

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. **K** = Key message
4. **M** = Message form and delivery.
5. **E** = 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.

