Module Two

Extension Methods

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

MEAS

Reason for This Class

The best intentions often fail to introduce change.

What can we do to improve the probability of making a positive change?

Module Two Agenda

1. Review module one: "Designing an Extension Intervention"

2. Key points for today

3. Thinking about change and barriers to adoption

4. Common extension methods

5. Recap and application

Review Module One

What were the key points from module one?

1. Build off of what is _____ and done.
2. Who are the _____ and what do they _____?

Word options: want, known, audience

Review Module One
ASK ME

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

Recap Module One
TIGRS

T? Trust

I?   Integrate approaches

G? Good
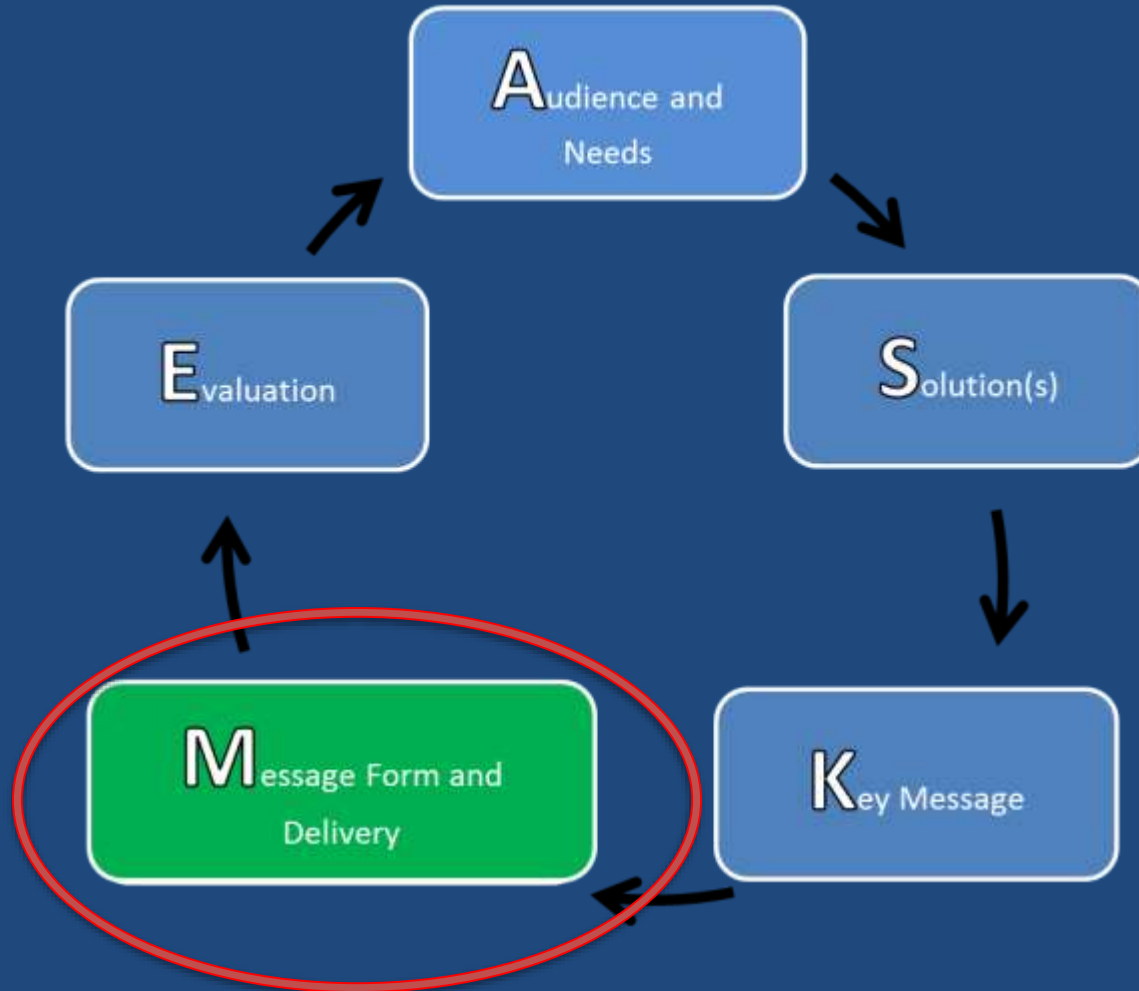R?   Recommendations

S?   Seeing is believing

Module Two Agenda

1. Review module one: "Designing an Extension Intervention"
2. Key points for today
3. Thinking about change and barriers to adoption
4. Common extension methods
5. Recap and application

Today's Objectives

1. To understand how extension methods support behavior change.
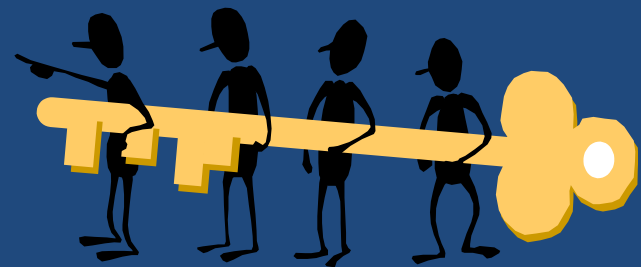
Moving from Information to Action

Key Points

Agricultural Extension

1. Start with the _____ in mind

2. Provide information that leads to _____ – don't just provide information

3. Common extension approaches (e.g., FFS, mini kits) help to overcome barriers to _____.

Module Two Agenda

1. Review module one: "Designing an Extension Intervention"

2. Key points for today

3. Thinking about change and barriers to adoption

4. Common extension methods

5. Recap and application

Information is Not Enough

- Providing information is only part of the story.
- The information should lead to change – (if the audience wants it to)
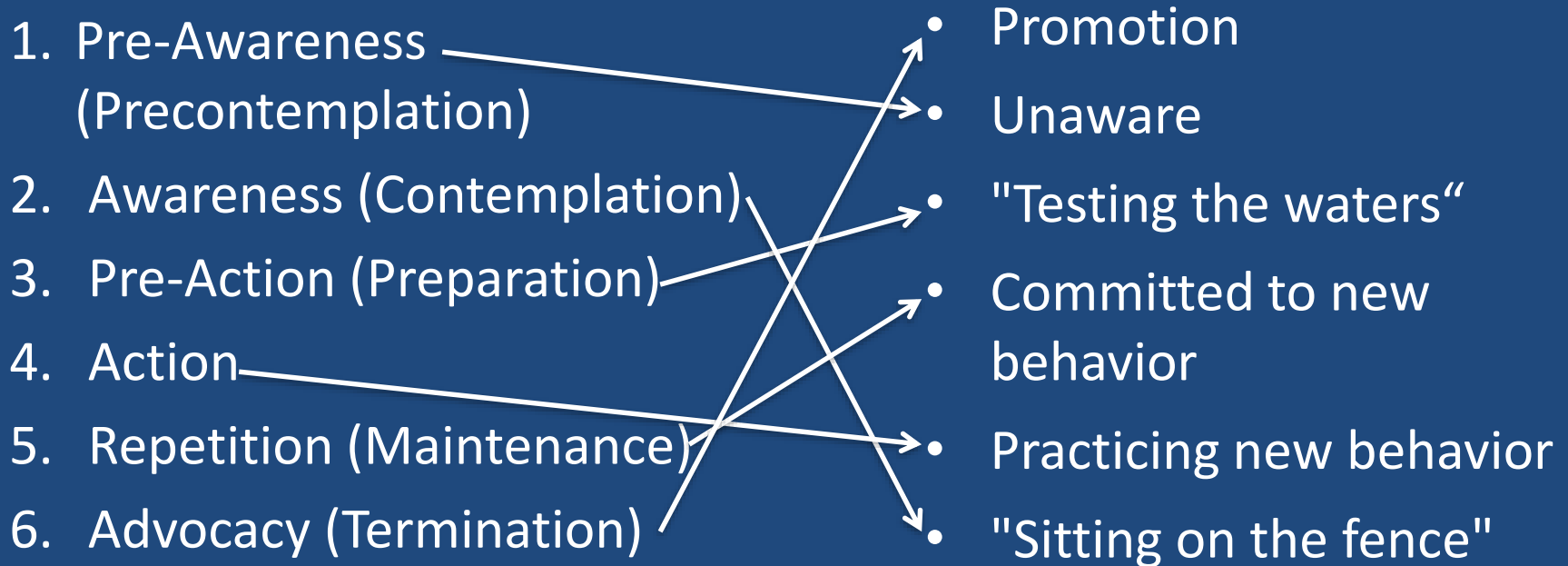
Thinking About Change

Activity. Match column 2 to the step in column 1

Step

1. Pre-Awareness (Precontemplation)
2. Awareness (Contemplation)
3. Pre-Action (Preparation)
4. Action
5. Repetition (Maintenance)
6. Advocacy (Termination)

Descriptor choice

- Promotion
- Unaware
- "Testing the waters"
- Committed to new behavior
- Practicing new behavior
- "Sitting on the fence"

Thinking About Change

Small group discussion:

As you do the next mini case study, think about:

- Why people change or adopt a new practice or behavior, and
- How might the steps in behavior change help you introduce a new practice or technology?

Case Study

Input local case study or use following

The village: 1,200 people, 6 people/household (average)

- Family nutrition (especially protein sources) is generally poor.

- Most households have a home garden with fruit trees (banana and mango) and some low-maintenance vegetables.

- A nearby experiment station has tested a new variety of beans that they say provides excellent protein and grows extremely well.

- Beans seem like a good option to promote.

Case Study

In small groups you will discuss :

- How would you build awareness of the new bean variety? Who could you involve?

- How can you facilitate action upon this new knowledge?

- How do you encourage repetition and advocacy of this practice?

Share one idea from each of these points that you came up with in your group with the whole class.

Barriers to Adoption

- Despite your hard work, only 4 families have adopted your bean variety.

- What are some barriers to adoption of new technologies? (Brainstorm)

Overcoming Barriers

- In order to overcome or avoid barriers to adoption, different extension <u>methodologies</u> are used.

- These methodologies facilitate communication, mutual understanding, and collective action.

Photo: Carrie Teiken

Module Two Agenda

1. Review module one: "Designing an Extension Intervention"

2. Key points for today

3. Thinking about change and barriers to adoption

4. Common extension methods

5. Recap and application

Extension Methods

- Some of the most common used include
  - Farmer field schools
  - Mini kits
  - Farmer-to-farmer
  - Partner-centered approaches

Extension Methods Activity

- Each group will look at a different approach and then briefly present that approach to the larger group.

Method Comparison

- Each of the following short videos shows how these three extension methodologies could be implemented.

- After each video, discuss how each of these methodologies promotes behavior change and overcomes barriers to adoption.

Video: Farmer Field Schools

- https://www.youtube.com/watch?v=N3lQ7jGYkVA

Video: Farmer to Farmer

- https://www.youtube.com/watch?v=PWcTWOqDLvE

Video: Mini Kits

- https://www.youtube.com/watch?v=MJfffz6qp20
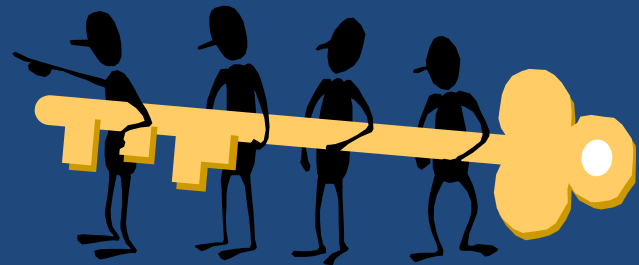
Module Two Agenda

1. Review module one: "Designing an Extension Intervention"

2. Key points for today

3. Thinking about change and barriers to adoption

4. Common extension methods

5. Recap and application

Reflect

Write a few sentences to capture what struck you today?

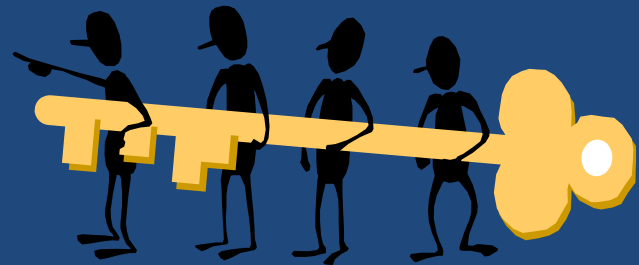What is your take home message?

Share with a neighbor

Key points

Agricultural Extension

1. Start with the _____ in mind

2. Provide information that leads to _____ – don't just provide information

3. Common extension approaches (e.g., FFS, mini kits) help overcome barriers to _____.

Application

Ask a local farmer if they have adopted a new farming practice in his or her production system recently.

For example-
- *a new pest control method*
- *different tillage practices*
- *new varieties or cropping patterns*

Ask what factors influenced his or her *decision* to change.

Goal Reminder – After Module 3

- Working in pairs or small groups, participants will conduct a demonstration/training of one locally appropriate new or improved agricultural practice.

- Training should effectively facilitate knowledge and/or skill acquisition for a local audience.