

Ag Safety Awareness Program Week

Purpose

American Farm Bureau Federation's 2018 Ag Safety Awareness Program (ASAP) Week was created to bring awareness to safety and health issues facing the agriculture industry. This promotional toolkit, through a coordinated effort with the U.S. Agricultural Safety and Health Centers, has been developed to promote the specific topics and provide safety resources that fit with the daily themes of ASAP Week.

Themes

- **Overall Theme** – No One Can Take Your Place
- **Monday** – Hearing
- **Tuesday** – Respiratory
- **Wednesday** – Distracted and Impaired Driving
- **Thursday** – Fire
- **Friday** - General Health

Promotion Ideas

- Update your Facebook cover photo with the Ag Safety Awareness Program Week graphic.
- During Ag Safety Awareness Program Week, post the social media messages found on the following pages, or create your own posts using the hashtags @FarmBureau #ASAP18, #KeepFarmsSafe and #USAgCenters. Other hashtags may also be appropriate.
- Get involved in the conversation. Follow, retweet and share Ag Safety Awareness Program Week messages through Twitter and Facebook.
- Contact media outlets to have PSAs run on the local radio.