# The news about rollover protective structures:

Findings from an analysis of coverage from Kansas, Nebraska, Iowa, and Missouri

Presenter: Sarah Perez-Sanz, MPH

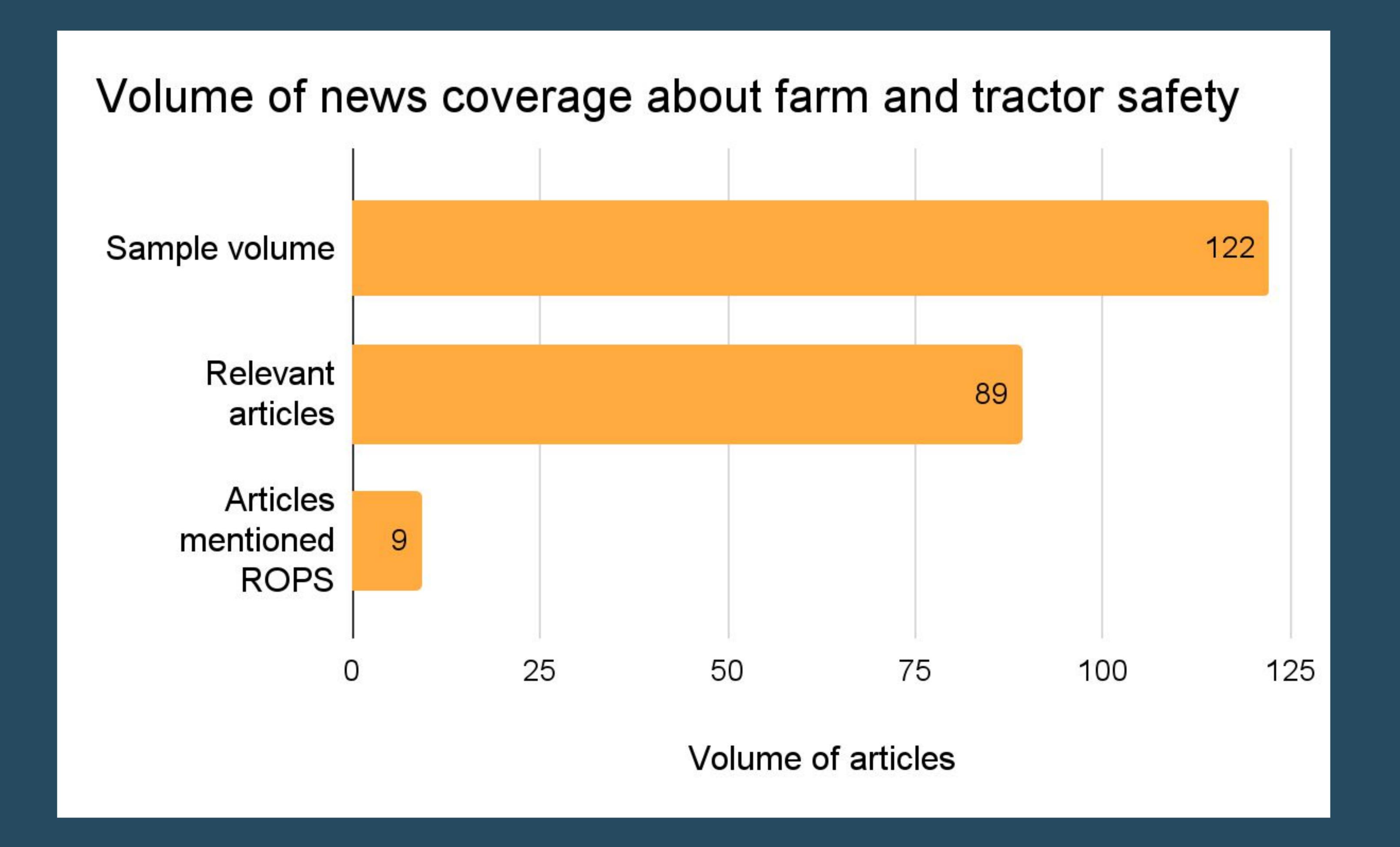
### Background

Rollover protective structures (ROPS) are 99% effective in preventing fatal tractor overturns, a leading cause of death among farmers. Small farms with fewer resources are more likely to use older tractors without ROPS and face cost barriers to installing ROPS. To address this equity issue, the National ROPS Rebate Program (NRRP) provides reimbursement for a significant portion of the cost to purchase and install ROPS.

#### Methods

- 1. We collected print news articles about farm safety from four agricultural states (KS, NE, IA, and MO) published January 2018 May 2021.
- 2. We developed and refined a coding instrument to capture patterns and themes in coverage informed by conversations with stakeholders.
- 3. We performed intercoder reliability testing to ensure coder alignment was not by chance, and achieved satisfactory reliability for all variables (Krippendorff's alpha >.8).

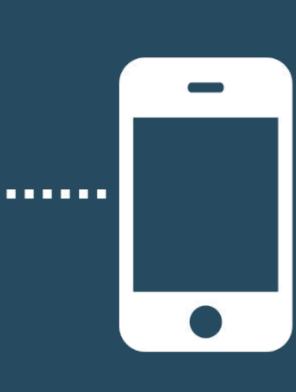
Despite its success, an effective tool to prevent farmer deaths is nearly absent from news coverage.



Only 10% of news in our sample mentioned ROPS.

Without more news attention to ROPS and programs like the NRRP, policymakers may not recognize the value of programs to assist farmers with installation of this life-saving equipment.



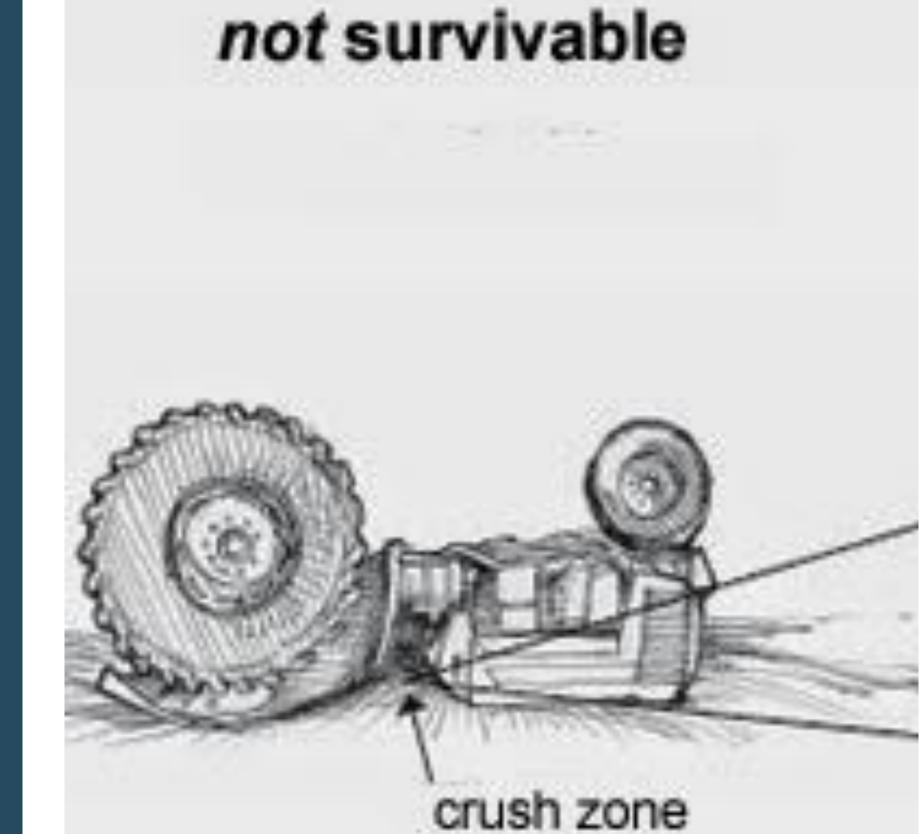


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## What is a rollover protective structure, or ROPS?

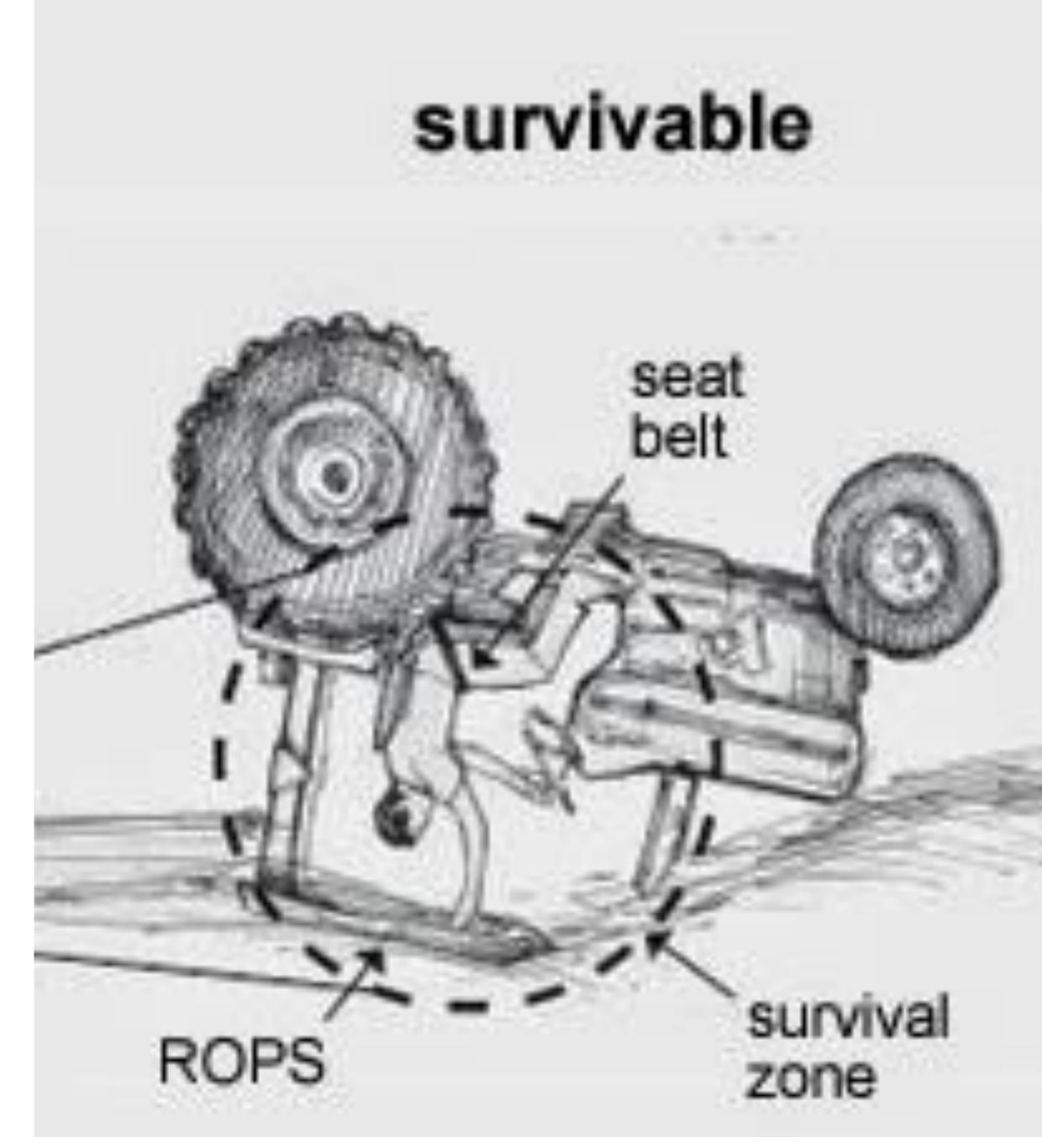
Rollover protective structures (ROPS) – bars or cabs installed above the seats on tractors manufactured before 1985 – prevent death and severe injury despite these risk factors. When used with a seatbelt, ROPS are 99% effective in preventing fatalities from tractor overturns.



Images from <u>Association of</u>

<u>Farmworker Opportunity Programs</u>

<u>Health & Safety Programs</u>



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