

Cultivate

Newsletter of the National Farm Medicine Center

Winter 2014 – 15

Our Mission

"To conduct high quality research addressing human health and safety associated with rural and agricultural work, life and environments."

Auction raises record \$313,410

The generosity of central Wisconsin was on display last fall at the Auction of Champions where a record \$313,410 was raised to benefit the National Farm Medicine Center (NFMC). More than 300 people who attended the September 18 evening of glitz and glamour at RiverEdge Golf Course near Marshfield helped surpass the 2013 total of \$279,692 to support NFMC's farm safety programs and research. Since the first Auction in 1982, the annual gala has raised more than \$3.3 million. "We are truly grateful for community support of agriculture and of our programs and services that benefit hardworking farmers," said Tammy Ellis, NFMC education/outreach specialist. "Our donors' generosity makes it possible for the Farm Center to address significant and preventable threats to the farm population's well-being, such as tractor rollovers and skin cancer."



Marshfield Clinic
Research Foundation

Skin in the game

Auction of Champions enables NFMC to continue screening in 2015

Potentially life-saving skin cancer screenings are continuing thanks to philanthropic support provided to Marshfield Clinic through the Auction of Champions Fund a Need program.

The first screening of 2015 took place January 21 during the Wisconsin State Cranberry Growers Association Winter Trade Show at the Holiday Inn, Stevens Point. Physicians identified several suspected skin cancers among 54 attendees, including at least one potentially deadly melanoma, and an even larger number of pre-cancerous lesions. Nearly half the individuals screened were referred to their healthcare providers for follow-up.

The National Farm Medicine Center offered the screening in conjunction with the Marshfield Clinic Dermatology Department. Skin cancer is the most common form of cancer in the United States, with 1 in 5 people in the general population developing it.

"This is an at-risk population, given their occupation exposes them constantly to the sun's damaging rays," said dermatology resident Tyler Conway, M.D. "It is important for cranberry growers and their families to pay attention to changing skin lesions and bring these to the attention of a healthcare professional."

Dr. Conway and dermatologist Alexandra Carley, M.D., conducted the Farm Center's first screening of cranberry growers.

"Having Marshfield Clinic offer free skin cancer screening was a great idea," said Jessica Rezin, a central Wisconsin grower. "Cranberry growers, like all farmers, spend a lot of time in the sun."



Dermatologist Clayton Green, M.D., Ph.D., screens a farmer at 2014 Wisconsin Farm Technology Days.

At 2014 Farm Technology Days in Stevens Point, 41 presumptive diagnoses of cancer were made out of 615 visitors to the NFMC's screening trailer. Two individuals were suspected of having melanoma. Sixteen more were diagnosed with dysplastic nevus, a condition that can progress to melanoma.

"We try to make it as easy as possible to take advantage of these services," said Tammy Ellis, Farm Center education/outreach specialist. "We had people tell us that the last time they got screened for skin cancer was when we screened at Farm Tech Days in Clark County (2005) and Marathon County (2011)."

The 2011 screening at Wisconsin Farm Technology Days produced a research paper by Dr. Carley and Department Chair Erik Stratman, M.D. The paper will be published in the April Journal of Agromedicine, which is edited by Matthew Keifer, M.D., and Farm Center staff.

Welcome!



Bryan Weichelt, M.S., M.B.A.

Bryan Weichelt, M.S., M.B.A., P.M.P., joined the Farm Center last fall as a project manager, bringing information and communication technology expertise. He is leading research projects for both the National Children's Center and Farm Center. Weichelt comes to the Center from the Biomedical Informatics Research Center. He is a fourth generation farmer, growing up on a family dairy that is still operational. He and his wife, Stacey, welcomed identical triplet boys to the world in October 2014. Weichelt served eight years in the Army National Guard, three years active duty, and one 12-month tour in Iraq as a platoon leader. He plans to finish his Ph.D. in Biomedical and Health Informatics later this year.

National Children's Center

Farm parents, insurers, youth organizations and others increasingly turn to the unique



National Children's Center
for Rural and Agricultural Health and Safety

capabilities of the National Children's Center for Rural and Agricultural Health and Safety. Recognizing the role played by the National Children's Center and its partners in the steady decline of childhood agricultural nonfatal injury rates over the past decade, the National Institute for Occupational Safety and Health (NIOSH) announced in September that it awarded the Center a \$1.2 million per year competitive grant renewal for a five-year cycle. NIOSH has funded the National Children's Center since 1997. The Center is also supported by Marshfield Clinic and through generous donations and other grants.

"This major award will significantly expand our efforts to integrate proven safety strategies into programs of organizations and businesses that are best-positioned to influence the safety of children living and working on farms," said Barbara Lee, Ph.D., National Children's Center director.

NFMC updates logo

The National Farm Medicine Center is proud to unveil its new logo. "We wanted to refresh our logo with a more modern look, yet at the same time retain the core elements reflecting our history." said Tammy Ellis, NFMC education/outreach specialist. The new logo incorporates a more contemporary green, but retains the barn in order to maintain a visual cue and build upon brand equity established over the past three decades.



Summer Students

NFMC is a host site of the Occupational Health Internship Program (OHIP), a national summer internship dedicated to helping students learn about the field of occupational safety and health from those with most at stake: working people. Last year, two OHIP students spent eight weeks in Marshfield working primarily on Seguridad en las Lecherias, a project that is testing culturally appropriate occupational safety and health training for immigrant dairy workers.



Iris Reyes, M.P.H., center, coordinated the work of 2014 summer students Taylor Arnold, University of Memphis, and Ivanna Pereyra, Salisbury University.

Agritourism

A national survey of agritourism operators conducted by the National Children's Center guided major updates to "Integrating Safety into Agritourism" (www.safeagritourism.com), and provided new information on activities offered and safety resources desired by this group. Marsha Salzwedel announced the website's upgrades during a presentation at the North American Farm Direct Marketing Association (NAFDMA) Convention, held Feb. 1 – 6 in Nashville and Knoxville, Tenn. Also that week, NAFDMA presented Salzwedel with its "Outstanding Leadership" award, reflecting the value NAFDMA places on safety and the work of Salzwedel.

Furthermore...

Iris Reyes, M.P.H. has been selected to co-chair the Occupational Health and Safety Scholarship committee section of the American Public Health Association (APHA). The Scholarship committee provides funding to public health professionals, mostly students, to attend APHA's annual conference. APHA is the largest public health organization in the world. ... NFMC will host the **AgrAbility of Wisconsin Summit**, March 16, 2015, in Froehle Auditorium on the Marshfield Clinic campus, Marshfield. AgrAbility of Wisconsin is a partnership that combines the disability expertise of Easter Seals Wisconsin with the educational networking capabilities of the UW-Extension to provide a comprehensive program for farmers and their families affected by disabilities. ... **Scott Heiberger** has been voted to the International Society for Agricultural Safety and Health (ISASH) Board of Directors. Heiberger is thought to be the first media or communications specialist on the board. ... **Marsha Salzwedel, M.S.**, National Children's Center, accepted an invitation from John Deere to address nearly 100 of its product safety and compliance professionals from around the world at the Deere Financial facility in Johnston, Iowa. Salzwedel's presentation, "Keeping Kids Safe on Farms and Ranches," focused on safe, appropriate ways to promote farming as a career to young children.

