

13TH ANNUAL
FARM
SAFETY
WEEK
YELLOWWELLIES.ORG



21-25 JULY 2025
#FARMSAFETYWEEK

INTRODUCTION

Thank you for supporting this year's campaign. The following pages contain information and resources to help you and include:

- 3 About the campaign
- 4 This year's message
- 5 Objectives
- 6 What we are doing
- 7 Communications plan
- 8 Get Involved
- 9 Promotional ideas
- 10 Social media
- 12 Sample press release

By joining us to promote **#FarmSafetyWeek** we can all do our bit to change farming's poor safety record.

Together, we can raise awareness, inspire change and encourage everyone living and working in the industry to make our farms safer places to work, to live and to visit.

Thank you in advance for championing farm safety with us and if you have any queries, please contact

Farm Safety Foundation
Stephanie Berkeley
07743 820 731
stephanie_berkeley@nfumutual.co.uk



21-25 JULY 2025
#FARMSAFETYWEEK

ABOUT THE CAMPAIGN

Farming has the poorest safety record of any occupation in the UK and Ireland.

Farm Safety Week is an annual awareness-raising campaign focusing attention on the magnitude of the problem and on how promoting and creating a safety and health culture can help reduce the number of work-related deaths and injuries every year.

Research has shown that the campaign is welcomed by the industry and it should be because each one of us is responsible for preventing death and injury on farm...

As employers, we are responsible for ensuring that the working environment is safe and healthy.

As workers, we have a responsibility to work safely and protect ourselves and not endanger others, to know our rights and participate in the implementation of preventive measures.

As an industry, we have a responsibility to work together and improve our poor safety record.

From 21 - 25 July 2025 the Farm Safety Foundation (Yellow Wellies) will again run their annual Farm Safety Week campaign.

Farm Safety Week is a strategic, organised effort promoting safety and raising awareness of working safely in agriculture. The campaign calls on the support of over 400 farming organisations in five countries* to raise awareness of the dangers of working in the industry and challenge those living and working in farming communities to change our poor safety record.

* England, Scotland, Wales, Northern Ireland and the Republic of Ireland.



21-25 JULY 2025
#FARMSAFETYWEEK

THIS YEAR'S MESSAGE

Over the past 12 years, our message has been consistent: take extra care when working with animals, machinery, and moving vehicles – key contributors to the majority of fatal injuries on farm.

We've made significant strides in raising awareness and encouraging safer practices, particularly among the younger generation but, in the 13th year of the campaign, we'll broaden our focus to shine a light on less obvious, but equally critical, issues affecting the safety and wellbeing of those who live and work on farms and we will ask why, 13 years on, is farming still...

UNLUCKY FOR SOME?

This year as we reflect on the progress made, acknowledge the challenges that remain, we will look forward with renewed determination to building safer farms and protecting our industry for the future.

By highlighting less obvious risks, sharing stories and making simple changes, we can help to drive the safer behaviours we all want and need to see.

13TH ANNUAL
FARM
SAFETY
WEEK
YELLOWWELLIES.ORG



21-25 JULY 2025
#FARMSAFETYWEEK

OBJECTIVES



To continue challenging and changing the attitudes to risk-taking and working safely;



Share evidence and real experiences of the past 13 years to remind audiences to take positive steps to improve their attitudes and behaviours;



To highlight the importance of wearing PPE, especially eye protection, when carrying out a variety of farming tasks;



To highlight the critical importance of safe operation of agricultural vehicles and, in particular, quad bikes;



To celebrate the Farm Safety Heroes from each of our partner countries working to drive a positive change in the industry.

AUDIENCES AND AIMS

The primary audience for this campaign is anyone living and working in agriculture in the UK & Ireland.

A secondary audience is the wider general public.

21-25 JULY 2025
#FARMSAFETYWEEK

WHAT WE ARE DOING

To help our safety messages reach as many people as possible, we are:



Working with local, national and trade media to encourage them to promote the campaign;



Working with partners to encourage them to share our messages and support the campaign.



Promoting campaign messages on our social media channels;



Sharing research, stories, guest blogs and videos on our website.

During the week, we will use a variety of media channels - press, broadcast, website, social media etc. to share stories, messages and videos.

Farm Safety Week is an integrated campaign using ALL these platforms.

We don't have a set of strict rules to follow. This toolkit gives recommendations to choose from and adapt to suit each partner organisation and its individual circumstances.



**13 UNLUCKY BUT IS IT
FOR SOME FOR YOU?**

21-25 JULY 2025
#FARMSAFETYWEEK

COMMUNICATIONS PLAN AND THEMES

Official Name

The official name of the campaign is **Farm Safety Week**. It is a registered trademark and is **not** to be referred to as “International Farm Safety Week” or any other derivative.

Official Logo



Official Hashtag

#FARMSAFETYWEEK

Monday 21

Launch release /Hero Film

Tuesday 22

13 years – 13 stories

Wednesday 23

All Eyes on Safety – eye protection

Thursday 24

Moving Vehicles – Use Your Head

Friday 25

UK & Ireland's Farm Safety Heroes revealed

21-25 JULY 2025
#FARMSAFETYWEEK

GET INVOLVED...

It has often been said that farming is more than a job, it's a way of life.

And keeping it safe is a responsibility we all share.

This is our industry, our challenge and our chance to create lasting change. Let's stand together and lead the way.

Join the conversation: Follow us on social media and help spread the message by sharing our posts. Use #FarmSafetyWeek to amplify the campaign.

Be the voice of change

Step up as a safety ambassador: if you have a story to tell or want to support this year's themes, let us know. We'd love to feature you.



21-25 JULY 2025
#FARMSAFETYWEEK

PROMOTION IDEAS

The campaign activity will involve several types of activity, from press releases and magazine articles to social media and webinars.

If you want to get involved, during the week of 21-25 July consider the following...



Write a letter to the editor of one of our excellent farming publications about the importance of health and safety in farming.



Use our new Farm Safety Week logo



Highlight available resources – The Little Book of Farm Safety, The Little Book of Minding Your Head, Build Your Own Health & Safety Policy digital tool



Issue a Farm Safety Week newsletter or e-newsletter to your members/customers



Schedule a farm safety seminar, workshop or training session



Use agricultural shows and events to show support for FSW



Send a press release to your local paper highlighting your support for the campaign – we have even prepared one for you...



21-25 JULY 2025
#FARMSAFETYWEEK

SOCIAL MEDIA

Is there a quicker and more efficient way to inform, inspire and encourage action for Farm Safety Week than by using the power of social media?

This week, we will focus on five campaign themes which we will be sharing tailored to different social media channels.

You can share our posts directly or customise them for your own audiences! Please get involved and keep it engaging and eye-catching.



Update your website and social media cover photos with our new Farm Safety Week logo



Post a video to your social media channels about what you are doing to stay safe and healthy on your farm.



Join the conversation - During the week, comment, share and retweet our social media messages or create your own posts and don't forget to tag us **@yellowwelliesuk** using the hashtag **#FarmSafetyWeek** so we can measure engagement when the week finishes.

OUR SOCIAL MEDIA CHANNELS

The official social media accounts for **@yellowwelliesuk** on:



21-25 JULY 2025
#FARMSAFETYWEEK

SOCIAL MEDIA TIPS



Post consistently – Make a plan and stick to it. Schedule posts ahead of time, if you need to.



Grab their attention – Images and/or videos work really well for engagement



It's all in the timing – think about the audience you are trying to reach and make sure you post when they are likely to be online



Mind your language – avoid jargon or language that sounds like you're preaching to, telling off or attacking Talk to – not at – them!



Sharing is caring – share relevant content from other organisations.



Keep it real – real life examples help to tell the story and appeal to the audience's emotional side.



Be noseey – ask questions and start a conversation with your followers and get them engaged



And, of course, please don't forget to tag us **@yellowwelliesuk** using the hashtag **#FarmSafetyWeek**

SAMPLE PRESS RELEASE

Why is farming unlucky for some?

«Organisation» are supporting the 2025 Farm Safety Week taking place from 21-25 July. The week-long campaign is managed and funded by the Farm Safety Foundation (Yellow Wellies) and this year will mark its 13th year – prompting many to ask why, despite increased awareness of the dangers and development of safety improvements – is farming still unlucky for some?

According to Stephanie Berkeley, manager of the Farm Safety Foundation, the charity leading the campaign: “Over the years we have seen the attitudes and behaviours around farm safety changing but the pace of change is slow – too slow for the families of those we have lost in the industry and too slow for the thousands of farmers suffering every day with long term ill-health or serious injuries as a result of their work. This year’s campaign offers an opportunity for a reset in the way we approach farm safety and risk-taking. Each of us can improve how we work on the farm but we also have a responsibility not to tolerate poor safety behaviours in others. It’s not somebody else’s job to drive this change in culture, and we can not rely on luck when going about our daily tasks – luck has a habit of running out!”

Farming continues to have the poorest safety record of any occupation in the UK and Ireland and Farm Safety Week will bring together over 400 farming organisations in five countries* to raise awareness, inspire change and encourage everyone living and working in the industry to

make our farms safer places to work, to live and to visit. * England, Scotland, Wales, Northern Ireland and the Republic of Ireland.

«Name» from «organisation» added: “We are proud to support the annual Farm Safety Week campaign. It has often been said that farming is more than a job, it’s a way of life so keeping it safe is a responsibility we all share. Whether new to the industry or farming for years, we all have a role to play in improving the poor safety record that we can’t seem to shake.”

For more information on ‘Farm Safety Week’ visit www.yellowwellies.org or follow @yellowwelliesUK on X/Facebook/Instagram using the hashtag #FarmSafetyWeek



21-25 JULY 2025
#FARMSAFETYWEEK