

Media Monitors Snapshot January 1 - September 30, 2012

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 specifically on data involving on-farm injury events reported in Australian print media for the period 1st January 2012 to 30th September 2012.

Deaths

There were approximately 2,781 print media articles received by the NFIDC from Media Monitors Australia during January to September 2012. A total of 37 on-farm deaths were reported for this period:

- Twelve (32%) of the 37 reported on-farm deaths were children aged 15yrs and under.
- Quad bike related deaths (n=8) followed by tractors (n=5), dam drowning (n=3) and farm utilities (n=3), 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 print media for this period.

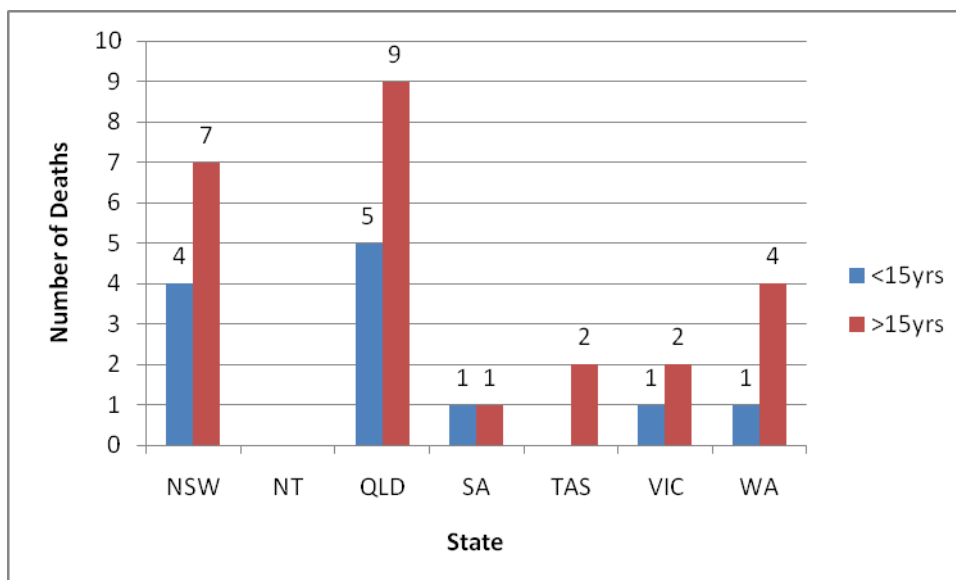


Figure 1: On-farm deaths reported in Australian print media by age and state, Jan-Sep 2012.

Table 1: Agents of injury causing death as reported in Australian print media by age, Jan-Sep 2012

Category	Agent	<15yrs	>15yrs	Total
Farm Vehicle	Aircraft		1	1
	Utility	1	2	3
	Motorcycle 4 wheel	4	4	8
	Motorcycle 2 wheel	1		1
	Truck		1	1
	Trailer		1	1
	Farm Vehicle NEC*	1		1
Materials	Materials other NEC		2	2
	Laden Bag		1	1
Mobile Farm Machinery/Plant	Tractor		5	5
	Grain Auger		1	1
	Earth Moving Equipment	1		1
	Mobile Farm Machinery/Plant NEC		1	1
	Harvesting Machine		1	1
Farm Structure	Dam	3		3
	Irrigation Channel	1		1
	Silo		1	1
Animal	Cattle		1	1
	Horse		1	1
Working Environment	Trees being felled		1	1
Other	Firearm		1	1
TOTAL		12	25	37

*NEC: Not elsewhere classified

Non-fatal Injury

There were an additional 65 non-fatal on-farm injury events reported in the Australian print media for the January to September 2012 period.

- Nine (14%) of the 65 injury events involved children aged 15yrs and under.
- Quad bike related injury (n=32) was most frequently reported and accounted for 49% of all incidents. This was followed by tractor (n=5), cattle (n=4) and horse (n=4) related incidents.
- There were nine additional quad bike related injury events where location of incident could not be determined.
- For quad bikes there was also 20 additional related injuries that occurred off-farm that were captured by media monitoring.

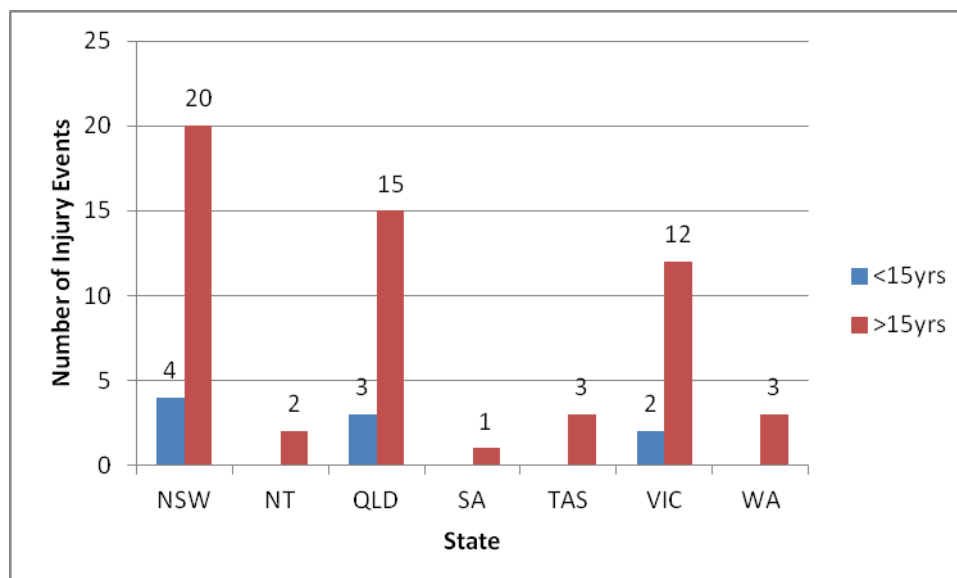


Figure 2: On-farm non-fatal injury events reported in Australian print media, Jan-Sept 2012

Table 2: Agents of on-farm non-fatal injury as reported in Australian print media, Jan-Sept 2012

Category	Agent	<15yrs	>15yrs	Total
Animal	Cattle		4	4
	Horse	2	2	4
Farm Chemicals	Pesticide NEC*		1	1
Farm Structure	Windmill		1	1
Farm Vehicle	Motorcycle 4 wheel	6	26	32
	Utility		3	3
	Car		1	1
Fixed Plant/ Equipment	Module Builder		1	1
	Fixed Plant/ Equipment NEC		1	1
Hand tools	Chainsaw		1	1
Materials	Hay bales other	1		1
Mobile Farm Machinery/Plant	Auger		2	2
	Tractor		5	5
	Harvesting Machine		3	3
	Earth Moving Equipment		1	1
	Mobile Farm Machinery/ Plant other NEC		2	2
Working Environment	Fire/Smoke/Flame		1	1
	Tree/ stick, branch		1	1
TOTAL		9	56	65

*NEC: Not elsewhere classified