The "ASK ME" Extension Framework.

The "**ASK ME**" framework for training design and delivery of Agriculture Extension and Education has 5 elements:

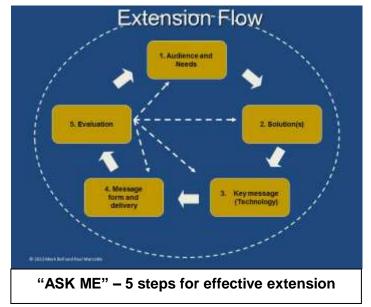
- 1. **A** = Audience and Needs
- 2. S = Solutions
- 3. $\mathbf{K} = \text{Key message}$
- 4. **M** = Message form and delivery.
- 5. $\mathbf{E} = \text{Evaluation}$



Good Extension starts with the Audience and their needs

The framework requires interaction, with evaluation throughout the entire process. Each element is defined below.

- 1. A = Audience and Needs. Assess the relevant needs and wants of the partners, target groups and stakeholders using methods such as: focus groups, participant observation, field visits, surveys, interviews, key informants, and intuition based on field experience.
- **2. S** = **Solutions.** Identify solutions that are appropriate for the farmers socio-economic and market circumstances.



- **3. K** = **Key Message.** Identify the 'key message' related to the solution(s) those elements needed for successful implementation of a change (solution). Drafting an appropriate key message requires a clear understanding of the target audience.
- **4. M = Message Form and Delivery:** Package and deliver your message. The key message is the basis for delivery through training, video, radio, fact sheets, field demonstrations, training events, etc. Training events require: Module Construction: Materials and Implementation leading to goals, Testing and validation, Redesigning as necessary, Production, Delivery/Presentation
- **5. E = Evaluation.** Evaluate continually to learn and to improve the delivery (communication) process, the solution and to identify emerging needs. In training, evaluation includes Event evaluation, Pre-test/Post-test, Follow-up and Impact Evaluation.



