

Farm Health, Safety and Wellbeing Training for Farmers Using Theatre as a Behaviour Change Intervention

Sinéad Flannery, Anne Markey

University College Dublin School of Agriculture & Food Science

Email: sinead.flannery@ucd.ie



Introduction

- Farming is one of the most dangerous occupations. 42% of work-related fatalities occurred in agriculture in last decade
- Farmers prefer to receive health and safety information through personally relevant stories (Cole, 2002; Rose et al., 2018)
- Farmers respond positively to social interactions, theatre and peer-to-peer interactions (Reed & Claunch, 2017)
- Previous OSH interventions promoted knowledge exchange without addressing attitudes to behaviour in a social context
- This project considered changing perception of social norms through group processes and engaged discussions

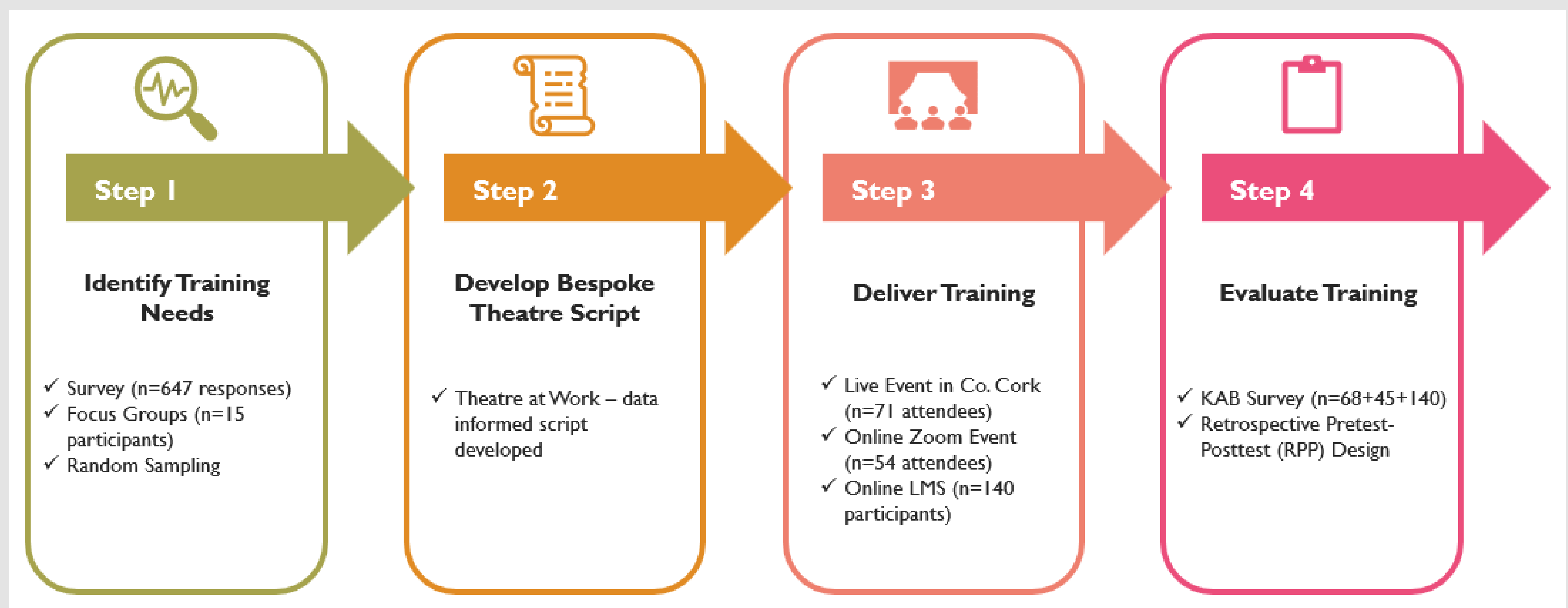
Research Aim and Objectives

Aim: To design, test and evaluate a novel intervention which can stimulate and foster cultural and behavioural change for farm health and safety behaviours.

The specific research objectives were:

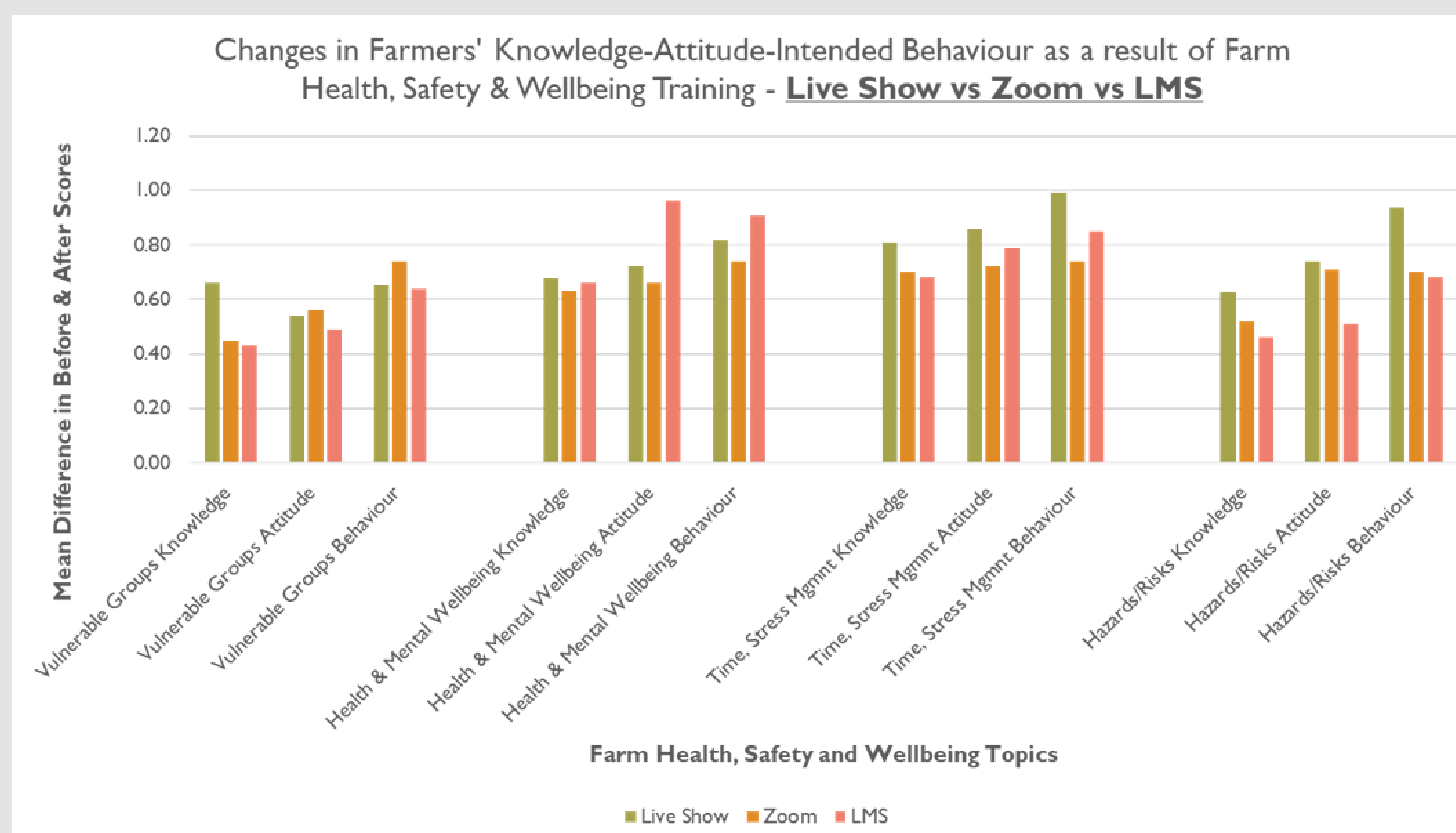
- To identify the farm health, safety and wellbeing training needs of farmers
- To develop, deliver and evaluate an innovative farm health, safety and wellbeing training programme for farmers
- To examine change in farmers' knowledge, attitudes, and intended behaviour as a result of participating in an innovative farm health, safety and wellbeing training programme

Methodology



Results

Data informed the development of the bespoke theatre script. Four thematic training areas were identified. Three modes of delivery were used: (i) Live Event; (ii) Online Zoom Event; (iii) Online LMS



Conclusions

- Farmers responded positively to the innovative, non-traditional educational approach i.e. theatre
- Intended behaviour changes reported by participants suggests there is an opportunity to influence change in farmers' behaviour through the medium of theatre as an educational approach
- Findings suggest farmers are somewhat aware of hazards and risks present on-farm (yet they still take risks and experience near misses and accidents)



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