Designing an Extension Intervention

UC**DAVIS**
COLLEGE of AGRICULTURAL
AND ENVIRONMENTAL SCIENCES

Presentation
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Defining our Terms

Extension can be defined as:

- The _____of knowledge access to _____to improve their _____ and sustainability.

Word options: facilitation, giving, farmers, village leaders, drudgery, livelihoods

Today's Objectives

1. Provide a framework to improve <u>information</u> delivery and information access to farmers.
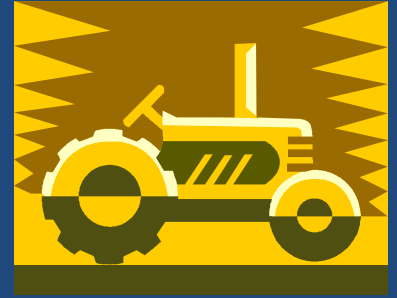
Key Concepts

- Build off of what is known and done.

- Who are the audience and what do they want?

- Extension framework - ASK ME

- Success factors - TIGRS
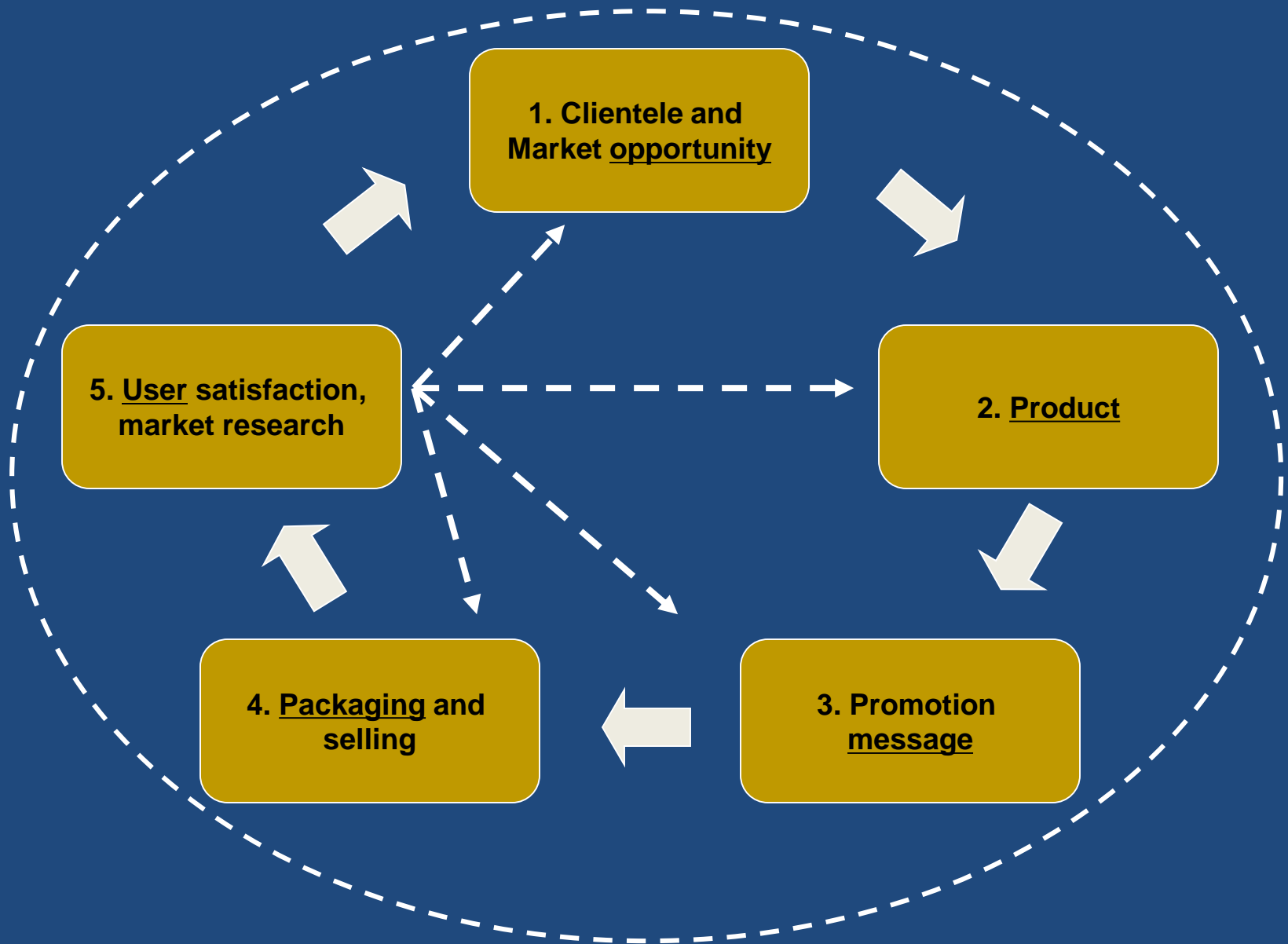
Motivational Activity

1. Identify key points required for successful marketing of a tractor.

2. Apply those marketing principles to agricultural extension.

Terms of Reference

- Your group is the senior marketing group for Big Diggers Tractor Company to promote their new product.

- Take 5-10 minutes and identify key steps for successful marketing.

- Each group take 2 minutes to share their major ideas.

Market Flow

1. Clientele and Market **opportunity**

2. **Product**

3. Promotion **message**

4. **Packaging** and selling

5. **User** satisfaction, market research

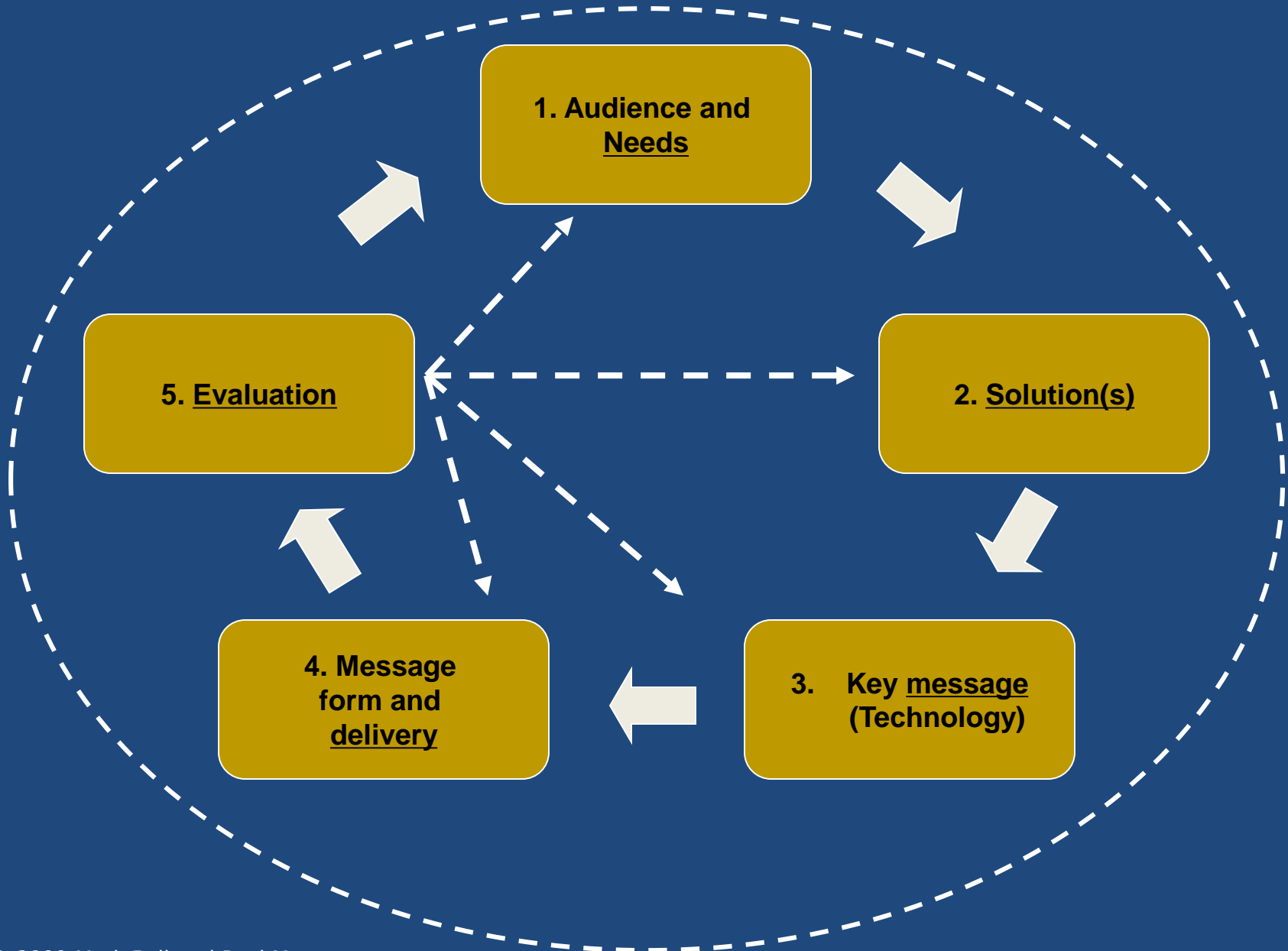# Why might extension be similar to marketing a tractor?

Thoughts?

Selling a product involves the same steps as "selling" information to farmers.

Extension Flow

1. Audience and **Needs**

2. **Solution(s)**

3. Key **message** (Technology)

4. **Message form and delivery**

5. **Evaluation**

ASK ME

- <u>A</u>udience and needs
- <u>S</u>olutions
- <u>K</u>ey message

- <u>M</u>essage form and delivery
- <u>E</u>valuation

ASK ME video (1:24)
https://www.youtube.com/watch?v=AVT_B8u4IVg

Pre Project

- But before starting an ASK ME extension project, good leaders should always ask: *What has been done before?*

- Why do you think this might be important?

Development projects often end up looking like this:

When people don't learn from past mistakes…

ASK ME stands for…

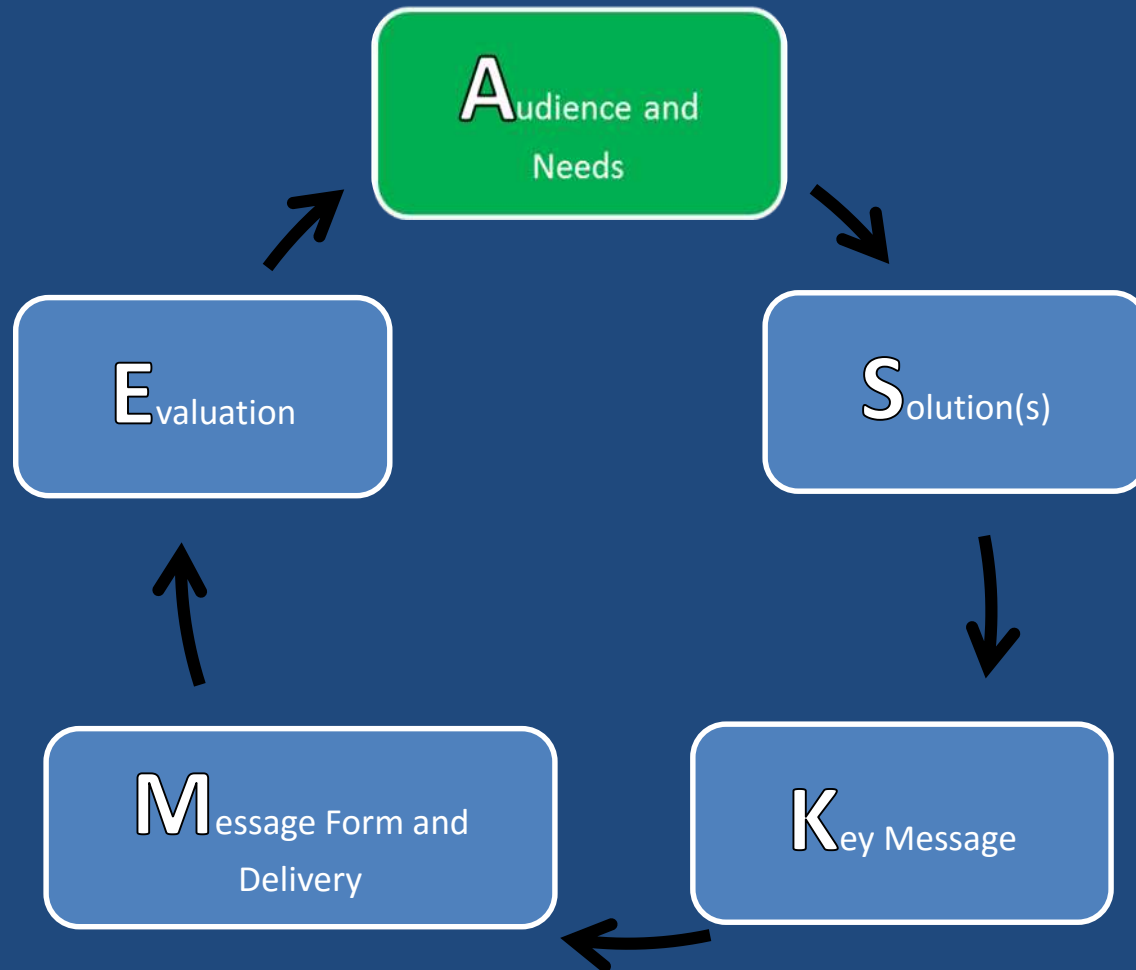A? <u>A</u>udience and needs

S? <u>S</u>olutions

K? <u>K</u>ey message

M? <u>M</u>essage form and delivery

E? <u>E</u>valuation

Delving more deeply into ASK ME

Key Concept

Activities must be

- client-focused, and
- needs driven (not supply driven)

The Audience Defines….

1. What recommendations are appropriate,
2. What to say, and
3. How to say it

What factors might you want to consider about your audience?

- Group brainstorm

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Important Audience Characteristics

1. Demographics (age, etc.)

2. Interests, assets and needs

3. Environment (growing conditions)

4. Logistics and infrastructure

5. Other….

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Understanding Needs

How to Peace Corps Volunteers Address Community Needs?

Need Driven Peace Corps Work

Double-click for video (3:30)
https://www.youtube.com/watch?v=UsJl8ropoxA

PACA Tools

Community Mapping

Daily Activity Chart

Seasonal Calendars
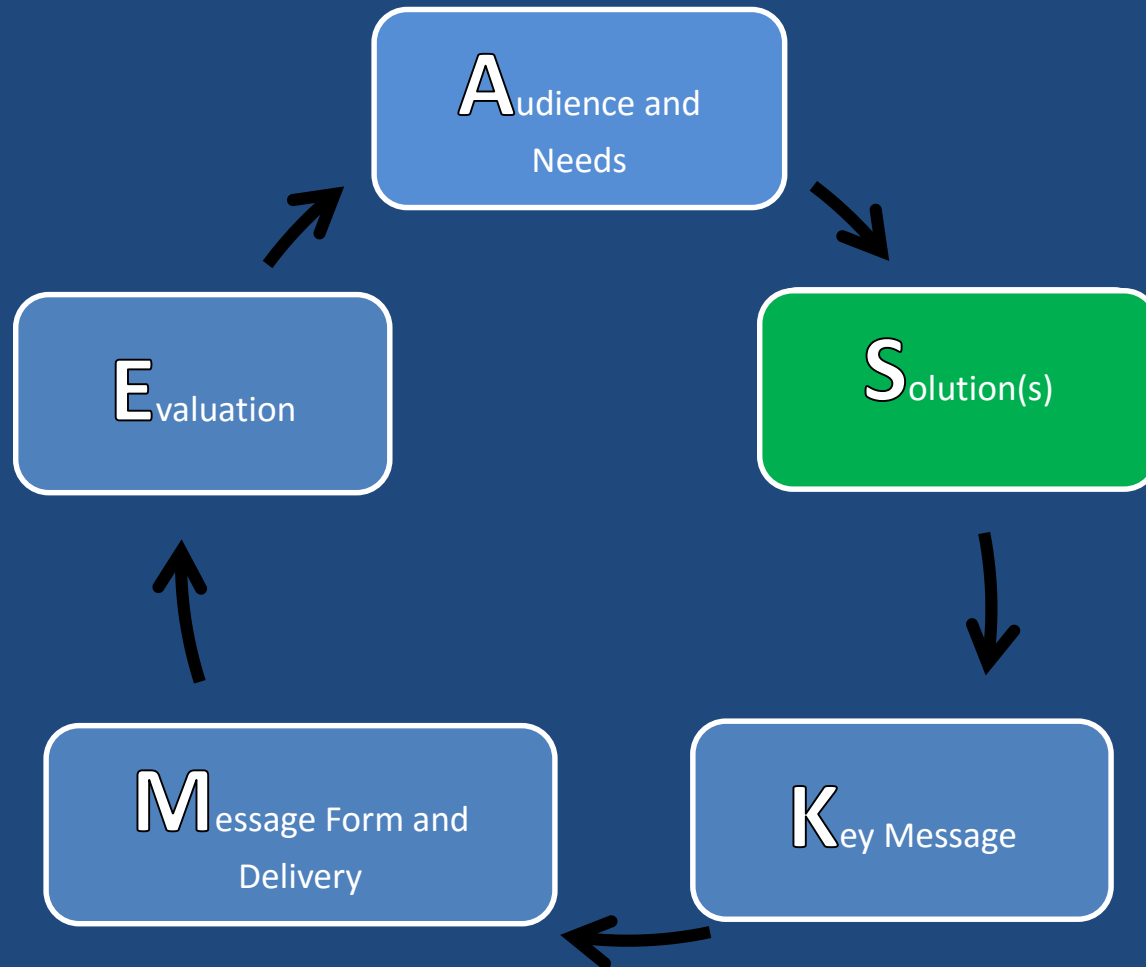
Needs Assessment and Priority Ranking

Tools can help, but

- Don't forget to just talk to people about:
- What they need and
- What they have to offer

Solutions

Key Concepts

- Solutions must be appropriate, practical, validated under local conditions and meet the audience needs.

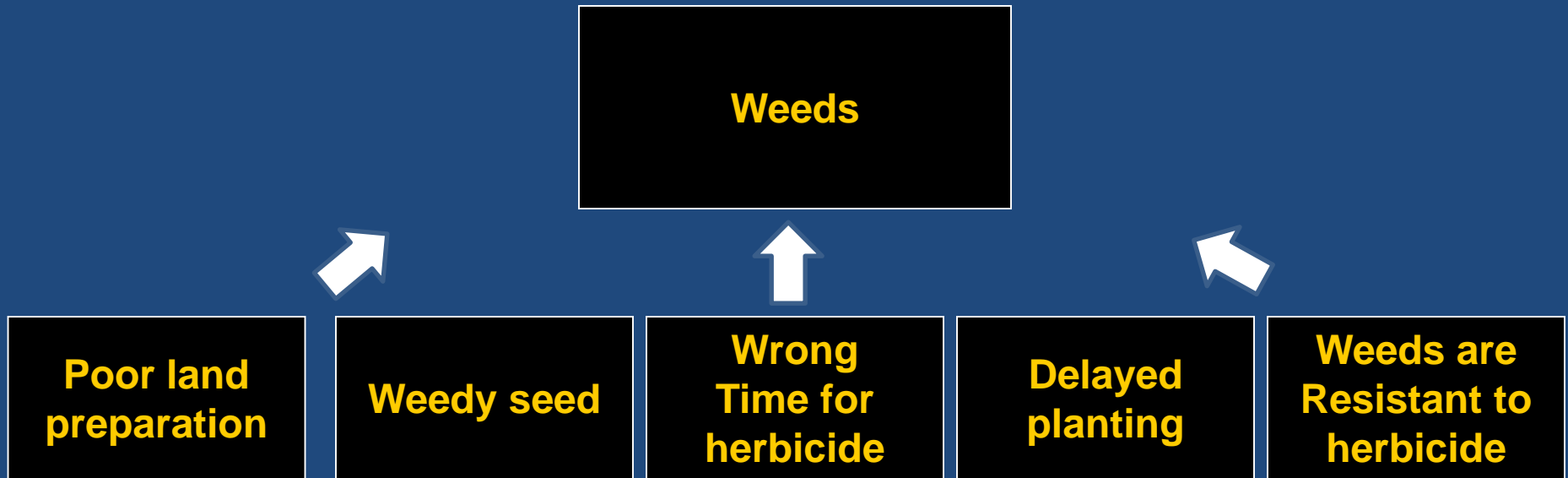- Good solutions 1) show obvious benefit, and 2) can be easily tested.

Solution Characteristics

What might be some characteristics of an appropriate, practical solution?

- Low risk

- Fits within the system

- Uses available inputs

- Addresses the true problem

  - Make sure to understand and address what is really causing the problem

What can cause weed problems?

Problem-Cause

Weeds

Poor land preparation

Weedy seed

Wrong Time for herbicide

Delayed planting

Weeds are Resistant to herbicide

Extension in practice

Crop

What are the problems with this system

Extension in Practice

2. <u>Grapes</u> on ground = lower fruit quality and lower yields

Photo: The HALO Trust

Extension in practice

2. Options?

What do some farmers do now?

A
udience and Needs

S
olution(s)

Extension in practice

Trellising shows obvious benefit
and can be easily tested.

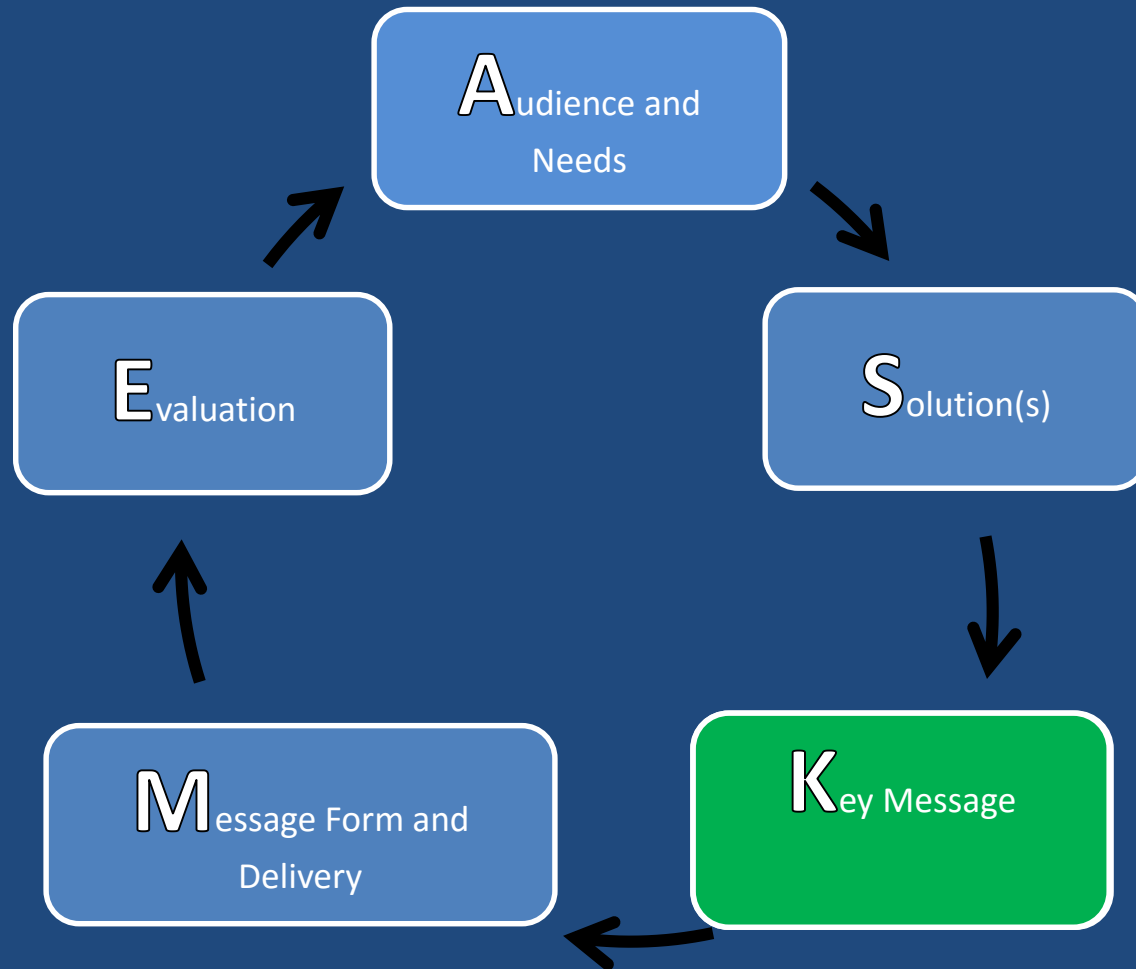Why might farmers not trellis?

Lessons Learned

- Consult the community

- Ask if your solution been tested with farmers

- Find out if there are <u>socio-economic</u>, cultural and <u>technical</u> reasons for existing practices.

Key Message

Key Concepts

- The key message is audience dependent and may change depending on who you are talking to.

- Identify essential message elements- too much or too little information means poor communication.

- What does the user <u>need </u>know versus what is <u>nice </u>to know.
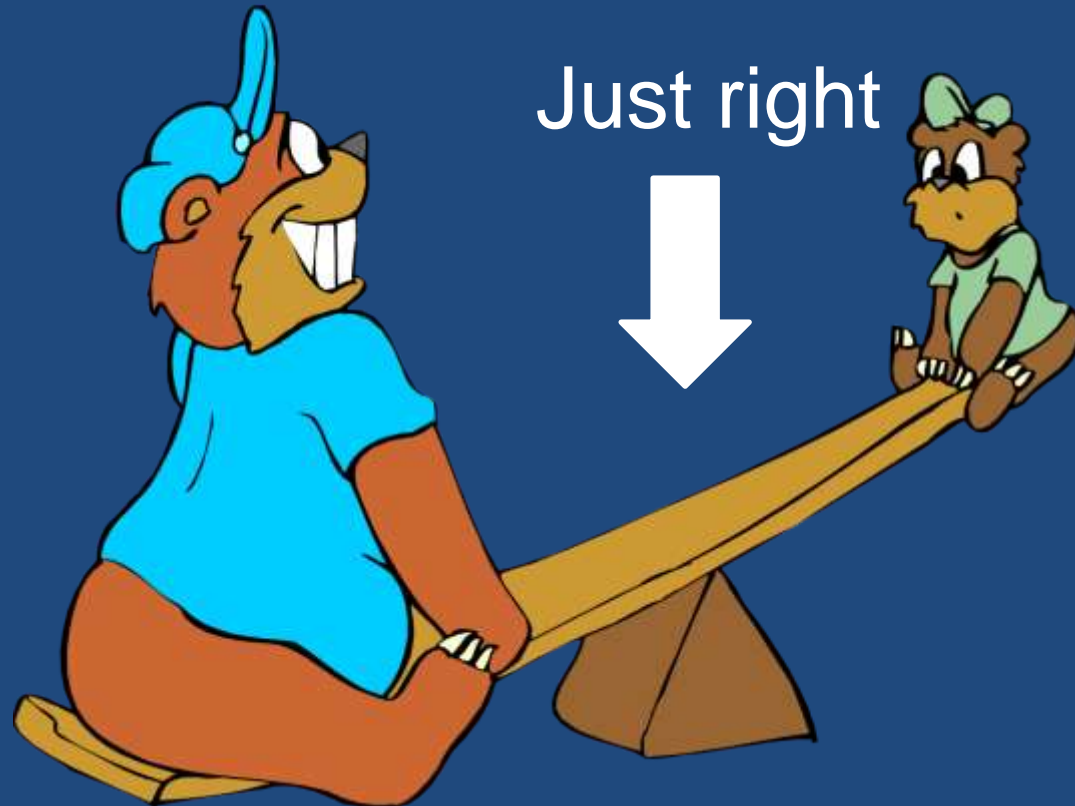
Key message challenges

- Balance between

Too much

Too little

Just right

What are the essential elements of the key message?

1. Why: Why is there a problem?
2. What: What needs to be done about it?
3. How: How can the problem be resolved?

Key Message-Example

| Why?	What?	How?
• A billion people worldwide don't have access to clean drinking water because their communities lack the necessary infrastructure.	• What's needed is an inexpensive way to purify the water these areas already have without needing electricity or the maintenance of moving parts.	• We have developed LifeStraw® an inexpensive straw that a person can use to safely drink from any source for up to a year.

Distilling the message

- Think of an improved agricultural technique (e.g. soil conservation, reduced pesticide use, irrigation etc.)

- Use the why, what, how framework to communicate your key message to a partner.

Message Form and Delivery

Audience and Needs

Solution(s)

Key Message

Message Form and Delivery

Evaluation
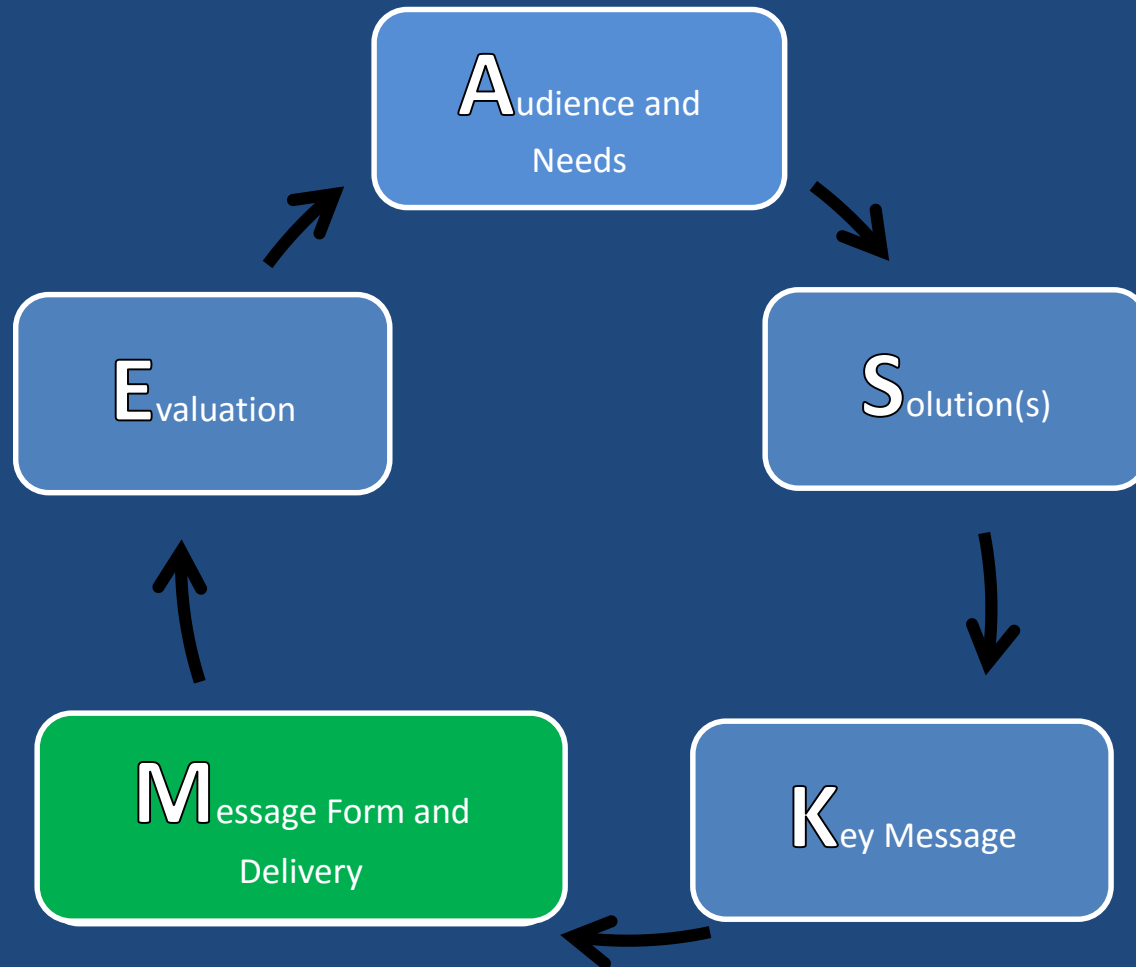
Key Concepts

- Your message must be simple, concise, compelling and clear.

- You want people to learn about, understand and be able to successfully test new options.

- Information sources must be trusted.

TIGRS- Factors for delivering a successful message

- <u>T</u>rusted messenger
- <u>I</u>ntegrated approaches
- <u>G</u>ood <u>R</u>ecommendations
- <u>S</u>eeing is believing

http://freewallpapers4desktop.com/

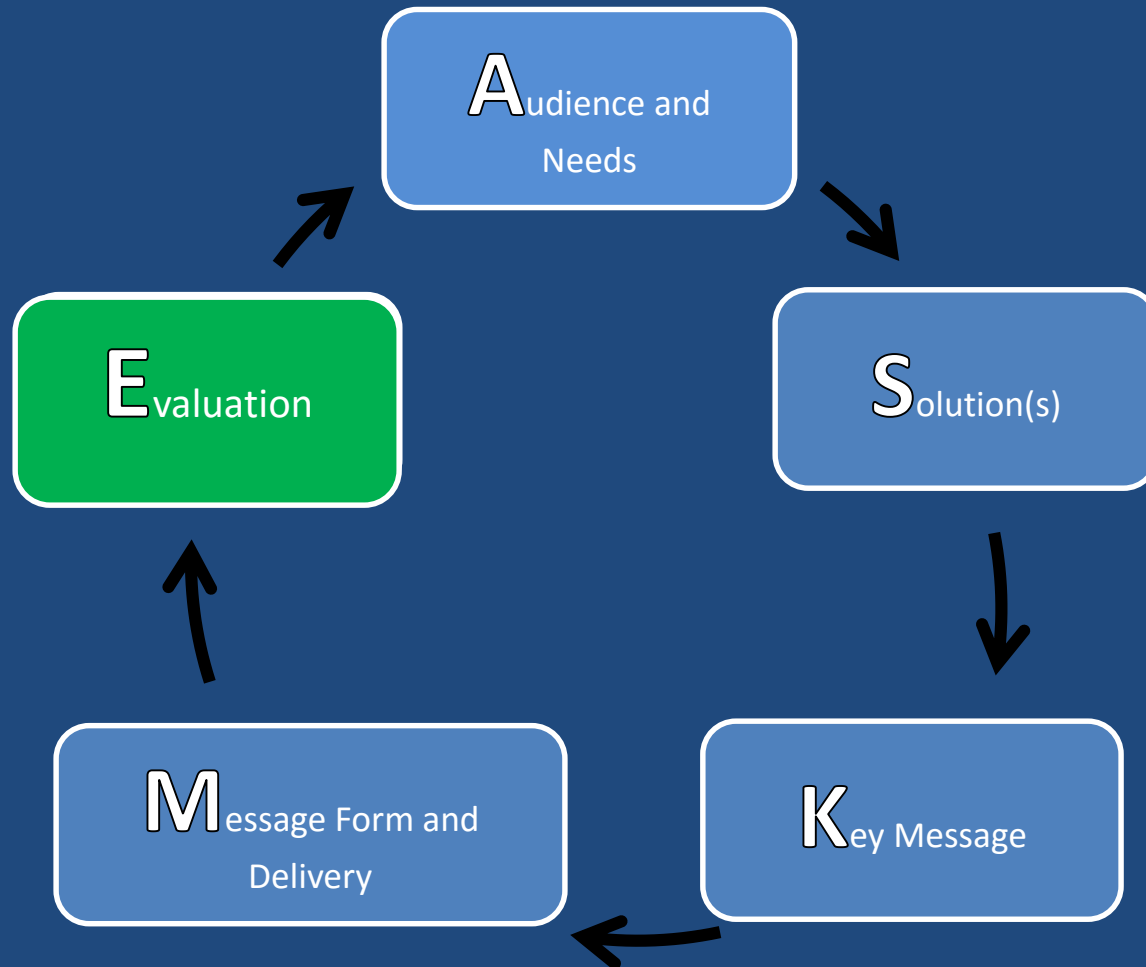**Trusted Messenger**-There is a continued effort and a building of understanding.

Integrate approaches- Material is engaging, dynamic and builds off of work that has already done

Good Recommendations- Credible, (demand-driven), clear benefit, easily tested

Seeing is believing- Recommendations are testable, and have visible short term impacts.

Evaluation

Key Concept

- Listen, learn and respond to improve

- Message Form and Delivery and Evaluation will be further addressed in module 2 "Outreach and Dissemination Methods and Techniques" and module 3 "Training Skills for Effective Extension"

Putting it Together

- Consider ONE of the scenarios on the next slide. Use the <u>ASK ME</u> framework to design an extension plan to fit the group's needs.
  - In this activity the community's needs are given, but in your plan include how you might have identified these.
- How do you incorporate the "TIGRS" factors for success in your delivery?

Scenarios

- Scenario One: A formalized group of 12 young mothers would like to decrease diarrheal disease among their children.

- Scenario Two: 500 mostly illiterate and older male farmers are interested in increasing production of rain-fed leafy green vegetables. Credit and market access is limited.

Debrief

Share your group's plan and discuss.

Key Concepts for today

- Build off of what is _____ and done.
- Who are the _____ and what do they _____?
- Extension framework - ASK ME
- Success factors – TIGRS

Word options: audience, leaders, known, want