



**Southwest Center for Agricultural Health Injury
Prevention and Education**

Strategic Plan

2013-2016

Center Director: Jeffrey L. Levin, MD, MSPH

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SWOT Analysis

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Strategic Goals

Strategic Goal 1: Identify and characterize ongoing and emerging issues within AFF occupational safety and health

Intermediate Goal 1.1: Support studies that identify and characterize work safety and health issues for farmers and ranchers in the region.

- a. Characterize changes in the lung in response to broiler dust by 2014.
- b. Estimate the distribution of acetylcholinesterase levels (a biomarker of pesticide exposure) in a population of adolescent farmworkers by 2016.
- c. Compare neuromotor function among adolescent farmworkers and non-farmworkers by 2016.
- d. Determine if decreased neuromotor function is associated with an increased risk of acute injury among adolescent farmworkers by 2016.
- e. Determine awareness of inhalation hazards in the broiler growing environment, respirator usage and barriers to respirator use among broiler growers in TX by 2014.
- f. Assess levels of aerosolized broiler dust, endotoxin, bacteria, fungi and ammonia exposure among broiler growers by 2014.

Intermediate Goal 1.2: Support studies that identify and characterize work safety and health issues for commercial fishermen in the region.

- a. Establish a baseline of Vietnamese fishermen knowledge, behaviors, cultural norms and barriers and motivators related to safety behavior along the Louisiana gulf coast by Sept 2013.

Intermediate Goal 1.3: Support studies that identify and characterize work safety and health issues for logging/forestry workers in the region.

- a. Identify and compare physical exposures associated with different logging and forestry tasks by fall 2013.
- b. Identify, characterize and evaluate the existing data sources for logging injuries and fatalities by fall 2013.

Intermediate Goal 1.4: Serve as an information resource for scientists, educators and AFF producers.

- a. Build and post (online) a list of data sources for AFF injuries, fatalities, production and demographics by March 2013.
- b. Collect, organize (daily/weekly) and summarize (annually) news articles for AFF injuries and fatalities.
- c. Publish at least 20 peer-reviewed articles over the cycle.
- d. Distribute 20,000+ SW Ag Center created educational resources online and hard copy each year.



- e. Inform workplace standards, guidelines, and policies.

Intermediate Goal 1.5: Prioritize emerging issues in AFF safety and health.

- a. Utilize the EAC and Board Meetings to identify regional emerging issues in AFF on an ongoing basis.
- b. Incorporate field trips/site visits into Board Meetings to stay current of regional AFF issues by 2014.
- c. Design an outreach initiative to address a regional emerging issue by Summer 2014.
- d. Support at least 2 feasibility studies annually that address gaps and emerging issues in AFF safety and health.

Strategic Goal 2: Translate AFF occupational safety and health basic and applied research to practice (r2p)

Intermediate Goal 2.1: Support studies on translational research.

- a. Design and test a multimodal social marketing intervention campaign to increase vessel safety and risk mitigation behaviors among Vietnamese shrimp fishermen by 2015.
- b. Assess whether perceptions of having lung problems, barriers to respirator use, benefits of respirator use, and reported respirator use among broiler growers increases after exposure to a stakeholder derived educational program by 2016.

Intermediate Goal 2.2: Support activities aimed at improving tractor safety behaviors.

- a. Disseminate tractor, ATV, and machinery training materials for *new landowners* and other AFF applications by March 2014.
- b. Certify at least 30 ag science teachers and extension agents as Community Lead Instructor and/or Master Trainers for tractor and machinery safety.
- c. Hold workshop for 5+ college level ag mechanics teachers to explore the feasibility of adding the National Safe Tractor and Machinery Operation Program into their curriculum by 2015.

Intermediate Goal 2.3: Pursue r2p opportunities for R01 projects and feasibility studies.

- a. Disseminate and promote products, publications and other research outputs through outreach activities.
- b. Create end-user training tools from research funded by SW Ag Center.

Strategic Goal 3: Increase awareness and visibility of AFF occupational safety and health

Intermediate Goal 3.1: Expand and diversify partnerships to enhance the reach of the Center.



- a. Engage in at least 1 new association conference or AFF group meeting per year.
- b. Build and post an inventory of partners with complementary missions on the website by July 2013.
- c. Add 100 new contacts to the online distribution (for monthly blasts and newsletters) list every year.

Intermediate Goal 3.2: Build the capacity of Center staff, PIs, advisors and partners.

- a. Offer professional development education/training in conjunction with at least 1 board meeting per year.
- b. Pair junior faculty with senior faculty to enhance research/academic/management growth and mentorship.
- c. Offer travel support to at least two PIs and/or advisors each year to attend regional and national conferences.

Intermediate Goal 3.3: Build a pipeline for the next generation of AFF occupational safety and health researchers and educators.

- a. Partner with Noble Foundation to offer at least 1 agricultural safety internship each year and secure EAC input to focus of intern project.
- b. Engage graduate students (every semester) in the collection of AFF injury/fatality news articles and the creation of annual summary reports.
- c. Engage PIs, advisors, project staff and Center staff to speak to at least one group of students (college or high school) each year about career opportunities in AFF safety and health.

Intermediate Goal 3.4: Cultivate strategic partners to leverage resources for AFF safety and health activities.

- a. Broad participation in at least 4 conference planning committees or other AFF organizational meetings per year.
- b. Invite a local AFF organization and/or stakeholder to attend the SW Ag Center board meetings to learn more about the Center mission and work.
- c. Engage in a least one exploratory meeting/conference call per year to explore opportunities to collaborate with a new organization.

Strategic Goal 4: Expand financial and human resources to sustain and grow the mission of the Center

Intermediate Goal 4.1: Diversify Center funding.

- a. Submit at least 1 grant application per year for funding outside of NIOSH.
- b. Explore opportunities for product development.



Intermediate Goal 4.2: Market the SW Ag Center brand.

- a. Gain recognition within the institutional structure as a 'Center of Excellence'.
- b. Submit 10 articles a year to online or print trade publications.
- c. Create and distribute monthly safety blasts and quarterly newsletters.
- d. Attend at least 5 conferences per year.

Intermediate Goal 4.3: Mentor future investigators/educators/professionals in AFF safety and health.

- a. Pair feasibility PIs with a mentor.
- b. Engage at least 1 junior investigator in grant applications for outside (of NIOSH) funding per year.

