



# I'M OK

THE HIDDEN COSTS OF INJURIES

## AN INTERACTIVE MIXED REALITY SAFETY SHOW. WHAT IS THAT?

A Mixed reality is a blend of physical and digital worlds

We at AAAS are striving to bring farm safety into the 21st century utilizing state-of-the-art LED projection and interactive gaming. An artfully designed 3D farm comes to life and takes the audience on a journey through the dangers farmers face every day.

The audience is brought into the show, answering data driven questions that display directly to their devices.

This program highlights the negative impact every day injuries have on farms, reinforces the positive impact safety training has, and concludes the whole experience with accredited safety resources and training program - ultimately bridging the gap and creating a seamless transition from awareness to action.

Every year hundreds of farmers go to work.  
Every year there are accidents.  
Every year choices are made in the struggle to balance time, money, and safety.  
They may be "OK"  
But at what cost?

What is the economic impact to a farm, on average, of each Preventable hospitalized injury?

- A) \$36,500
- B) \$58,750
- C) \$93,250

