**Farm Safety Week (21-25 July) PRESS RELEASE**

**Devon Air Ambulance Highlights Lifesaving Role of what3words During Farm Safety Week**

As part of *Farm Safety Week* (21–25 July), Devon Air Ambulance is raising awareness of the dangers faced by those working in agriculture and the importance of tools like what3words in saving lives during rural emergencies.

Farm Safety Week is an annual initiative led by the Farm Safety Foundation (also known as Yellow Wellies) to spotlight the high rates of accidents and fatalities in agriculture - one of the UK’s most dangerous industries. This year, Devon Air Ambulance is sharing a powerful real-life story that highlights the importance of quick thinking, teamwork, and precise location technology in their time-critical response.  
  
In 2024 Devon Air Ambulance were tasked to 31 Agricultural missions involving machinery, animals or other farming incidents, and so far in 2025 have attended 15.

In late 2023, Devon farmer Martin Parkhouse suffered life-changing injuries in a traumatic incident involving a forage harvester. While working with his friend and colleague Rupert, Martin became entangled in the machinery after a blockage was cleared in its blades, and the engine restarted. Rupert acted swiftly using his belt as a tourniquet and supporting Martin until help arrived.

*‘He whipped off his belt to use as a tourniquet for my leg. There was a lot of blood. He climbed above me and sat me on his knee to hold me up. Then he got up our exact what3words location to help the emergency services find us,*’ said Martin.

*‘Rupert saved my life and potentially my leg. He doesn’t realise how amazing he is.’*

Another farmer, Josh, who happened to be nearby, also used what3words to confirm the location when calling 999 - ensuring that the emergency services knew where to find them and that Devon Air Ambulance could land as close as possible to the scene.

Read Martin’s story here: [Farmer fears loss of leg in farming incident - Devon Air Ambulance Trust](https://www.daat.org/news/articles/2024/12/walking-wounded/)

A spokesperson for Devon Air Ambulance said:  
*‘what3words is such a fantastic tool, both for individuals and emergency services. It’s particularly useful in agriculture. Many farmers work across large, remote areas, and the app allows us to pinpoint their location to a 3-meter square. This can save vital time when locating a patient in need of critical care in some of the county’s most rural areas.’*

### **Farm Safety Tips for Farm Safety Week**

Devon Air Ambulance is also sharing key safety tips to help reduce the risk of accidents on farms:

1. **Stay Visible**: Always let someone know where you are working and carry a charged mobile phone.
2. **Use what3words**: Download the app and know how to use it to share your exact location in an emergency.
3. **First Aid Knowledge**: Ensure you and your team are trained in basic first aid.
4. **Wear Protective Gear**: Use appropriate PPE, including high-visibility clothing and safety boots.
5. **Mental Health Matters**: Farming can be isolating - check in with others and seek support when needed.

Devon Air Ambulance continues to support the farming community by providing rapid response and critical care when it’s needed most by combining lifesaving skills with innovative tools like what3words.