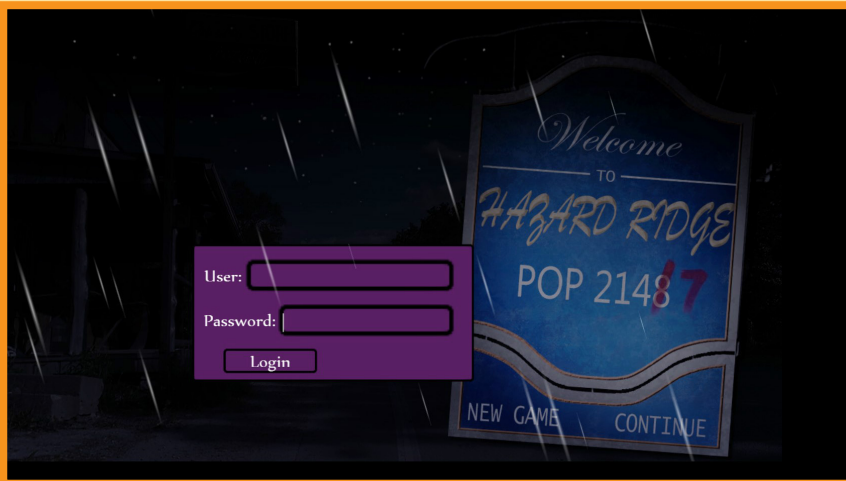


HAZARD RIDGE



Play the game. Wear a helmet. Save a life.

<http://bit.ly/HazardRidge>



Economics of Prevention

New Video Game Makes Learning Farm Safety Fun!

Students and educators agree – Hazard Ridge is the most fun and effective way to learn about farm safety! This interactive 3D video game teaches teens preventative safety measures and how to navigate challenges in real time. Developed by a research team of University educators and game developers, Hazard Ridge is easily incorporated into existing agricultural education, agricultural economics, economics, and social studies curricula.

Main character Elise navigates the mysterious landscape of Hazard Ridge, a rural community where teens are disappearing and the town is going bankrupt, and investigates how agricultural injury is contributing to the town's downfall. The game's interactive farm safety simulations come to life thanks to a new 3D total immersion format.

The cutting-edge Hazard Ridge game also allows educators to set up classes and manage student progress online. This allows students to register themselves as well as having their teacher add them to the class.

Teens, the highest risk group for agricultural injury, are ideally suited to learn about safety from interactive video games like Hazard Ridge. Wired from a very young age, serious games and multi-user experiences provide the digital learning environment to which this age group really responds.

A 2005 analysis of digital learning environments found a higher level of engagement when classroom instruction was supplemented with situated learning activities. Behavioral scientists have also proven a correlation between engagement with the ability to connect virtual life and real life.



Hazard Ridge was developed by SuperSoul LLC of Lexington, Kentucky and by University of Kentucky's Dr. Joan Mazur. Her project team includes: Dr. Henry Cole, Melvin Myers¹, Dr. Stacy Vincent, Dr. Bryan Hains², Dr. Antoine Alston³, Dr. Lucas Maxwell⁴, Dr. Mark Schneider, Susan Westneat, Teresa Donovan, Jennifer Watson and Rashawn Franklin. Research for Hazard Ridge was funded by the National Institute of Occupational Safety & Health (NIOSH) through Cooperative Agreement No. 2U54OH007547-11.

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For more information on how Hazard Ridge can be added to your classroom toolbox, please contact Jennifer Watson at jmwats02@uky.edu and/or at 859-218-3677. To learn more about Hazard Ridge and other Economics of Prevention (EOP) projects, please visit our website at <http://eoonline.org> and our game at <http://bit.ly/HazardRidge>.