A Case for Upstream Social Marketing

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A Few Work Fatality Statistics…

![Graph showing fatality statistics for U.S. Agriculture, U.S. All Industry Avg., EU 15 Agriculture, and EU15 All Industry Avg. from 1992 to 2003.]

Agricultural Medicine, KJ Donham and A Thelin

ROPs-99% Effective in Preventing Most Frequent Cause of Farm Death

![Images comparing conventional tractor safety with ROPS-equipped tractor safety.]

VS.
40%–50% of U.S. Tractors Have No ROPS

Most NY Farmers Not Considering Installing ROPS

Can you say Social Marketing?

Developing a ROPS SM Campaign

We were hoping you could help us persuade farmers to spend $750-$1,000 on a safety device they're not interested in.

Have they considered randomized drug testing at your place of employment?
Developing a ROPS SM Campaign

Selecting our target

![Bar chart showing # of tractors without ROPS by category](chart.png)

Developing a ROPS SM Campaign

Formative research:
talking to farmers

- interviews
- focus groups
Identifying Incentives

COST: Rebates for 70% of the cost to install ROPS

LOGISTICS: Toll-free hotline assistance

WON’T HAPPEN TO ME: Tailored Messages and Promotion

A Few Partnerships...

New York State Legislature=

Farm Bureau=

National Equipment Dealers=

Farm Family Insurance= 
Impact: Significant shift in readiness to install ROPS

Stages of change:
- Pre-contemplation
- Contemplation
- Decision
- Action

Impact: It wasn’t just the money...

Just rebates
SM region
Impact: Sale of ROPS 10X higher in the Social Marketing region

Challenges and Issues…

Source of state funding disappeared in third year of the program
Surprises…

Demand exhausts the national supply of ROPS in 2 months

The Law of Supply and Demand

![Price Increases Graph for International 966 and 1066]
Lessons Learned

1) Be prepared for things to go well…

2) Look at the bigger picture

3) Partnerships are crucial

4) Don’t forget the ‘marketing’ in social marketing

Our Next Project…