



Extension options

Learning objectives To identify suitable extension methods and plan a draft delivery program to reach the target audience.

Communicating for change exercise

Objective: To identify communication strategies appropriate for different audiences and to use that knowledge to outline a program to get a message to your target group effectively.

Exercise

Part 1.

- 1) Develop a list of the different ways to communicate with farmers.
- 2) Rate the suitability of each method (High, medium or low) for communicating a message to your farmers.
- 3) Indicate the relative number of people reached by each method (High, medium or low).
- 4) Briefly identify the pros and cons of the different methods.
- 5) Each group shares their findings. Discuss as a group.

Part 2. Select a technology to communicate with your farmers. Now, briefly outline a program to reach 200 farmers. What would be different if you wanted to reach 10,000 farmers?

Each group will present its extension plan. Discuss as a group.

Materials: Marker pens and paper, cards

Example table

Form	Reach	Effectiveness	
	Numbers reached	Suitability for your audience	Pros Cons
Poster			
Brochures			
Posters			
Manual			
Newspaper			
Field demonstration			
Farm walks			
Farmer training			
Radio			
TV			
Other			

Conclusion: There are different ways to communicate technology. You need to balance cost with effectiveness. Note that hearing about something may raise interest and awareness, but farmers typically need to **see** results before they will try something.

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