

Media Monitors Quarterly Snapshot January 1 - September 30, 2011

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 2011 to 30th September 2011.

Deaths

There were approximately 2361 print media articles received by the NFIDC from Media Monitors Australia during January to September 2011. A total of 40 on-farm deaths were reported for this period:

- Five (13%) of the 40 reported on-farm deaths were children aged 15yrs and under. Two of these cases involved children drowning in a dam (n=1) and a swimming pool (n=1).
- Quad bike related deaths (n=12) were reported most frequently. There were two additional quad bike related deaths that were reported in the media however location of event could not be determined.
- Media monitoring also captures non-farm quad bike related fatality. There were three fatal injury events that occurred off-farm that were reported in print media for this period. The total number of on- and off-farm deaths involving quad bikes has risen to 17.

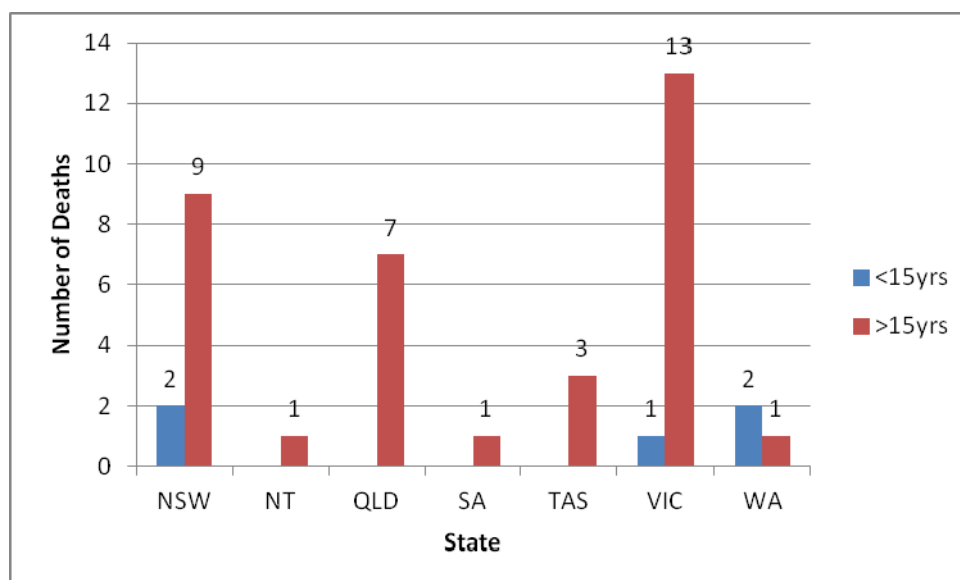


Figure 1: On-farm deaths reported in Australian print media by age and state, Jan 1-June 30 2011.

Table 1: Agents of injury causing death as reported in Australian print media by age, Jan-Sept 2011

Category	Agent	<15yrs	>15yrs	Total
Farm Vehicle	Truck		1	1
	Utility		2	2
	Motorcycle 4 wheel	2	10	12
	Aircraft		1	1
	Helicopter		1	1
	Farm Vehicle NEC	1	3	4
Mobile Farm Machinery/Plant	Tractor		5	5
	Harvesting Machine		1	1
	Cherry Picker		1	1
	Earth Moving Equipment		1	1
	Mobile Farm Machinery/Plant NEC		1	1
Farm Structure	Dam	1		1
	Swimming Pool	1		1
	Other farm Structure NEC		1	1
Animal	Cattle		2	2
Working Environment	Fire/Smoke/Flame		1	1
	Trees being felled		2	2
Other	Firearms		1	1
	Unknown		1	1
TOTAL		5	35	40

Non-fatal Injury

There were an additional 59 non-fatal on-farm injury events reported in the Australian print media for the January 1 to September 30, 2011 period.

- Ten (17%) of the 59 injury events involved children aged 15yrs and under.
- Quad bike related injury (n=14) was most frequently reported. Followed by tractor related incidents (n=13).
- There were nine additional quad bike related injury events whereby location of incident could not be determined. There was also 15 additional quad bike related injuries that occurred off-farm that were captured by media monitoring.

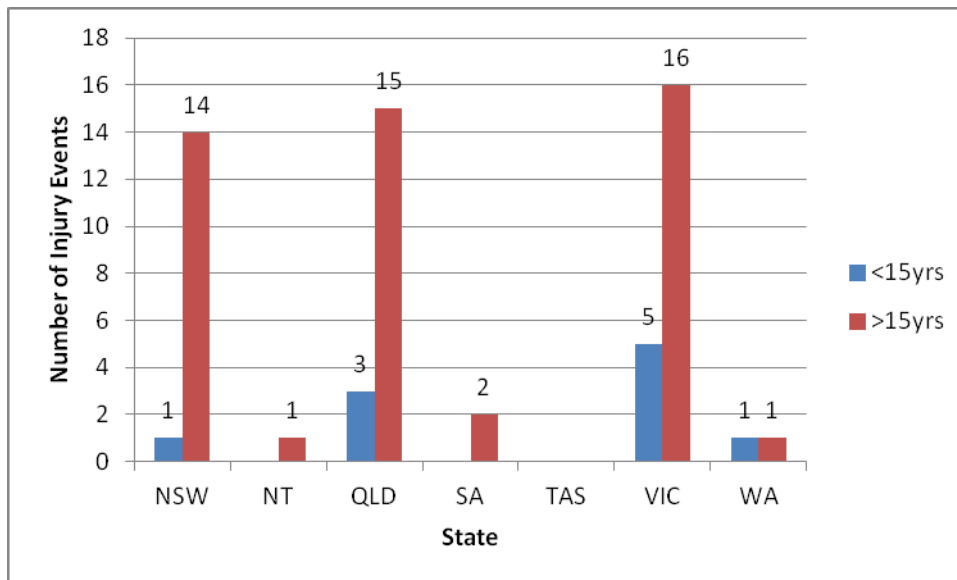


Figure 2: On-farm non-fatal injury events reported in Australian print media, Jan-Sept 2011

Table 2: Agents of on-farm non-fatal injury as reported in Australian print media, Jan-Sept 2011

Category	Agent	<15yrs	>15yrs	Total
Farm Vehicle	Motorcycle 4 wheel	5	9	14
	Car		1	1
	Motorcycle 2 wheel		2	2
	Farm Vehicle NEC		1	1
	Utility	1		1
Mobile Farm Machinery/Plant	Tractor		13	13
	Earth Moving Equipment		2	2
	Fertiliser Spreader		1	1
	Hay Baler		1	1
	Grain Auger		1	1
	Harvesting Machine		1	1
	Mobile Farm Machinery/ Plant NEC	1		1
Fixed Plant/Equipment	Fixed Plant/Equipment NEC	1	1	2
Farm Structure	Field Bin		1	1
Materials	Materials other NEC		3	3
Hand tools	Other NEC		1	1
Animal	Cattle	1	3	4
	Horse	1	6	7
Other	Fire/Smoke		1	1
	Firearm		1	1
TOTAL		10	49	59