Educational Efforts for Agritourism and Farm Visit Providers in Minnesota

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South Dakota “One Health” Working Group Seminar | June 21, 2018
What is the Upper Midwest Agricultural Safety and Health (UMASH) Center?

• 1 of 11 Centers of Excellence in Agricultural Disease and Injury Research in U.S.
• Funded by National Institute for Occupational Safety and Health (NIOSH)
• Collaboration between:
  – Minnesota Department of Health (MDH)
  – University of Minnesota
  – Marshfield Clinic in Wisconsin
  – Migrant Clinicians Network

• **One Health** approach to improve the health and safety of agricultural workers and their families in the Upper Midwest region
NIOSH Centers for Agricultural Safety and Health

1. Bassett Healthcare
2. Colorado State University
3. National Farm Medicine Center
4. University of California, Davis
5. University of Florida
6. University of Iowa
7. University of Kentucky
8. University of Minnesota
9. University of Nebraska Medical Center
10. University of Texas Health Science Center, Tyler
11. University of Washington

https://www.cdc.gov/niosh/oep/agctrhom.html
Influenza and Zoonotic Education Among Youth in Agriculture

• Goals:
  – Empower millions of youth in agricultural organizations like 4-H to enjoy time spent with their animals while reducing the risk of novel influenza and zoonotic diseases
  – Facilitate a more effective and efficient response to important public health issues by strengthening relationships among key stakeholders

• Joint effort between federal government (CDC, USDA), CSTE, several state departments of health, Land Grant Universities, and the 4-H programs run out of them, FFA, and generally state agriculture departments

• Funded States: MN, OH, MI, IA, ME, ND, KY
Profile of Minnesota Agriculture

73,000 Farms
26 million acres

We’re No. 1!

We’re No. 2!

Population 5.5 million
347,354 (6%) live on a farm

Source: Minnesota Department of Agriculture- Minnesota Agricultural Profile, 2017
What is Agritourism?

Tourism

Agritourism

Agriculture
MN Agritourism Income

393% 2002 - 2012

Source: NASS Ag Census
Benefits of Animal Contact
• Learn about animal ag
• Where food comes
• Human-animal bond

Risks of Animal Contact
• Injury - bites, pins, kicks
• Illness - zoonoses
Measuring Baseline Knowledge of Agritourism, Zoonoses, and Prevention Behaviors

Knowledge, Attitudes, and Practices (KAP) Survey Conducted at 2016 Minnesota State Fair
Survey Aims and Content

• **Hypothesis:** Individuals with an agriculture background will have greater knowledge of these topics than individuals without an agriculture background

• **Survey Content:**
  
  • Demographics
  
  • Agriculture background - yes/no
  
  • Recognition of term “agritourism”
  
  • Frequency and type of agritourism participation
  
  • Conceptual knowledge of zoonotic diseases and transmission
  
  • Disease prevention behaviors
Survey Responses

1,141 surveys started

1,105 (97%) surveys included

318 (29%) Ag background

787 (71%) No Ag background
Those With an Ag Background More Likely to be Male, White, and Older

- **Male**: 42% (Ag Background) vs. 34% (No Ag Background) OR (95% CI) 1.4 (1.1—1.9)
- **White**: 94% (Ag Background) vs. 86% (No Ag Background) OR (95% CI) 2.5 (1.5—4.2)
- **Non-Hispanic**: 97% (Ag Background) vs. 97% (No Ag Background)
- **Median age, years (range)**: 50 (8-89) (Ag Background) vs. 37 (8-102) (No Ag Background) p-value <0.001
Few Differences in Knowledge Between Those With and Without an Ag Background

<table>
<thead>
<tr>
<th>Knowledge Area</th>
<th>Ag Background</th>
<th>No Ag Background</th>
<th>OR (95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaged in agritourism in past year</td>
<td>38%</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Knew term “agritourism”</td>
<td>46%</td>
<td>34%</td>
<td>1.7 (1.3—2.2)</td>
</tr>
<tr>
<td>Understands zoonoses</td>
<td>91%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Understands fecal-oral transmission</td>
<td>59%</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>Handwashing is best</td>
<td>98%</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>Hand sanitizer ≠ handwashing</td>
<td>57%</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Correctly identify risky animal contact</td>
<td>25%</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Correctly identify high risk groups</td>
<td>25%</td>
<td>34%</td>
<td>0.67 (0.5—0.9)</td>
</tr>
</tbody>
</table>
Those With No Ag Background had Greater Knowledge of Risky Activities with Animals

- Touching animals*: 59% (Ag Background) vs. 65% (No Ag Background)
- Going inside pen*: 47% (Ag Background) vs. 48% (No Ag Background)
- Feeding animals*: 40% (Ag Background) vs. 39% (No Ag Background)
- Touching pens/railings: 53% (Ag Background) vs. 55% (No Ag Background)
- Eating/drinking w/animals: 55% (Ag Background) vs. 58% (No Ag Background)

* Statistically significantly different, p < 0.05
There Was No Significant Difference in Knowledge of High Risk Groups

- Adults >65 years: 58% (Ag Background) vs 62% (No Ag Background)
- Pregnant women: 64% (Ag Background) vs 67% (No Ag Background)
- Children <5 years: 66% (Ag Background) vs 67% (No Ag Background)
- Immunocompromised: 75% (Ag Background) vs 76% (No Ag Background)
Knowledge ≠ Behavior

Agriculture Background

- 98% knew handwashing was the best prevention method.
- 47% reported washing hands after visiting the agritourism venue.

No Agriculture Background

- 97% knew handwashing was the best prevention method.
- 61% reported washing hands after visiting the agritourism venue.
Knowledge ≠ Behavior

92% understood zoonotic diseases
85% took steps to prevent illness

Agriculture Background

83% understood zoonotic diseases
94% took steps to prevent illness

No Agriculture Background
Limitations

• Self-reported data
  – Potential over reporting of handwashing and other disease prevention behaviors

• Convenience sample at the Minnesota State Fair
  – Not representative of the U.S.
    • 29% agriculture background vs. 2% farm and ranch families in the U.S.
Conclusions

• Those with an Ag background either had similar levels of knowledge or less knowledge than those without an Ag background

• General lack of understanding
  – Hand sanitizer not equal to handwashing
  – Fecal-oral transmission route
  – Risky animal contact behaviors
  – High risk groups

• Focus education and outreach on these concepts
The Argument for Outreach and Education

Focused on Infectious Diseases
How often do these diseases occur sporadically?

Number of Cases by Pathogen, MN, 2012-2016

- **Campylobacter**: 28%
- **Cryptosporidium parvum**: 60%
- **E. coli O157**: 22%
- **Non-O157 Shiga toxin-producing E. coli**: 16%
- **Salmonella**: 10%

* Cases who lived and/or worked on a farm, visited a farm, or visited an agritourism venue before illness

Source: Unpublished data
How often do these diseases cause outbreaks related to animals?

<table>
<thead>
<tr>
<th>Year</th>
<th>Campylobacter</th>
<th>Cryptosporidium</th>
<th>E. coli</th>
<th>Salmonella</th>
<th>Multi-Pathogen</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 - 2004</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2005 - 2009</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2010 - 2014</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2015 - 2016</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Consequences of Outbreaks

• For an owner, an outbreak can have a significant impact on both finances & reputation

• In Minnesota, a recent jury trial awarded $7.5 million to the family of a girl who became ill with *E. coli* and was hospitalized after visiting an agritourism farm
Subdivision 1. Definitions. (a) For the purposes of this section, the terms in paragraphs (b) to (g) have the meanings given them.

(b) "Agricultural products" means livestock, aquacultural, poultry, horticultural, floricultural, viticultural, silvicultural, or other products of a farm or ranch.

(c) "Agritourism activity" means activity carried out on a farm or ranch that allows organizations or members of the general public, for recreational, entertainment, charitable, or educational purposes, to view, enjoy, or participate in rural activities, including, but not limited to: farming; viticulture; winemaking; ranching; and historical, cultural, farm stay, gleaning, harvest-your-own, or natural activities and attractions. An activity is an agritourism activity whether or not the participant pays to participate in the activity.

(d) "Agritourism professional" means a person who is engaged in providing one or more agritourism activities, whether or not for compensation.

(e) "Farm or ranch" means one or more areas of land used for the production, cultivation, growing, harvesting, or processing of agricultural products.

(f) "Inherent risks of agritourism activity" means dangers or conditions that are an integral part of an agritourism activity including but not limited to:

1. natural hazards and conditions of land, vegetation, and waters including surface and subsurface conditions;
2. the behavior of wild or domestic animals; and
3. ordinary dangers of structures or equipment regularly used in farming or ranching operations.

(g) "Participant" means a person, other than an agritourism professional, who engages in an agritourism activity and who has the capacity to understand the inherent risks of agritourism activity.

Subd. 2. Liability limited. (a) Except as provided in paragraphs (b) and (c), an agritourism professional is not liable for injury, damage, or death of a participant resulting from the inherent risks of agritourism activities.

(b) Nothing in paragraph (a) prevents or limits the liability of an agritourism professional if the agritourism professional:

1. commits an act or omission that constitutes negligence or willful or wanton disregard for the safety of the participant, and that act or omission proximately causes injury, damage, or death of the participant;
2. has actual knowledge or reasonably should have known of a dangerous condition on the land or in the facilities or equipment used in the activity, or the dangerous propensity of a particular animal used in such activity;
3. intentionally injures the participant; or
4. fails to comply with the notice requirement of subdivision 3.

(c) Nothing in paragraph (a) affects a claim under chapter 40A, or a claim arising out of the sale or use of alcohol at an agritourism facility.

Subd. 3. Posting notice. An agritourism professional shall post plainly visible signs at one or more prominent locations in the premises where the agritourism activity takes place that include a warning of the inherent risks of agritourism activity.
Outreach and Education

Workshops and Safer FACEs
In-person Workshops

• 2013: Healthy Fairs Workshops began with a UMASH pilot grant

• 2015: Expanded to Fun on the Farm- Agritourism Workshops

• 2018: Online training called safer FACEs launched
Source Material for Workshops and Training Program

Public Veterinary Medicine: Public Health

Compendium of Measures to Prevent Disease Associated with Animals in Public Settings, 2017

Agritourism Best Practices Checklist

The best practices described below are based on the Compendium of Measures to Prevent Disease Associated with Animals in Public Settings, 2017.

If you are a petting zoo operator, please use this checklist as a tool to design and operate your petting zoo according to the national standards. If you are hiring a petting zoo, please use this checklist to evaluate potential vendors.

Facility Design
- Handwashing stations
  - Handing water
  - Accessible for children and persons with disabilities
  - Plain in place for restocking paper towels, soap, and water
- Hand sanitizer should be used as a supplement to soap and water and does not replace soap and water for handwashing
  - Plain in place for restocking hand sanitizer
- Kidding of animals only allowed away from visitors or visitors not allowed in pens
- No physical contact by the public with chicks, ducklings, reptiles, calves, or dangerous and exotic animals (e.g., primates, small pets)
- No transport of manure or soiled bedding through public areas
- Transition area at entrance between non-animal and animal areas
  - Provide stroller and bag storage to keep items out of animal areas
  - Transition area at exit: areas leave animal space to non-animal space
  - Place handwashing stations position near exit so visitors can’t miss them

Visitor Education
- Educational messages in multiple formats (e.g., signs, videos, recorded messages, stickers, brochures, interaction of staff and visitors, etc.)
- Signage in transition area at entrance
## Design of Healthy Fairs & Agritourism Workshops

### Healthy Fairs
- One Health philosophy
- Hosted by
  - MDH Zoonotic Diseases Unit (MDH-ZDU)
  - MDH Environmental Health Division (MDH-EH)
  - Minnesota Board of Animal Health (BAH)
- Full day workshops- Free, hot meal provided
- Presentation by subject matter expert
- Q&A and small group discussion

### Agritourism
- One Health philosophy
- Hosted by
  - MDH ZDU & EH
  - Minnesota Department of Agriculture (MDA)
- Evening (5:30pm-8:30pm) workshops- Free, boxed dinner provided
  - Presentation by subject matter expert
  - Q&A
Workshop Advertising
Fun on the Farm: Agritourism Workshop Locations

Given the concentration of agritourism venues in the 7-County Metro area of Minnesota, all workshops have been hosted within the Metro
Workshop Materials
What Topics are Covered at Healthy Fairs Workshops?

- Food preparation
- Cool water misters
- Official animal ID
- Swine influenza
- Animal exhibit design
- Cleaning & disinfection
- Handwashing facilities
Food Preparation

Concerns:

• Rust
• Galvanized metal
• Ability to wash can
• Has the can been used for anything else?
• No handwashing
• No overhead protection
• Located near animals, open field, tractors
Official ID: Cattle, Swine, Deer and Elk

- National Uniform Ear-tagging System (41 tags)
- Animal Identification Number System (AIN)
  - 15-digit number
  - ‘840’ for U.S.
  - Includes RFID and non-RFID styles
- 4H tag
  - 2 sizes
  - RFID
Every Venue Should Have Three Areas

1. Non-animal areas
   No animals are on display here

2. Transition areas
   Located at the entrances and exits to animal areas

3. Animal areas
   Animal contact is possible or encouraged
1. Cleaning

When to clean?

• Daily
• When manure or visible debris is noticed

How to clean?

• For cleaning, use water and a good detergent
• Surfaces should be cleaned to remove visible debris/feces
2. Disinfection

How to disinfect?

• For disinfection after cleaning:
  • Bleach, in a 1:32 dilution, is very good (Use 1/2 cup bleach to 1 gallon of water)
  
or
  • Disinfection products, such as quaternary ammonium

• Apply and let dry! Don’t wipe off - contact time is important

• Consider your animals! You don’t want them to inhale strong fumes
Handwashing

• Handwashing is the best prevention step visitors can take to reduce their risk of getting sick!

• Key points to improve hand hygiene:
  • Verbal reminders from staff at exit area
  • Large signs with prominent messages
  • Convenient, clean & close facilities
  • Adequate running water with soap & paper towels
Notes About Hand Sanitizer

• Sanitizer has a place & can quickly eliminate some germs, but it is **not** effective against all germs
  • Doesn’t work against *Cryptosporidium*
• Doesn’t work if hands are visibly dirty
• Needs to contain 60% (or more) alcohol
• May be used until soap & water are available but doesn’t replace soap & water!
What Topics are Covered at Fun on the Farm: Agritourism Workshops?

• Types of food licenses and exemptions
• How to find which agency licenses you
• Foodborne illness risk factors
• Safe food temperatures
• Cook temperatures
• Animal feeding
• Walkways and floors
• Visitor education and signage
Shared Responsibility Licensing Agencies

- MDH: >50% of sales consists of food served for immediate consumption
  - Served cooked hot dogs or hamburgers
  - Fountain beverages
  - Breakfast or pizza on the farm
- MDA: >50% of sales consists of packaged food OR wholesaling
  - Bottled beverages
  - Any boxed, bagged, or pre-packaged items
  - Frozen pizzas
Cook Temperatures

Cook food to these temperatures:
- Poultry: 165°F
- Ground beef, gyro or pork: 155°F
- Beef steak or shell eggs: 145°F
• If allowing feeding, be creative to minimize human-animal contact!
• One Minnesota exhibitor created PVC pipes that extend from visitor side to animal side
Walkways and Floors

- Walkways and floors should be kept free of feces and bedding
- **Use solid bottom barriers** to keep feces and bedding from spreading into the walkways
- When no barriers are present, bedding & feces can easily contaminate shoes & clothing & be tracked home or grabbed by children
Visitor Education and Signage

The two best ways to educate people

Verbal education from staff

Well placed and effective signs
Healthy Fairs and Agritourism Workshop Attendance

• 190: Healthy Fairs attendees to date
• 114: Agritourism Workshop attendees to date
• Initially ~50% of attendees were from target audience
  • By third year 100% of attendees came from target audience
<table>
<thead>
<tr>
<th>Question</th>
<th>% Who Agreed or Strongly Agreed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop length was just right</td>
<td>95</td>
</tr>
<tr>
<td>Workshop was adequately paced</td>
<td>95</td>
</tr>
<tr>
<td>Workshop was time well spent</td>
<td>97</td>
</tr>
<tr>
<td>I plan on implementing what I learned</td>
<td>93</td>
</tr>
</tbody>
</table>
### Evaluation Results: Workshop Frequency and Seasonality

<table>
<thead>
<tr>
<th>Question</th>
<th>% Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often should these workshops be held?</td>
<td></td>
</tr>
<tr>
<td>Yearly</td>
<td>77</td>
</tr>
<tr>
<td>Every other year</td>
<td>20</td>
</tr>
<tr>
<td>Less often</td>
<td>3</td>
</tr>
<tr>
<td>Best time of year for workshops?</td>
<td></td>
</tr>
<tr>
<td>Winter (December-February)</td>
<td>30</td>
</tr>
<tr>
<td>Early Spring (March-April)</td>
<td>59</td>
</tr>
<tr>
<td>Late Spring (May-June)</td>
<td>7</td>
</tr>
<tr>
<td>Summer (July-August)</td>
<td>1</td>
</tr>
<tr>
<td>Fall (September-November)</td>
<td>3</td>
</tr>
</tbody>
</table>
How did people find out about these workshops?

- **Email**: 64%
- **Mail**: 11%
- **MN Grown**: 8%
- **Other**: 16%
- **UMASH**: 1%
Workshops Aren’t Enough

• Funding for and availability of in-person workshops limited
  – Healthy Fairs: 190 attendees at 5 workshops
  – Agritourism Workshops: 145 attendees at 5 workshops

• One solution: development of an online self-paced training program
Safer Farm Animal Contact Exhibits (Safer FACEs)

- Free & voluntary - For any venue encouraging human-animal interaction
  - Pizza farms
  - Breakfast on the farm
  - Pumpkin patches and corn mazes
  - Petting zoos
  - U-pick
  - Orchards
  - Wineries
  - Spring farm babies
  - Farms hosting school field trips
  - Living history farms
- 6 self-paced modules - 2 to 3 hours total to complete
What will the training cover?

1. Overview of Health Risks from Animals
2. Facility Design
3. Animal Care and Management
4. Staff Training
5. Visitor Education and Signage
6. Handwashing
7. Assessment and Resources
How to Register for Safer FACEs

http://www.health.state.mn.us/saferfaces

Safer Farm Animal Contact Exhibits
(Safer FACEs)

Own a farm that hosts visitors? Volunteer at the county fair? Operate a pumpkin patch with a petting zoo? Run a pizza farm event?

The Safer Farm Animal Contact Exhibits (Safer FACEs) training program can help you understand the risks of illness and injury from farm animals, and how to protect your visitors. This free, online and voluntary training program is offered by the Minnesota Department of Health. When you complete the program, MDH will provide certification that your organization has learned best practices for visitor-animal interactions.
Goal of Safer FACEs

• Have this training become something both operators and the public know about
  – Create value around having completed the program such that the general public will look for venues that have the certification
  – CDC is interested as well as other states who have asked about this program
  – Need help advertising it and getting the word out
RESOURCES
MDH Resources

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**Facility Design**

- Handwashing stations
  - Running water
  - Accessible for children and persons with disabilities
  - Sanitary in place for restocking paper towels, soap, and water
  - Hand sanitizer should be used as a supplement to soap and water and does not replace soap and water for handwashing
  - Sanitary in place for restocking hand sanitizer
  - Petting of animals only allowed over/through barriers (fences)
  - Visitors not allowed in pens
  - No physical contact by the public with storks, ducks, turtles, reptiles, calves, or dangerous and exotic animals (e.g., porcupines, wolf pups)
  - No transport of manure/soiled bedding through public areas
  - Transition area at entrance between non-animal and animal areas
  - Provide shelter and bug storage to keep foods out of animal areas
  - Transition area at exit as people leave animal space to non-animal space
  - Place handwashing stations position near so visitors can’t miss them

**Visitor Education**

- Educational messages in multiple formats (e.g., signs, videos, recorded messages, stickers, brochures, interaction of staff and visitors, etc.)
  - Signage in transition area at entrance
  - Animals can carry germs that can make people sick
  - No food or drink in animal areas

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*umash.umn.edu*
UMASH Resources

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**UMASH**

Hayride, Animal Exhibit, Orchard, Concessions

**Protect Your Visitors**

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[umash.umn.edu](http://umash.umn.edu)
Why Do This in Your Community?

• Agritourism continues to grow in popularity—likely will continue to see outbreaks

• Creating partnerships with the Ag community before a problem arises benefits everyone
  • More likely to be notified of a problem promptly
  • Teamwork to resolve problem
How to Do This in Your Community

- Find a champion that will help recruit people
- Work with government agencies to leverage knowledge and resources
- Reach out to professional organizations
- Work with the Department of Tourism
- Host meetings in convenient locations
- Make it free and serve food
- Create an atmosphere of mutual respect
- Contact me!!!
Acknowledgements

- Minnesota Department of Health
  - Zoonotic Diseases Unit
  - Food, pools, and lodging unit
- Minnesota Department of Agriculture
- Minnesota Board of Animal Health
- Minnesota 4-H
- Minnesota Federation of County Fairs

Financial Support

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Questions?

Source: www.russellfeedandsupply.com
Demographics of Survey Respondents

- Agriculture Background
  - No Agriculture Background

- Male
  - White
  - Non-Hispanic

- Female
  - Non-White
  - Hispanic
Term Agritourism Not Well Recognized

• 40% of respondents engaged in agritourism in year prior to taking survey
  – Lower percentage than anticipated

• Greater knowledge of term “agritourism” among those with an Ag background but low overall (46% vs. 34%)
  – Stop using this term or focus on creating greater recognition of term
Zoonoses and Handwashing Well Understood

• Most respondents understood concept of zoonotic disease
• Virtually everyone understood handwashing was the best way to prevent zoonotic enteric diseases
• Less understanding of fecal-oral transmission route
Handwashing Behaviors

• Only 57% of respondents washed their hands
  – Lack of handwashing stations available
  – Belief that handwashing equal to hand sanitizer
  – Lower among those with an Ag background (47%)
    ▪ Lower risk perception
Lack of Understanding High Risk Animal Contact

• Those without an Ag background had greater knowledge than those with an Ag background:
  – Touching animals
  – Feeding animals
  – Going inside the animals’ pens

• Common, daily activities on a farm

• Low level of knowledge overall
Poor Ability to Identifying High Risk Groups

• Both those with and without an Ag background lacked knowledge on who is at higher risk of developing serious illness
  – Best at identify those who are immunocompromised
  – Worst at identify people >65 years of age

• Children <5 years, adults >65 year, and pregnant women are key demographic groups for these types of venues

• Operators and visitors need to know these groups are
MDH Learning Management

Welcome to the Minnesota Department of Health learning management portal. The MDH is committed to protecting, maintaining, and improving the health of all Minnesotans and we recognize the valuable role that education plays in that mission. This system is designed to support hospitals, clinics, communities, institutions of higher education, and many more, by granting them access to helpful learning tools and resources provided by the MDH and our partners.
How to Register for Safer FACEs

Basic Information
- Username
- First Name
- Middle Name
- Last Name
- Password
- Confirm Password

Contact Details
- Email
- Phone Number
- Phone Number Type
- Business Address
How to Register for Safer FACEs

2. Select the Safer FACEs course and click "Register".