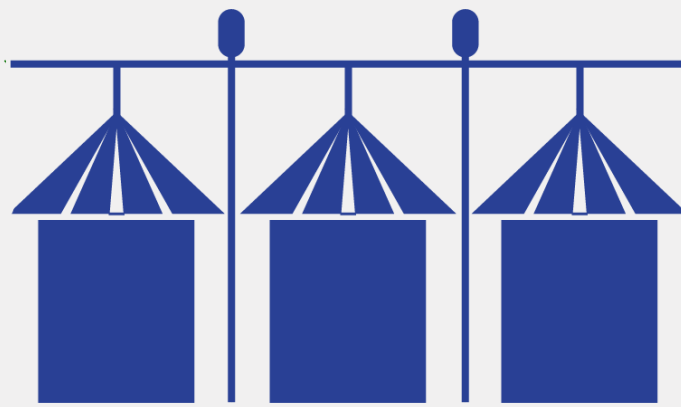


STAND UP 4 GRAIN SAFETY WEEK



MARCH 29-APRIL 2, 2021

02

2021 STAND UP 4 GRAIN SAFETY WEEK SUMMARY



Courtesy of Central Valley Ag

“Because everyone deserves to go home from work each day, we have come together as an industry to take a stand for safety.”

Prepared by:

Catherine A. Rylatt, MPA
Grain Handling Safety Council
info@grainsafety.org

03**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

05

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.



06

OVERVIEW

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.



07

STARTING POINT

“Unity is strength. . . when there is teamwork and collaboration, wonderful things can be achieved.”



Courtesy of Central Valley Ag

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.



09

DESIRED OUTCOMES



Courtesy of Central Valley Ag

- Increase Stand Up participation registration
- Increase participation in week activities
- Target “boots on the ground” workers
- Increase web traffic
- Increase use of resources
- Generate “Buzz” / reaction
- Eagerness/Anticipation
- Recognition of Alliance

“Gives us some resources to improve our own safety program. Nathan B.

”

10

PRIORITIES

“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

Key Features, Website, & Funding	12
Stand Up 4 Grain Safety Week	13
Kick Off Event	14
Learning Sessions	15
Planning Team	17
Daily Session Trainers	18
Moderators	19
Production Team	20



Click on profile pictures or names to contact individuals

12



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



14



Aaron

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

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)



Steven

Doug Zalesky, PhD - ENREC Welcome

Director, Eastern Nebraska Research,

Extension & Education Center (ENREC)

Other Features

- Success Stories - Scoular; Molson-Coors
- Alliance Messages

DAILY SESSIONS

“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*



DAILY SESSIONS

Thursday - Bin Safety

LOTO, 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



PLANNING TEAM



Jodie

Jodie Brooks - Event Coordinator

Owner, JBCreative

Ellen Duysen, MPH, COHC

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



Ellen

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)



Ann



Barb



Jess



Catherine

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



20

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:

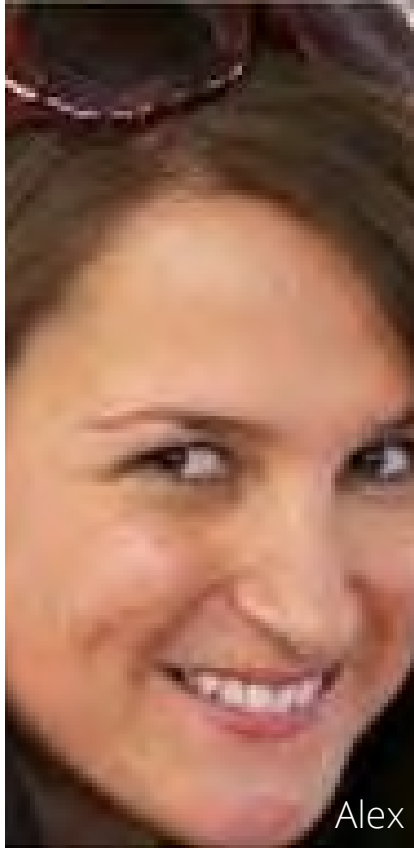
Alex Gaither, MS, Training Coordinator
Grain Handling Safety Council (GHSC)

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

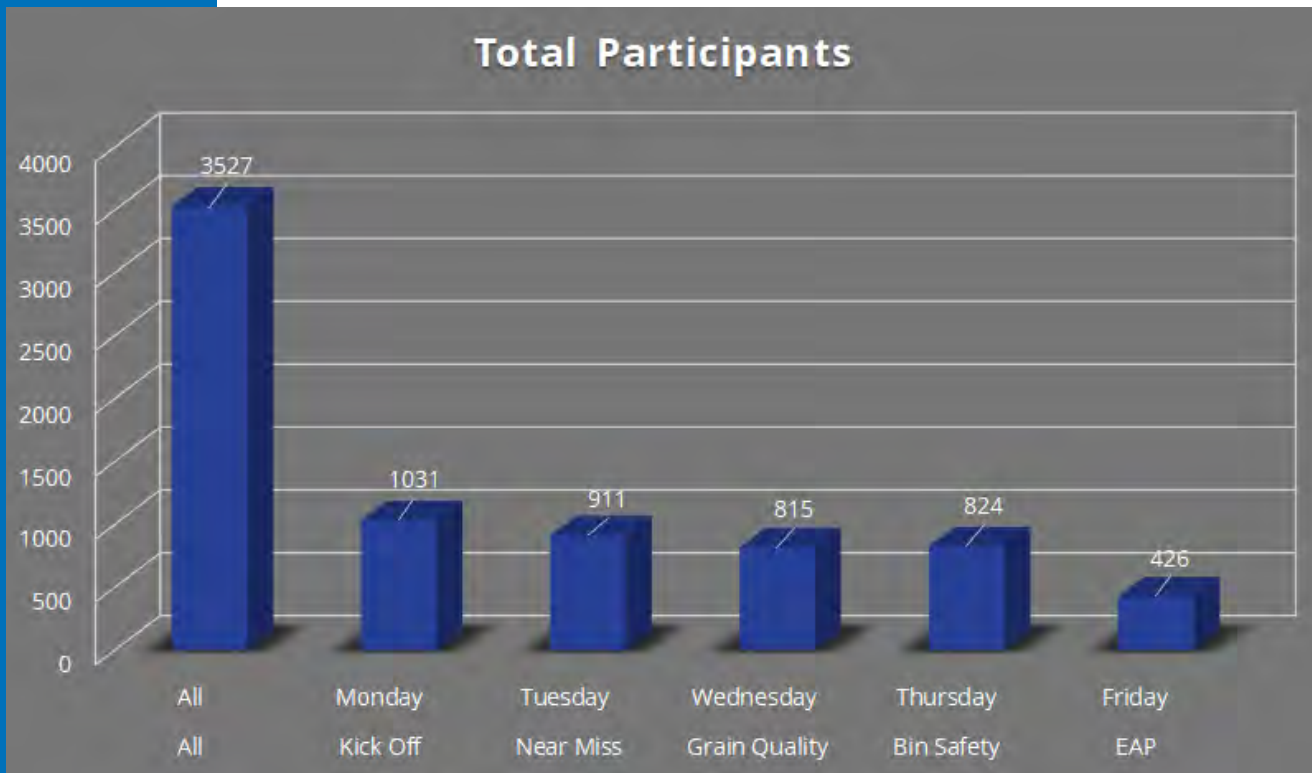
22

ATTENDANCE

3,527 Total week participants

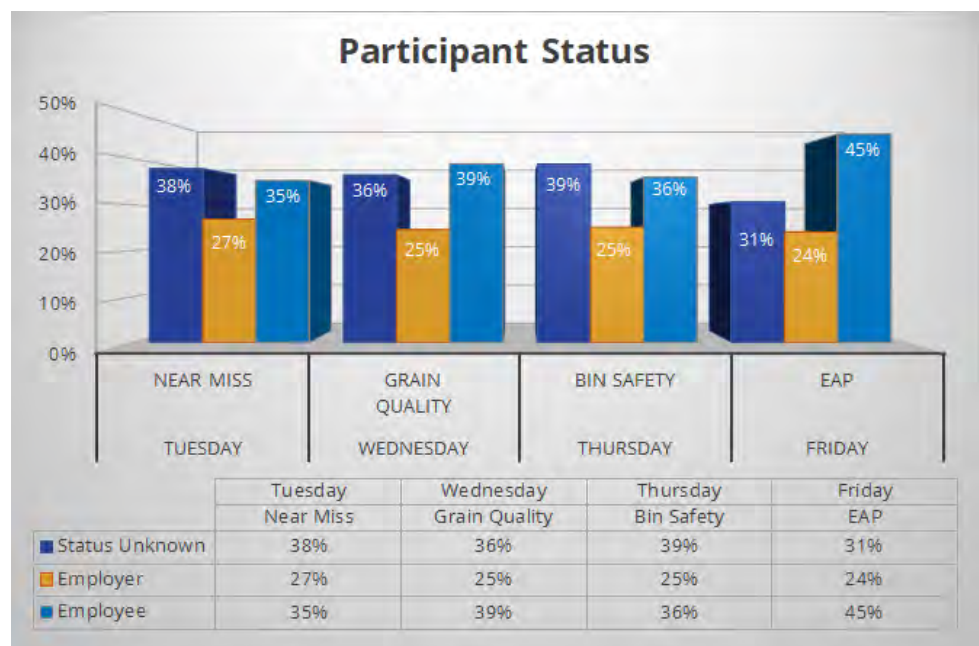
1,031 Kick Off participants

Total participants includes the number of additional viewers submitted through polling questions. Poll participation ranged from 37% - 49% daily.

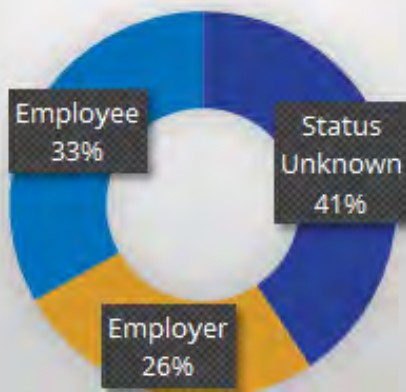


23

PARTICIPANT STATUS



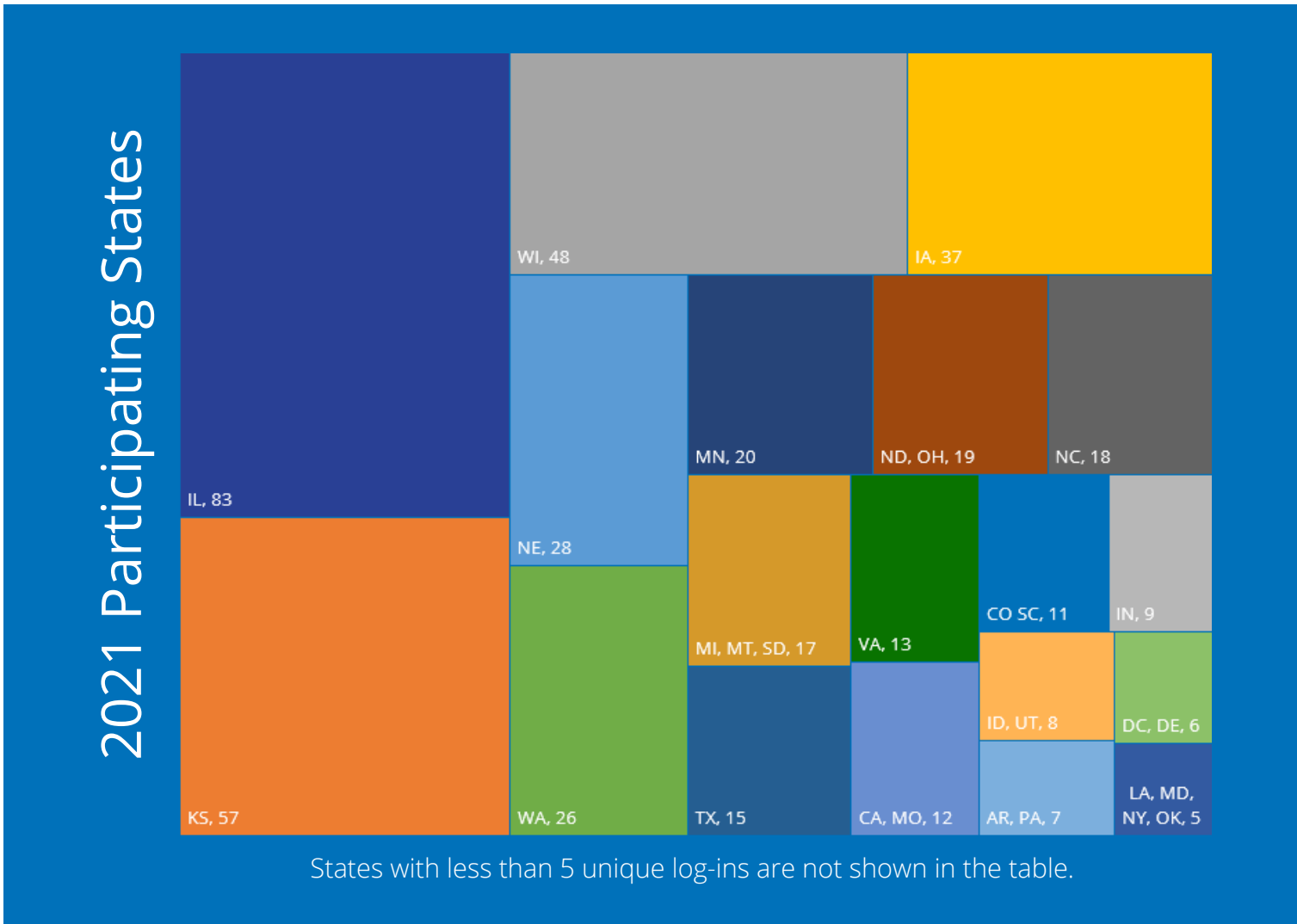
Stand Up Week



“Participation in this event helped employees and employers identify safety & health hazards associated with Grain Handling/Storage. Christopher T.”

24

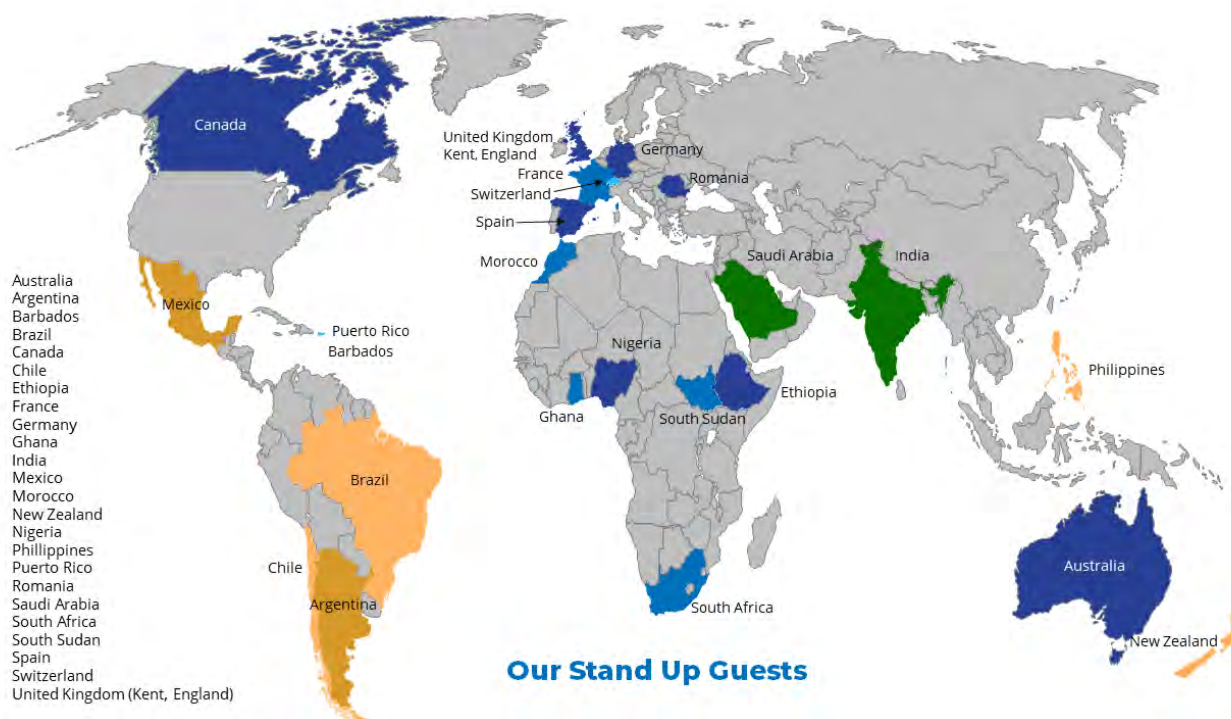
43 STATES



States with less than 5 unique log-ins:

- Georgia - 4
- Oregon - 3
- Florida, Mississippi - 2
- Kentucky, Massachusetts, Maine, New Mexico, Tennessee, West Virginia - 1

24 COUNTRIES



INTERNATIONAL PARTICIPATION

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



27

WEBSITE USE

18,483 Unique page views

13,430 Sessions - landing pages

79% First time visits

10,618 First time users



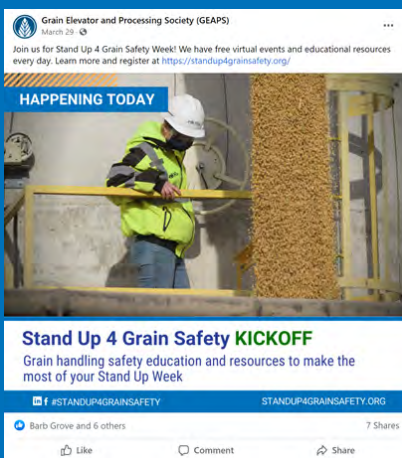
TOP 5 PAGES

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

Page	Pageviews	% Pageviews
1. /	15,080	62.19%
2. /resources/	1,992	8.22%
3. /stand-up-week/monday/	1,378	5.68%
4. /stand-up-week/tuesday/	893	3.68%
5. /recognize/	890	3.67%
6. /stand-up-week/thursday/	786	3.24%
7. /stand-up-week/wednesday/	703	2.90%
8. /stand-up-week/friday/	536	2.21%
9. /stand-up-week/	477	1.97%
10. /about/	400	1.65%

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.

29



JOIN US

MARCH 30-APRIL 2, 2021

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

30

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.

Courtesy of Central Valley Ag



32**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. **”**

33

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.

2021 STAND UP ACKNOWLEDGEMENTS

Sponsors & Partners	35
Disclaimer	36



Click on sponsor/partner names to visit websites

35

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

Thank you!

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

36**DISCLAIMER**

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

Partial support for Stand Up 4 Grain Safety Week was provided under grant number SH-99078-SH0 from the Occupational Safety and Health Administration, U. S. Department of Labor. It does not necessarily reflect the views or policies of the U. S. Department of Labor, nor does mention of trade names, commercial products, or organizations imply endorsement by the U. S. Government.

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.