

school garden organisers to learn more about youth working in gardens, the types of jobs they perform, the types of equipment being used, and the injuries and illnesses that occur. Eighteen completed surveys were returned and analysed, representing a variety of operations.

**Results** Survey results revealed many groups engage youth in CBA, and youth perform a wide variety of tasks. Very few have formal safety programs; all desire more safety information. In response, “Community-Based Agriculture: Safety Guidelines for Youth Working in Gardens” was developed. Content is based on the North American Guidelines for Children’s Agricultural Tasks and Safety Guidelines for Hired Adolescent Farm Workers. Dissemination efforts included press releases, Ag Educator listservs, and social media. Over 1000 booklets have been distributed, and links are on several national websites.

**Conclusions** In the U.S., CBA activities offer an opportunity for safety professionals to engage with community programs and embed effective principles to safeguard youth. This is especially important, given the national push to grow and eat natural foods.

#### 654 HOW DO MOTHERS ENGAGE WITH NEWS COVERAGE OF PAEDIATRIC INJURY RESEARCH? AN EXPLORATORY, MIXED-METHODS STUDY

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**Objective** To examine understanding of and engagement with news messages about paediatric injury research findings in mothers of young children.

**Methods** We conducted six focus groups with 49 mothers of young children (<6 years of age) in which participants were shown three videos of televised news stories discussing paediatric injury research (car seats, household poisoning, high chairs). After viewing each story, mothers individually completed recall exercises and questions about engagement with story elements and then discussed reactions to injury content.

**Results** Almost all mothers who participated (94–98%) recalled key information about the injury event depicted, but recall of statistical information was not as robust (51–82%). Prevention guidelines were ‘most interesting’ to a few mothers (16–18%); however, the majority was most interested in the narrative/story or the number of injuries presented. Mothers’ discussion of story content revealed clear engagement with the dangers posed and the stories presented. Specific elements of the narrative presented in the story shaped engagement as did mothers’ understanding of the statistics presented and the way that the research process was understood.

**Conclusion** Researchers and communication professionals who design news stories intended to convey important injury information should consider whether the story elements (type of family portrayed, use of statistics) will be compelling to the intended audience. Our study suggests that including guidelines and recommendations on how to mitigate the injury hazard are

important to mothers of young children, while statistical information needs to be contextualised if presented, as it is not necessarily compelling or easily comprehensible.

#### 655 NEXT GENERATION OF AGRICULTURAL WORK GUIDELINES FOR YOUTH

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**Background** The North American Guidelines for Children’s Agricultural Tasks (NAGCAT) were released in 1999 and Safety Guidelines for Hired Adolescent Farmworkers (SaGHAF) were later released by the National Children’s Centre for Rural and Agricultural Health and Safety. Research has demonstrated these guidelines are effective in reducing injuries and now serve as the “gold standard” for assigning agricultural work to youth. Sixteen years after the launch of NAGCAT, there are shortcomings, including inaccurate/incomplete recommendations, new types of jobs, and some guidelines that should be retired. Currently, guidelines are available only in paper format. Today’s farm parents prefer to access resources digitally and use mobile devices, so these guidelines need to be updated to fit with today’s technology.

**Methods** An advisory team was formed to assist in gathering knowledge about the type of work youth perform on farms, how they are being injured, and to advise on content. A literature search provided scientific evidence to support advisors’ recommendations related to child development and occupational safety. Agricultural safety experts were consulted for content and practicality of updated work guidelines. Technology experts were engaged to develop mobile-responsive materials.

**Results** This project creates a set of agricultural work guidelines for youth, ages 7–18, that are based upon previously developed and proven guidelines, are technologically injected, digitally accessible, responsive to emerging work methods and hazards, and culturally relevant with language translation options.

**Conclusions** The NAGCAT/SaGHAF resources are an effective tool in reducing childhood agricultural injuries, but in paper format, the distribution and application is limited. By updating these resources and creating new delivery systems, it increases the likelihood they will continue to be an effective resource for guiding the assignment of jobs to youth working in agriculture.

#### 656 PAEDIATRIC INJURY FROM MOTORCYCLES AND OFF ROAD VEHICLES

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**Background** The use of powered off road vehicles including motorcycles, quad-bikes and off-road vehicles, is a leading cause of injury and death in children. To inform injury prevention measures, there is a need to identify risk factors injury related to the vehicle, rider, the riding environment and type of riding being undertaken.

**Methods** Our aims are to investigate the factors that increase the risk of crashing among children using powered off road vehicles. We are conducting a prospective in-depth case-control study.