

## Media Monitors Mid-Year Snapshot January 1 - June 30, 2012

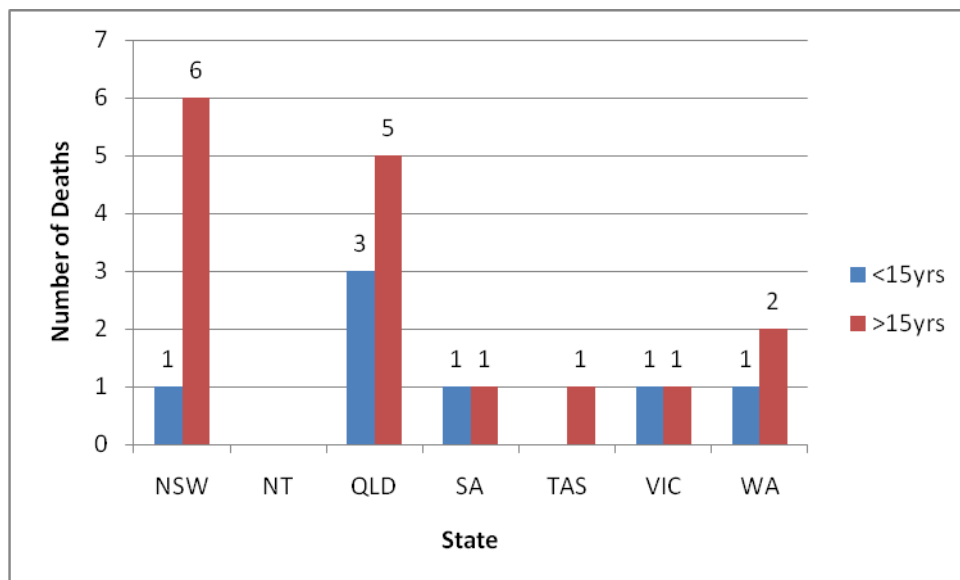
### Background

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 1<sup>st</sup> January 2012 to 30<sup>th</sup> June 2012.

### Deaths

There were approximately 1,758 print media articles received by the NFIDC from Media Monitors Australia during January to June 2012. A total of 23 on-farm deaths were reported for this period:

- Seven (33%) of the 23 reported on-farm deaths were children aged 15yrs and under.
- Quad bike related deaths (n=6) followed by dam drowning (n=2), farm utility vehicle (n=2) and tractor (n=2) related deaths were reported most frequently.
- 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.



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

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

Category	Agent	<15yrs	>15yrs	Total
<b>Farm Vehicle</b>	Aircraft		1	<b>1</b>
	Utility		2	<b>2</b>
	Motorcycle 4 wheel	2	4	<b>6</b>
	Motorcycle 2 wheel	1		<b>1</b>
	Farm Vehicle NEC*	1		<b>1</b>
<b>Materials</b>	Materials other NEC		2	<b>2</b>
<b>Mobile Farm Machinery/Plant</b>	Tractor		2	<b>2</b>
	Grain Auger		1	<b>1</b>
	Earth Moving Tractor Attachment	1		<b>1</b>
	Harvesting Machine		1	<b>1</b>
<b>Farm Structure</b>	Dam	2		<b>2</b>
	Silo		1	<b>1</b>
<b>Animal</b>	Cattle		1	<b>1</b>
<b>Other</b>	Firearm		1	<b>1</b>
<b>TOTAL</b>		<b>7</b>	<b>16</b>	<b>23</b>

\*NEC: Not elsewhere classified

### **Non-fatal Injury**

There were an additional 52 non-fatal on-farm injury events reported in the Australian print media for the January to June 2012 period.

- Seven (13%) of the 52 injury events involved children aged 15yrs and under.
- Quad bike related injury (n=27) was most frequently reported and accounted for 52% of all incidents. This was followed by cattle (n=4) and tractor (n=4) related incidents.
- There were seven additional quad bike related injury events where location of incident could not be determined.
- For quad bikes there was also 13 additional related injuries that occurred off-farm that were captured by media monitoring.

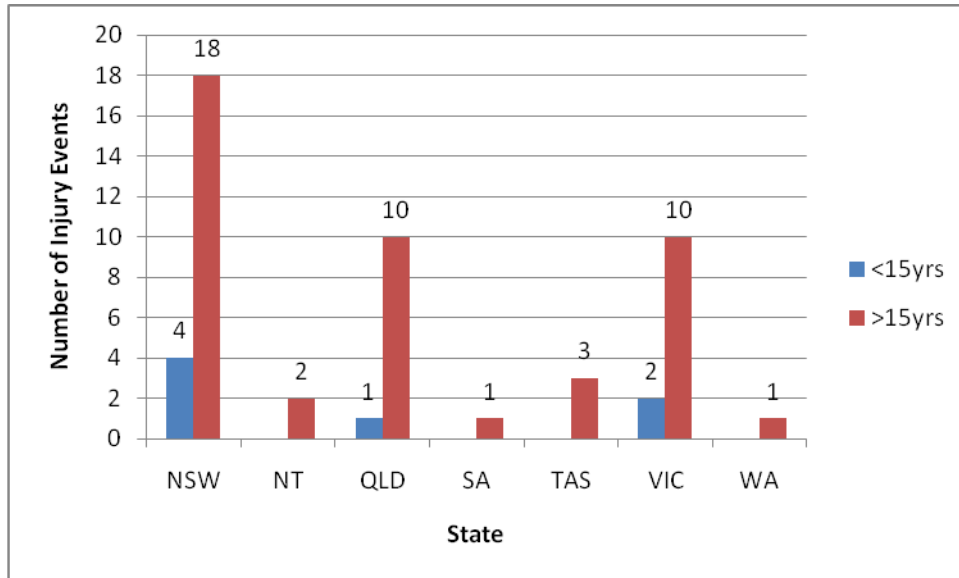


Figure 2: On-farm non-fatal injury events reported in Australian print media, Jan-Jun 2012

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

Category	Agent	<15yrs	>15yrs	Total
Animal	Cattle		4	<b>4</b>
	Horse	1	1	<b>2</b>
Farm Chemicals	Pesticide NEC*		1	<b>1</b>
Farm Structure	Windmill		1	<b>1</b>
Farm Vehicle	Motorcycle 4 wheel	5	22	<b>27</b>
	Utility		3	<b>3</b>
	Farm Vehicle other NEC		1	<b>1</b>
Fixed Plant/ Equipment	Module Builder		1	<b>1</b>
Hand tools	Chainsaw		1	<b>1</b>
Materials	Hay bales other	1		<b>1</b>
Mobile Farm Machinery/Plant	Auger		1	<b>1</b>
	Tractor		4	<b>4</b>
	Harvesting Machine		2	<b>2</b>
	Earth moving tractor attachments		1	<b>1</b>
	Mobile Farm Machinery/ Plant other NEC		1	<b>1</b>
Working Environment	Tree/ stick, branch		1	<b>1</b>
<b>TOTAL</b>		<b>7</b>	<b>45</b>	<b>52</b>

\*NEC: Not elsewhere classified