

FARM SAFETY WEEKTM

YELLOWWELLIES.ORG



20-24 JULY 2026
#FARMSAFETYWEEK

INTRODUCTION

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

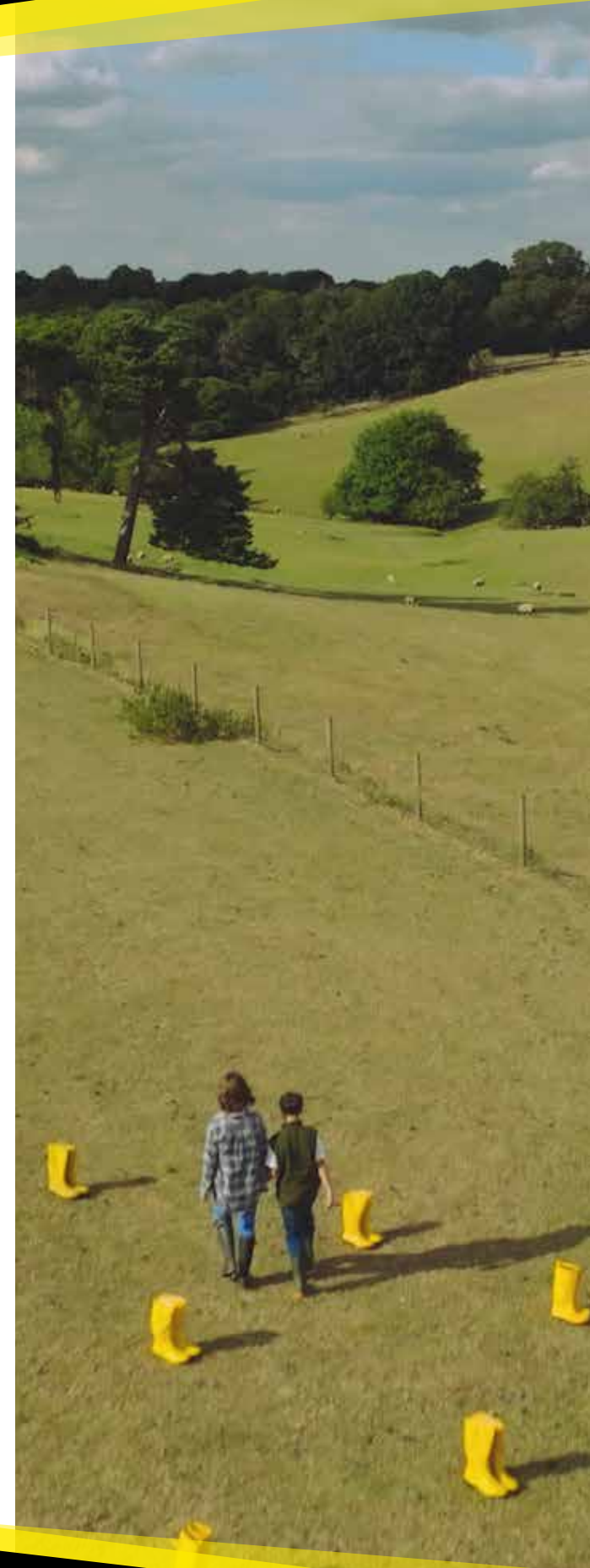
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By joining us to promote **#FarmSafetyWeek** we can all do our bit to change farming's poor safety record.

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

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ABOUT YELLOW WELLIES

The Farm Safety Foundation (Yellow Wellies) is a registered charity with a small team and a big purpose. Established in 2014 by rural insurer NFU Mutual, we focus on challenging and changing attitudes and behaviours to risk-taking and poor mental health in the next generation of farmers across the UK. We are doing this through prevention, education and cultural change.

We manage and fund two key industry campaigns – Farm Safety Week and Mind Your Head. We conduct research and deliver an impactful education programme that has already reached over **33,000** young farmers across the UK. Collaboration is at the heart of what we do.

We work closely with industry partners, to ensure there is consistent, evidence-led messaging that truly resonates with those that need to hear it.

We meet farmers where they are and talk to – not **at** them.

Our work is recognised and trusted across the industry. **Farm Safety Week** is now recognised by **91%** of farmers under 40 and **76%** of those over 40, demonstrating the strength and reach of our messaging and the value of building on established, collaborative, action-led campaigns.

ABOUT THE CAMPAIGN

Farm Safety Week 2026 will take place from 20–24 July.

Farm Safety Week is more than just a date in the farming calendar. It is a united movement across the UK and Ireland, bringing together over **500** farming organisations with a shared aim: to make our farms safer places to live and work.

Agriculture is often described as “the most dangerous industry” but more accurately, it has the poorest safety record – with a rate of fatal injury significantly higher than any other sector. This distinction matters. It moves us away from the idea of unavoidable danger and towards something we can change: behaviours, culture and everyday working practices.

By highlighting the positive steps already being taken, sharing practical solutions and amplifying good practice, Farm Safety Week seeks to prompt a meaningful shift in mindset across the industry. Lasting change will not come through awareness alone. It depends on a collective willingness to take responsibility, to look out for one another and to approach everyday tasks with a renewed commitment to doing things more safely.

Research shows the campaign is welcomed across the industry – and rightly so. Preventing death and injury on our farms is not the responsibility of a few, but of all of us:

As employers, we must ensure the working environment is safe and healthy.

As workers, we must take responsibility for working safely, protecting ourselves and others and play our part in prevention.

As an industry, we must work together to challenge and improve our persistently poor safety record.

KEY STATISTICS - GB

Health & Safety Executive*	Total Killed in SIC Section A	Farm Workers	Under 44 Years	Members of the Public	...of which Children
2012/13	36	31	11	5	1
2013/14	31	27	7	4	2
2014/15	36	32	7	4	0
2015/16	29	27	7	2	0
2016/17	29	26	4	3	1
2017/18	33	29	4	4	2
2018/19	39	32	6	7	2
2019/20	23	21	7	2	1
2020/21	41	34	5	7	2
2021/22	26	23	5	3	1
2022/23	28	21	2	7	1
2023/24	27	23	6	4	2
2024/25	27	23	5	4	2
2025/26	TBC	TBC	TBC	TBC	TBC

Health & Safety Executive (HSE) Fatal Injuries in Agriculture, Forestry & Fishing in Great Britain.

THIS YEAR'S MESSAGE

As Farm Safety Week returns for the 14th year, we will shine a light on an often-overlooked reality: while fatalities rightly demand attention, serious injuries on farms are leaving thousands of lives permanently changed every year...

**THIS YEAR, IT'S ABOUT PEOPLE,
BECAUSE EVERY ACCIDENT CHANGES A LIFE.**



OBJECTIVES



Shift the focus beyond fatalities to highlight the long-term, life-changing impact of serious injuries on farms.



Bring the issue to life through real stories, helping people understand the human, family and community consequences of farm accidents.



Encourage safer decisions and behaviours by showing how one moment, one choice or one shortcut can change a life forever.



Unite the agricultural industry to recognise that preventing serious injuries is a shared responsibility and requires collective action.

AUDIENCES AND AIMS

The primary audience for this campaign will be anyone living and working in agriculture in the UK.

A secondary audience will be the wider general public.

WHAT WE ARE DOING

To help these 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.



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 20th THE LAUNCH

Key message: Highlighting the devastating impact of life-changing injuries on farms

Tuesday 21st THE IMPACT

Key message: Serious injury statistics aren't abstract – behind each accident is a life changed forever

Wednesday 22nd THE RESPONSE

Key message: No Time to Lose: The Reality of Responding to Farm Accidents

Thursday 23rd THE ACTION

Key message: If you want to make a change you have to BE the change – but how?

Friday 24th THE HEROES

Key message: Celebrating the people driving safety forward

Themes

Throughout the week we will be highlighting the devastating impact of life-changing injuries on farms. The strapline “It’s about people” means the week will:

- Connect the statistics instantly to real stories
- Frame serious injury as not rare or freak – just one moment
- Allow daily focuses to zoom in without losing cohesion

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 so...

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

Be the voice of change: Tell your story. Whether you are a farmer, a farm business or an organisation what can you do to make the industry safer?

Step up as a safety ambassador: If you have a story to tell please let us know. We'd love to feature you.



SOCIAL MEDIA

Is there a quicker and more efficient way to inform, inspire and encourage action this week than by harnessing the power of social media?

This week, Yellow Wellies will be sharing videos, blogs and key messages 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 the Farm Safety Week logo.



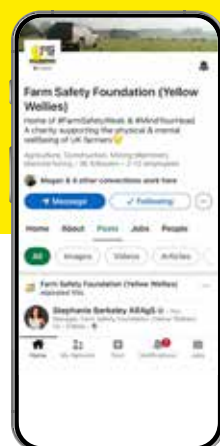
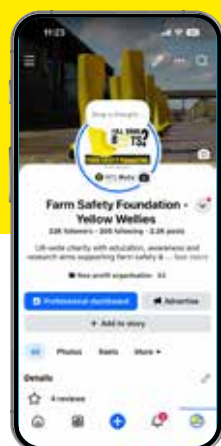
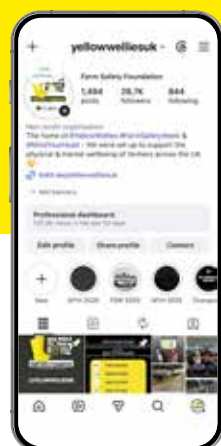
Post a video to your social media channels about what you are doing to keep people safe on your farm or in your business.



Join the conversation – during the week, comment, share and retweet our social media messages or create your own 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:



TOP 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 nosey – 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

PROMOTION IDEAS

This year's FSW will involve several types of activity – from press releases and magazine articles to interviews, social media and webinars.

If you want to get involved, during the week of 20-24 July consider the following...



Wear your yellow wellies pin badge at industry events to show your support – contact us if you need one.



Write a letter to the editor of a farming publication about your experiences and the importance of working safely in farming.



Add the Farm Safety Week logo to your email signature.



Highlight available resources – The Little Book of Farm Safety and 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 Farm Safety Week.



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



SAMPLE PRESS RELEASE

[INSERT ORGANISATION NAME] backs national campaign to improve farm safety

[Organisation Name] is proud to support this year's Farm Safety Week (20–24 July 2026), the annual campaign led by The Farm Safety Foundation (Yellow Wellies), calling on the UK and Ireland's farming communities to make safer choices on farms.

Now in its 14th year, Farm Safety Week shines a spotlight on one of the most important issues facing the agricultural industry. While farming continues to have the poorest safety record of any occupation in the UK & Ireland, this year's campaign turns its focus to something often overlooked – the life-changing impact of serious injuries

[Organisation Name] is joining forces with others across the industry to help raise awareness, share key safety messages and encourage practical changes that can prevent accidents and protect lives.

[Organisation Name spokesperson] explained: "Farm Safety Week is an important opportunity to bring the farming community together and have honest conversations about safety. Too many lives are changed in an instant and by supporting this campaign we want to remind everyone that small changes in behaviour can make a big difference."

Stephanie Berkeley, Farm Safety Foundation Manager added: "This campaign is about more than statistics – it's about people and helping them understand the real human impact of farm accidents and encouraging safer behaviours so our farms become safer places for everyone who lives, works or visits them."

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





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