Developing Extension Material

What are extension materials?
Extension materials can have three functions:
1. Raise awareness about new practices,
2. Motivate people to change the way they do something, and/or
3. Provide information on how to implement a practice.

Five steps in developing extension material

1. **Analyze the audience - their problems**
   What are their priority needs and what can they afford? Describe the problem and the cause of the problem.

2. **Identify solutions.**
   Identify proven economical options and the type of client who can adopt and benefit from the technology.
   See example table below.
   **Remember.** People will usually test a new technology on a small scale. Once convinced of the benefits and feasibility, they adopt the technology more widely.

3. **Key message.**
   Describe the technology in simple terms:
   **What is it?** What are the essential parts of the message (i.e., the minimum knowledge needed to correctly apply the technology)?
   **What are the benefits** (e.g., greater returns, less labor, better safety, lower risk)?
   **What are the risks?** Why would someone not adopt the new technology?

4. **You are now ready to develop the actual extension materials.**
   **Participation.** Develop the material with input from a range of interested groups (clients, other extension workers, scientists, etc.)
   **Medium.** Decide on the best medium of communication (demonstration, written, radio, video, etc.).
   **Draft the material.** Develop material that is:
   - Focused and concise (don’t say too much)
   - Appropriate for the culture and literacy of the target group
   - Logically ordered
   - Easy to read and understand
   - Illustrated with images easily understood by the target audience
   - Active — write to encourage action and clearly state where farmers can get more information.

5. **Evaluate and pre-test.**
   Pre-test materials with the target group and use feedback to revise concepts, materials or your approach.

Remember: What people read or hear may raise interest. What they see usually convinces them.

Example table.

<table>
<thead>
<tr>
<th>Problem</th>
<th>Cause</th>
<th>Option(s)</th>
<th>Who can adopt</th>
<th>Best medium to learn about technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown plant hopper</td>
<td>Excessive early spraying</td>
<td>Reduce early spraying</td>
<td>All</td>
<td>Field demonstrations, brochure, radio</td>
</tr>
</tbody>
</table>

Remember: Simplify, Simplify, Simplify!

Developed with input from Mark Bell and Shadi Atallah © 2018. Editing by Kathryn Stein