



COLLEGE OF PUBLIC HEALTH

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Leading the Way

The college's new academic building, currently under construction, will showcase sustainable design and seek Leadership in Energy and Environmental Design (LEED) certification.

[Read more](#)



MEETING

SHARING THE ROAD

Discuss rural roadway safety July 23.



HEALTH TIP



FUN IN THE SUN

Learn not to burn this summer.

ABOUT THE COLLEGE Dean's Welcome CPH Budget Updates CPH Academic Building Mission, Vision & Themes	ACADEMICS Degrees & Certificates Departments & Programs Faculty Information Course Information	RESEARCH Research Office Funded Grants Funding Opportunities Scholarly Publications	OUTREACH & SERVICE Community Engagement Annual Lectures Faculty Engagement Award Centers	MEDIA News Releases CPH News Digest Publications Web Features
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Explore our Community



News

- CPH alum, Colin West, comments on the effect of medical errors
- Cognitive training reduces older adults' health care costs
- I-CASH to convene rural roadway safety stakeholders meeting
- Six CPH students awarded Stanley Awards for Research Abroad

[More news...](#)

Events

- July 15 - Grand Rounds - "Being Personally Prepared for Emergencies"
- July 16 - Osher Institute: Lunch and Learn
- July 18 - Iowa City Book Festival
- July 20 - National Youth Sports Week, July 20-24

[More events...](#)

SUPPORT OUR COLLEGE . . .



BECAUSE FOOD SAFETY, HIV/AIDS, AND TOBACCO CONTROL REMAIN TOP PUBLIC HEALTH CONCERNS.

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Media

Recent News Releases

College of Public Health News Release
7/8/2009

I-CASH to convene rural roadway safety stakeholders meeting

Iowa's Center for Agricultural Safety and Health invites the public to participate in a rural roadway safety meeting to be held from 10 a.m. to 2 p.m. July 23, at the Iowa Department of Public Safety, 215 East 7th St., in Des Moines, Iowa.

Farm equipment on public roads can be hazardous for motorists and farm equipment operators. Due to concerns about rural roadway safety, Iowa's Center for Agricultural Safety and Health (I-CASH), based in the University of Iowa College of Public Health, developed an awareness campaign called "It's Preventable" to draw attention of both farmers and the general public to the safest ways to share the road.

"Farm equipment and motorist safety was a No. 1 concern of producers serving on the I-CASH producer's committee," said Jan Goldsmith, chair of the I-CASH Producer's Committee and retired occupant protection program manager in the Governor's Traffic Safety Bureau. "It was the issue identified as the top concern we wanted addressed."

In March, Goldsmith and more than 50 leaders from 13 states met at the "Farm Equipment/Motor Vehicle Crash Prevention Conference" in Des Moines, where they developed plans to improve rural roadway safety in each state represented. The July 23 meeting will convene Iowa stakeholders who will further develop and implement Iowa's rural roadway safety plan. Iowa and the other state plans are part of the conference summary notes at: <http://www.public-health.uiowa.edu/gpcah/>

Rural roadway safety is a prominent national concern. The U.S. National Highway Traffic Safety Administration's Fatality Analysis Reporting System documented an average of 94 fatal crashes annually between farm equipment and motor vehicles in 2003-2007 data for the United States.

In Iowa, there were 202 farm equipment/vehicle crashes in 2008, according to the Great Plains Center for Agricultural Health, based in the UI College of Public Health. Eighty-three of these crashes resulted in 113 non-fatal injuries and six fatalities. Research indicates occupants of the motor vehicle are almost three times more likely to be injured. However of the six fatalities represented in Iowa data, four were farm equipment operators.

"Many of these crashes may have been preventable," said Eileen Fisher, associate director of I-CASH, which is a partnership of the University of Iowa, Iowa State University, the Iowa Department of Public Health, and the Iowa Department of Agriculture and Land Stewardship. "We invite interested persons to attend this conference to be part of the solution."

Interested parties should contact Fisher by July 20 at eileen-fisher@uiowa.edu or 319-335-4224.

STORY SOURCE: University of Iowa College of Public Health Office of Communications and External Relations, 4257 Westlawn, Iowa City, Iowa 52242.

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QUICK LINKS

- CPH Media Contacts
- Submit a Story Idea
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