integrated through website enhancement, platform sharing, registration process, coordinated promotion activities, gathering/developing resources, and strengthening/utilizing other partnerships.
Gives us some resources to improve our own safety program.

Nathan B.
PRIORITY

“A great opportunity for advanced safety training at no charge and without having to leave our location.

Steven S.

- Audience Experience
  - Participatory, engaging, meaningful, inclusive
- Informative - Education/Training
- Time Investment
  - Build anticipation to commit time
- Emotional Investment
  - Personal (loss, survival)
  - Success stories
- Value
  - Provide an experience they can’t get another way
  - Reflect level of Alliance commitment
- Cohesive messaging
- Quality/Technology – Ease of use
- Reward/Recognition
# 2021 Stand Up 4 Grain Safety Week Program

<table>
<thead>
<tr>
<th>Key Features, Website, &amp; Funding</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand Up 4 Grain Safety Week</td>
<td>13</td>
</tr>
<tr>
<td>Kick Off Event</td>
<td>14</td>
</tr>
<tr>
<td>Learning Sessions</td>
<td>15</td>
</tr>
<tr>
<td>Planning Team</td>
<td>17</td>
</tr>
<tr>
<td>Daily Session Trainers</td>
<td>18</td>
</tr>
<tr>
<td>Moderators</td>
<td>19</td>
</tr>
<tr>
<td>Production Team</td>
<td>20</td>
</tr>
</tbody>
</table>

Click on profile pictures or names to contact individuals
KEY FEATURES

Key features and strategies ensured success for Stand Up 4 Grain Safety Week.

- Dedicated website
- Event coordinator
- Promotion - consistent message & design
- One-stop registration
- Enhanced platform capability
- Singular access link
- Multiple trainers - diverse backgrounds
- Interaction - Polls, chats, Q & A, demos
- Guest moderators
- Production support

WEBSITE

The StandUp4GrainSafety.org website is hosted and supported by the Grain Elevator and Processing Society (GEAPS).

FUNDING

Financial support for Stand Up 4 Grain Safety Week was provided by Central States Center for Agricultural Health & Safety (CS-CASH), Grain Handling Safety Council (GHSC), sponsors and partners. See acknowledgements for more information.
STAND UP 4 GRAIN SAFETY WEEK

Monday
Kick Off Event

Tuesday
Near Misses

Wednesday
Impact of Grain Quality on Safety

Thursday
Bin Safety

Friday
Emergency Planning
KICK OFF EVENT
MONDAY, MARCH 29, 2021

Demonstrations
Aaron Yoder, PhD
Associate Professor, University of Nebraska Medical Center (UNMC)
Core Researcher, Central States Center for Agricultural Safety and Health (CS-CASH)

Carolyn Sheridan, RN, BSN
Executive Director, Ag Health & Safety Alliance

Steven Wangler
Regional Operations Manager, Central Valley Ag

Special Guests
Barbara Grove - Nebraska Proclamation
Quality Systems Manager, Central Valley Ag
Vice President, Grain Elevator & Processing Society (GEAPS)

Jess McCluer - Stand Up Resources
Vice President Safety and Regulatory Affairs, National Grain & Feed Association (NGFA)

Doug Zalesky, PhD - ENREC Welcome
Director, Eastern Nebraska Research, Extension & Education Center (ENREC)

Other Features
• Success Stories - Scoular; Molson-Coors
• Alliance Messages
First hand examples are great!  
Elizabeth L.

**Tuesday - Near Misses**

**Near Misses, Implementation Strategies**
Dennis Jarrett  
*Vice President Continuous Improvement, Teasdale Latin Foods*

**Reporting & Employee Engagement**
Daniel Gaither  
*Director of Safety, University of Illinois ABE*  
*Vice President, GHSC Board of Directors*

**Indicators for Safety Management**
Brian Grimm, MBA, SPHR  
GHSC Board of Directors

**Wednesday - Grain Quality**

**Grain Handling Statistics**
Salah Issa, PhD  
*Associate Professor, University of Illinois ABE*

**Aeration Principles for Grain Storage**
Kent Rausch, PhD  
*Associate Professor, University of Illinois ABE*

**How to Deal with Bad Grain**
John Lee  
*Director Safety-Health-Environmental Services, Grain and Feed Association of Illinois*
Thursday - Bin Safety
LOT0, Bin Entry/Lifeline
Dave Newcomb
Agricultural Rescue Program Manager, Illinois Fire Service Institute

Safety Around Grain Bins
Butch Hendrix
Safety Director, Kokomo Grain

Ladders & Stairs
Paul Ronczkowski, MPH, CSP
Professor Emeritus, Illinois State University

Friday - Emergency Planning
Emergency Action Plans
Butch Hendrix
Safety Director, Kokomo Grain

Farmers & Firefighters Tackle Farm Safety
Casper Bendixsen, PhD
Director, National Farm Medicine Center Marshfield Clinic Research Institute

Dust Explosions & Dryer Fires
Jim Seibert
Director of Safety, Education and Training, National Grain and Feed Association

COVID-19 Guidelines
Brian Bothast
Safety & Occupational Health Specialist, OSHA V
Jodie Brooks - Event Coordinator
Owner, JBCreative

Ellen Duysen, MPH, COHC
Outreach Coordinator, Central States Center for Agricultural Health & Safety (CS-CASH)

Ann Grevenkamp
OSHA Alliance Coordinator

Barb Grove
Vice President, Grain Elevator and Processing Society (GEAPS)
Grain Quality Manager, Central Valley Ag

Jess McCluer
Vice President Safety and Regulatory Affairs, National Grain & Feed Association (NGFA)

Catherine Rylatt, MPA
Executive Director, Program Coordinator
Grain Handling Safety Council (GHSC)
DAILY SESSION TRAINERS

Casper Bendixsen, PhD
Brian Bothast
Daniel Gaither
Brian Grimm, MPA, SPHR
Butch Hendrix
Salah Issa, PhD
Dennis Jarrett
John Lee
Dave Newcomb
Kent Rausch, PhD
Paul Ronczkowski, MPH, CSP
Jim Seibert
MODERATORS

GUEST MODERATORS SHOWCASED STAND UP PARTNERSHIPS.

ELLEN DUYSEN, MPH, COHC
CS-CASH - UNMC
MONDAY KICK OFF

KYLE KOSHALEK
National Farm Medicine Center
Marshfield Clinic Research Institute
FRIDAY EMERGENCY ACTION PLANS

JODIE BROOKS
JBCreative
WEDNESDAY GRAIN QUALITY & SAFETY

JESS McCLUER
National Grain & Feed Association (NGFA)
FRIDAY EMERGENCY ACTION PLANS

BARB GROVE
Grain Elevator & Processing Society (GEAPS)
Central Valley Ag
THURSDAY BIN SAFETY

JOHN REIDY
Grain Journal
TUESDAY NEAR MISSES
PRODUCTION TEAM

Event Coordinator:
JBCreative (Owner Jodie Brooks)

Cameras/Sound ENREC (Kick Off):
Risto Rautiainen, PhD, Director
Central States Center for Agricultural Health & Safety (CS-CASH) - UNMC

Aaron Yoder, PhD, Associate Professor
CS-CASH - UNMC

ENREC Facility Staff

Cameras/Sound ASMARK (Bin Safety):
JB Creative
John Lee, Director SHES
Grain & Feed Association of Illinois

Managing Technical Producer:
Salah Issa, PhD, Associate Professor
University of Illinois, ABE

Technical Support:
Alex Gaither, MS, Training Coordinator
Grain Handling Safety Council (GHSC)
University of Illinois - ABE

Production Support:
Barb Grove, International 1st Vice President
Grain Elevator & Processing Society (GEAPS)
Catherine Rylatt, MPA, Executive Director
Grain Handling Safety Council (GHSC)
2021 STAND UP RESULTS & RECOMMENDATIONS

Attendance .................................................. 22
Participant Status ................................. 23
Participating States ...................... 24
International Participation ............ 25
Company Participation .............. 26
Website Analytics ......................... 27
Reach - Alliance ......................... 28
Reach Partners ......................... 30
Impact ..................................................... 31
Observations ........................................... 32
Recommendations ....................... 33
ATTENDANCE

3,527 Total week participants

1,031 Kick Off participants

Total participants includes the number of additional viewers submitted through polling questions. Poll participation ranged from 37% - 49% daily.
Participation in this event helped employees and employers identify safety & health hazards associated with Grain Handling/Storage.

Christopher T.
States with less than 5 unique log-ins:
- Georgia - 4
- Oregon - 3
- Florida, Mississippi - 2
- Kentucky, Massachusetts, Maine, New Mexico, Tennessee, West Virginia - 1
Twenty-four (24) other countries participated in Stand Up week activities including the US Territory of Puerto Rico.

Virtual events allow people from across the globe to participate in Stand Up 4 Grain Safety Week to bring safety education, resources, and ideas to their countries.
COMPANY PARTICIPATION

“Encouraged workers and managers to be thinking more intentionally about safety and how we can improve our overall culture of safety.” William S.

300+ Unique Companies*
Excludes multiple locations

20 Government Agencies
State & Federal

24 Educational Institutions

US Department of Labor
Highest number of unique logins per company.

*Based on 63% response rate
WEBSITE USE

18,483 Unique page views
13,430 Sessions - landing pages
79% First time visits
10,618 First time users

TOP 5 PAGES

1. Home Page
2. Resources
3. Monday Kick Off
4. Tuesday Near Misses
5. Recognize Participation
ALLIANCE REACH

Very good information was presented that can be used at our facilities. Chuck C.

GEAPS

- Email*
  - 5 daily emails
    - 1,737 members; 2,135 opens
  - Professional Development Programs
    - 10,623 recipients; 1,581-1,758 opens
      - March 15 (26 clicks)
      - March 1 (5 clicks)
      - Feb. 15 (29 clicks)
  - I Spy Email 1,737 members
    - 484 opens; 24 clicks

- Social Media 7,592 impressions
  - Facebook 8 posts; 2,454 impressions
  - Twitter 8 posts; 2,539 impressions
  - LinkedIn 8 posts; 2,599 impressions

Email numbers do not include second tier distribution - emails forwarded by recipients to their distribution lists.
ALLIANCE REACH

GHSC
- Email - 15 emails; list serve 347
- Social Media - promote Stand Up Week
  - Twitter - 25 posts; 10,400 unique impressions
  - Facebook - 21 posts reaching 2,600
- Hashtag Reach Analysis
  - 53,071 social media reach
  - 2.7 Million non-social media reach

NGFA
- Emails – 10 emails; list serve 5,822
- Newsletter – 3 articles; list serve 5,822
- Press release – 1 to 300 media contacts
- Social Media – Links to Stand Up Web page, news articles, NGFA Safety page
  - 6,500+ followers Facebook, LinkedIn and Twitter
- Webpage – Safety section of NGFA web page with links to resources on the Stand Up web page – 3,823 hits

OSHA
- QuickTakes - 316,529
- Twitter - 26,059 followers
REACH - PARTNERS

PARTNERS CONTRIBUTE IN-KIND SERVICES TO PROMOTE STAND UP 4 GRAIN SAFETY.

**Grainnet**
- Eblast Safety List 5,000
- Social media:
  - LinkedIn
    - 4,350 followers
  - LinkedIn Safety Professionals
    - 250 members
  - Grain Journal Twitter
    - 2,886 followers
  - Grainnet Safety Twitter
    - 961 followers
  - Facebook
    - 1,700 followers
- Websites March 12 - April 2
  - grainnet.com
    - 6,381 visitors
  - grainnetsafety.com
    - 375 visitors
  - Links to Stand Up, preview articles, welcome videos in feature section.

**LAMAR Advertising**
- Total Plays 8,384,852
- Total Impressions 76,040,833
- Total Displays 281
- Average # of days played 15.12 days
- 57.7% played 19 days from 3/15 - 4/02/2021
IMPACT

“We are going back to reporting near misses in order to help us avoid frequent smaller injuries. The hope is to avoid more of the smaller injuries which can lead to major injuries. Thank you for all your efforts.

Chris F.”

"Stand Up 4 Grain Safety Week raised our level of awareness as to the number of hazards we deal with everyday."

Jeffrey S.

"I've been beyond scared straight! Thank you."

Mary K.

"Very informative and great safety information!"

Steve E.
OBSERVATIONS

“Their presentation was pretty awesome. I know a lot about fall protection but they gave me an amazing refresher. Much appreciated!”
Fred B.

“All organizations that produce, store, and handle grain must come to a higher level of maturity in safety and grain quality or the industry will continue to suffer setbacks that will cause further injury, death, profit risk, and public mistrust.
Russ S.

“Great to be able to have industry experts answering questions and having others participate to ask questions about topics I did not think of.
Rebecca W.”
RECOMMENDATIONS

CONTINUALLY IMPROVING STAND UP 4 GRAIN SAFETY WEEK ENSURES GREATER SUCCESS.

"Suggest expanding into 3 hrs per day...all the information is important for Safety, workers, and operations is...reason to expand the time so presenters can slow down, and we, the audience can follow."  Max V.

1. Continue offering a hybrid event and daily learning sessions.
2. Improve participant experience with more interactivity and expanded use of technical features.
3. Enhance promotion with intentional press coverage & formal media resources.
4. Make all registration fields required for better data collection.
5. Improve registration to allow companies to register multiple people and to more easily identify log-ins.
6. Increase participation in polls.
7. Improve production with enhanced practice, technical skills, and chat log/question moderation.
SPONSORS

Stand Up Week sponsorships provided additional financial support.

- Agriculture Safety & Health Council of America (ASHCA)
- Bartlett Grain
- Central States Center for Agricultural Safety & Health (CS-CASH)
- CoBank
- Control Stuff
- National Grain & Feed Association Foundation
- VibraFloor

PARTNERS

Partners provide valuable support through in-kind donation of services.

- Central States Center for Agricultural Safety & Health (CS-CASH)
- Central Valley Ag
- Eastern Nebraska Research and Extension Center (ENREC)
- Grain Handling Safety Council (GHSC)
- Grainnet/Grain Journal
- Lamar Advertising Company
- Nebraska Grain & Feed Association
- University of Illinois Champaign-Urbana Agricultural & Biological Engineering
DISCLAIMER

The Grain Handling Safety Council (GHSC) receives a grant under the fiscal sponsorship of the University of Illinois Board of Trustees.

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The Central States Center for Agricultural Safety and Health is a NIOSH funded agricultural center at the University of Nebraska Medical Center.

The Central States Center for Agricultural Safety and Health (CS-CASH) provided funding for the Kick-Off event held on location at the Eastern Nebraska Research and Extension Center (ENREC) in Mead, Nebraska.