

Media Monitors Mid-Year Snapshot January 1 - June 30, 2013

Background

Australian print media provides an avenue to highlight the prevalence of farm related deaths and injuries. The process of media monitoring has been used by the National Farm Injury Data Centre (NFIDC) since 2005 to assist in the collection of information on farm injury events (fatal and non-fatal). This report focuses on data involving on-farm injury events reported in the Australian print media for the period January 1st to June 30th 2013.

Deaths

There were approximately 1,276 print media articles received by the NFIDC from iSENTIA (formerly Media Monitors Australia) during the period. A total of 28 on-farm deaths were reported for this period:

- Four (14%) of the 28 deaths involved children aged 15 years and under.
- Quad bike (n=6), tractor (n=5) and mobile farm machinery/plant (n=3) related deaths, were reported most frequently.
- Media monitoring also captures non-farm quad bike related fatality. There were four fatal injury events that occurred off-farm that were reported in the print media for this period (i.e. there were a total of 10 quad related deaths nationally including farm and non-farm cases).

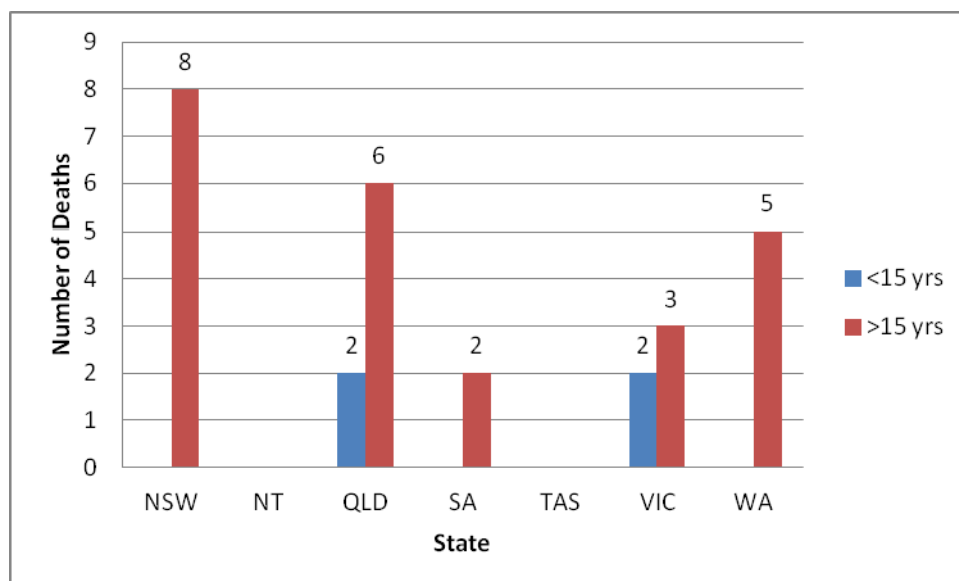


Figure 1: On-farm deaths reported in Australian print media by age and state, Jan-Jun 2013.

Table 1: Agents of injury causing death as reported in Australian print media by age, Jan-Jun 2013

Category	Agent	<15yrs	>15yrs	Total
Farm Vehicle	Utility	1		1
	Quad bike		6	6
	Motorcycle	1		1
	Truck		1	1
	Trailer		1	1
	Farm Vehicle NEC*		1	1
Materials	Materials Other NEC		1	1
Electricity	Powerlines		1	1
Mobile Farm Machinery/Plant	Tractor		5	5
	Earth Moving Equipment		1	1
	Mobile Farm Machinery/Plant NEC*	1	3	4
Farm Structure	Dam	1		1
	Windmill		1	1
	Cattle		1	1
Animal	Horse		1	1
Other	Firearm		1	1
TOTAL		4	24	28

*NEC: Not elsewhere classified

Non-fatal Injury

There were an additional 63 non-fatal on-farm injury events reported in the Australian print media for the January 1st to June 30th 2013 period.

- Nine (14%) of the 63 injury events involved children aged 15 years and under.
- Quad bike related injury (n=22) accounted for 35% of all incidents. This was followed by chemical (n=12), tractor (n=5) and motorbike (n=4) related incidents.
- For quad bikes there was also 17 additional related injuries that occurred off-farm that were captured by media monitoring (i.e. there were a total of 39 quad related non-fatal injuries nationally including farm and non-farm cases).

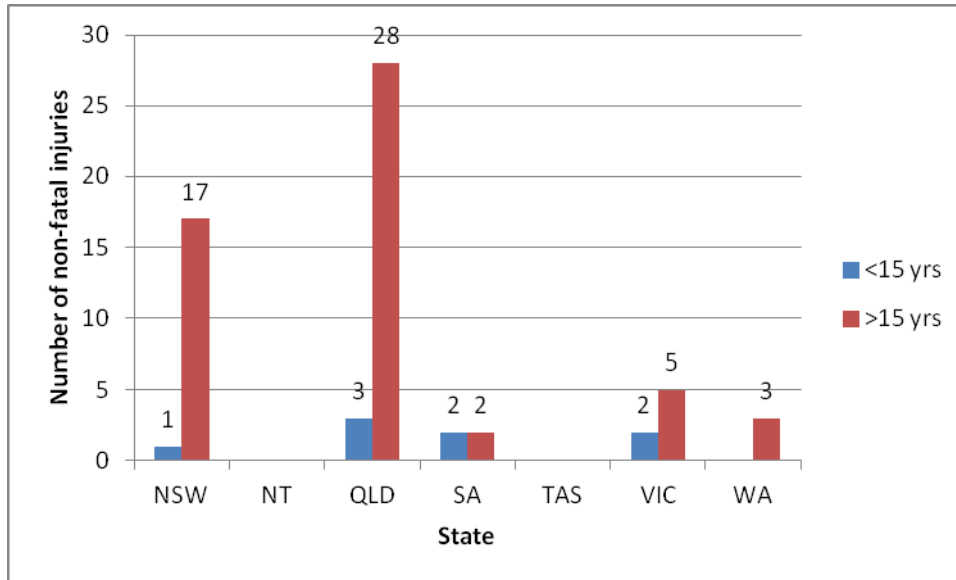


Figure 2: On-farm non-fatal injury events reported in Australian print media, Jan-Jun 2013

Table 2: Agents of on-farm non-fatal injury as reported in Australian print media, Jan-Jun 2013

Category	Agent	<15yrs	>15yrs	Total
Farm Vehicle	Quad bike	4	18	22
	Motorcycle	1	3	4
	Truck	0	2	2
	Farm Vehicle NEC*	1	2	3
Farm Chemicals	Pesticides ^{##}	0	12	12
	Fuel	0	1	1
Materials	Materials Other NEC	0	2	2
Mobile Farm Machinery/Plant	Tractor	1	4	5
	Grain Auger	0	2	2
	Mobile Farm Machinery/Plant NEC*	0	2	2
	Harvesting Machine	0	2	2
Farm Structure	Dam	1	0	1
Animal	Cattle	0	1	1
	Horse	1	2	3
Other	Firearm	0	1	1
TOTAL		9	54	63

*NEC: Not elsewhere classified

Involved one incident where 12 individuals were potentially exposed