

The Key Message in Extension.

At this point in the extension flow model, the target group and their problems have been identified and an appropriate solution has been determined. Now it is time to draft out the **key** message for the solution – the critical elements required for successful implementation of the solution. The message should be focused, concise and clear for the target group.

How develop the key message?

- Briefly list the essential parts of the extension message (i.e., the minimum knowledge needed to correctly apply the technology)
- Briefly summarize the benefits (e.g., greater returns, less labor, better safety, lower risk)
- Note any risks
- Note any reasons why some farmers may not want to adopt the new technology

Note: The essential elements may depend on the audience. What do they already know versus what do they still need to know.

How is the key message used?

The key message outlines the essential information that is then packaged to deliver the message to the user. The “best” form(s) of delivery is determined by understanding how to best reach the target group (e.g., radio, video, fact sheet, field demonstration, etc.).

Example

Problem – Weeds

Assume one of the possible solutions is: Herbicide

What would the farmer need to know to apply the product correctly?

Example elements they would need to know:

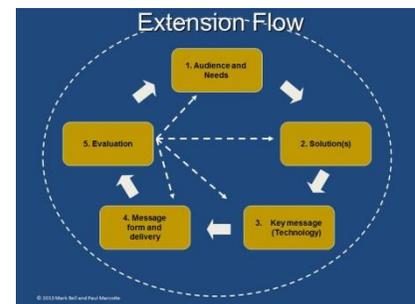
- What is the product?
- What does it control?
- How much do you need to apply? (the ratio of Water:product? Is a solvent or Surfactant required?)
- When should you apply? (Does it depend on crop stage or weed stage?)
- How is the product best applied?
- In this case, also consider safe application
- etc.



The key (or core) message of a solution outlines what people need to know to implement the solution correctly.



The key message is the basis for better reaching farmers.



The key message is the third step in the ASK ME extension flow model.