

## Purpose

American Farm Bureau Federation's 2019 Ag Safety Awareness Program (ASAP) Week was created to bring awareness to safety and health issues facing the agriculture industry.

This promotional toolkit, through a coordinated effort with the U.S. Agricultural Safety and Health Centers, has been developed to promote the specific topics and provide safety resources that fit with the daily themes of ASAP Week.

## Themes

**Overall Theme** – Safety: Know Your Limits

**Monday** – Emergency Preparedness

**Tuesday** – Livestock

**Wednesday** – Heat Stress and Hydration

**Thursday** – Roadway Safety

**Friday** – Hearing Safety

## Promotion Ideas

- Update your Facebook cover photo with the Ag Safety Awareness Program Week graphic.
- During Ag Safety Awareness Program Week, post the social media messages found on the following pages, or create your own posts using the hashtags #ASAP19, #KeepFarmsSafe, #SafetyKnowYourLimits and #USAgCenters.
- Get involved in the conversation. Follow, retweet and share Ag Safety Awareness Program Week messages through Twitter and Facebook.
- Contact media outlets to have PSAs run on the local radio.
- Write a letter to the editor or contact a local legislator to talk about the importance of agricultural health and safety.
- Post a video to your social media about what you are doing to stay safe and healthy on your farm.