

Media Monitors Quarterly Snapshot January 1 - March 31, 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 1st January 2013 to 31st March 2013.

Given the significant injury burden associated with quad bikes as the leading agent of non-intentional on-farm deaths for both 2011 and 2012, the media monitor reports are also used to track all such incidents (fatal and non-fatal), whether they occur on a farm or not. These findings are presented separately to the on-farm results.

On-Farm Deaths

There were approximately 634 print media articles received by the NFIDC from Media Monitors Australia during January to March 2013. A total of 14 on-farm deaths were reported for this period:

- Two (14%) of the 14 deaths involved children aged 15 years and under.
- Tractor related deaths (n=3), followed by quad bikes (n=2) and mobile farm machinery/plant (n=2), were reported most frequently as the agents.

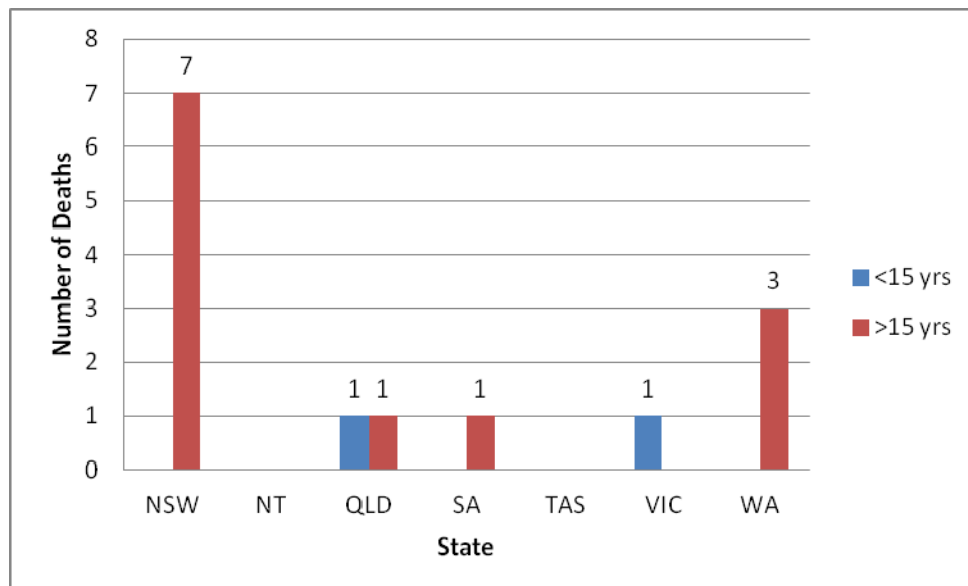


Figure 1: On-farm deaths reported in Australian print media by age and state, Jan-Mar 2013.

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

Category	Agent	≤15yrs	>15yrs	Total
Farm Vehicle	Utility	1		1
	Quad bike		2	2
	Trailer		1	1
	Farm Vehicle NEC*		1	1
Electricity	Powerlines		1	1
Mobile Farm Machinery/Plant	Tractor		3	3
	Mobile Farm Machinery/Plant NEC		2	2
Farm Structure	Dam	1		1
	Horse		1	1
Other	Firearm		1	1
TOTAL		2	12	14

*NEC: Not elsewhere classified

On-Farm non-fatal Injury

There were an additional 29 non-fatal on-farm injury events reported in the Australian print media for the January to March 2013 period.

- Three (10%) of the 29 injury events involved children aged 15 years and under.
- A single chemical related incident resulted in 12 cases being reported and accounted for 41% of all incidents. This was followed by incidents involving quad bikes (n=4), tractors (n=4) and materials not elsewhere classified (n=2).

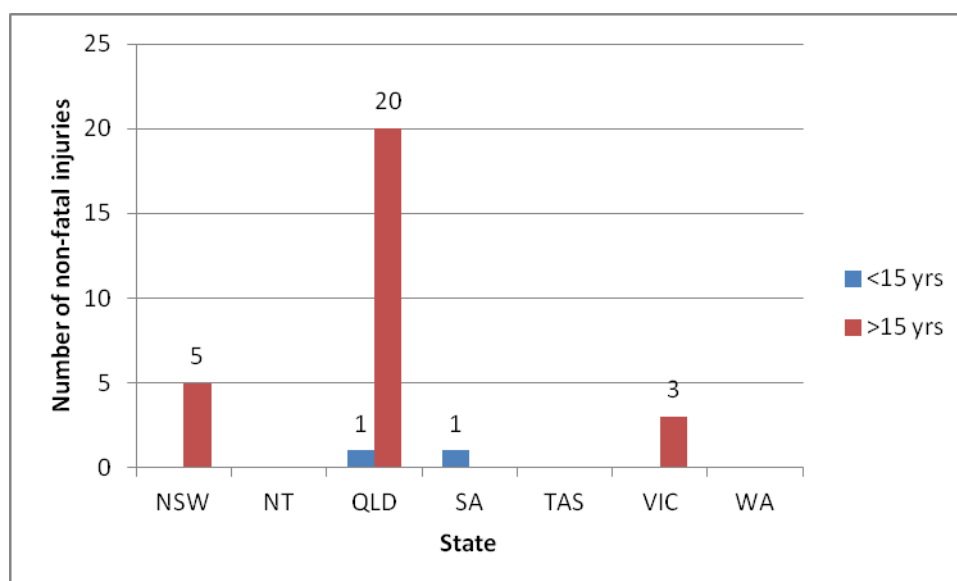


Figure 2: On-farm non-fatal injury events reported in Australian print media, Jan-Mar 2013

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

Category	Agent	≤15yrs	>15yrs	Total
Farm Vehicle	Quad bike		4	4
	Motorcycle	1		1
	Truck		1	1
Farm Chemicals	Pesticides		12	12
Materials	Materials Other NEC		2	2
Mobile Farm Machinery/Plant	Tractor	1	2	3
	Mobile Farm Machinery/Plant NEC		1	1
	Harvesting Machine		1	1
Farm Structure	Dam	1		1
Animal	Cattle		1	1
	Horse		1	1
Other	Firearm		1	1
TOTAL		3	26	29

**NEC: Not elsewhere classified*

All Quad Bike Deaths and Injuries

The system also captures both farm and non-farm quad bike related deaths and injuries.

In addition to the two on-farm incidents previously reported, there were a further two fatal injury events that occurred off-farm in this period, taking the total to four fatalities.

There were also four on-farm non-fatal incidents reported and a further seven events off-farm, taking the total to 11 reported injuries.