

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.



The message: What do people need to know to be able to implement successfully?

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.

Remember: Simplify, Simplify, Simplify!

Example table.

Problem	Cause	Option(s)	Who can adopt	Best medium to learn about technology
Brown plant hopper	Excessive early spraying	Reduce early spraying	All	Field demonstrations, brochure, radio