



# Extension Material Development

1. Finding from Workshop and Assessment Interview
2. Alignments with Government Strategies
3. Proposed Delivery of Packages
4. Follow Up Steps

# 1. Finding from Workshop and Assessment Interview



Assessment has been conducted at different levels:

- **Key Informant Interview** at Federal and Regional levels (Afar and Somali Regions) with government sectors, NGOs and Development Partners (32 respondents were reached in total).
- **Regional Workshops** (in Semera and Jigjiga): 22 people attended in total.
- **Inception Workshop at National Level** (27 people attended it physically and 11 attended it virtually).
- **Community Interview and Focus Group Discussion** (in the two regions) about 200 people reached.

# Conclusions from Workshops and Assessment Interviews

## There is very little material for the lowlands

### What makes extension for the lowlands different?

#### 1. The needs are different

- livelihood system is different
- population in transition
- larger threats

#### 2. The extension infrastructure is different

- high turn-over
- lower coverage
- stronger presence of civil society

#### 3. The methods for learning are different

- strong culture
- oral, interpersonal
- mobile population

- High interest
- Dynamic change
- Women as community-level multipliers

# Conclusions from Workshops and Assessment Interviews



- Better infrastructure (buildings, wall signs, vehicles)
- Better staff training to ensure less turnover
- Better material (manuals, posters, videos, radio campaigns)
- Clearer focus on adapted crops for lowlands to generate income (horticulture, livestock, cash crops)
- Better focus on youth, women, elders
- More use of ICT-based extension services

# Conclusions from Workshops and Assessment Interviews

## Current extension concepts and performance



- Based on highland strategy with a focus on market-based interventions, gender, farmer training centers and regional/local staff
- Focus on crop production (food security), not e.g. nutrition
- Low uptake of concepts/participants raised concerns of not sufficient training opportunities in place
- High turnover of staff (DAs) also related to poor performance of current approaches
- Goal to provide tablets/laptops to all DAs to improve ICT-based extension services



# Agricultural Extension Strategy 2018

## Pillar 1: Strengthen FTCs through active participation of community and capacity building

- Instruction videos
- Pastoralist role models
- Demonstration plot
- Events
- Experiential learning

## Pillar 2: Enhance agricultural knowledge and information services

- Billboards/wall signs
- Posters and flyers
- Mnemonics
- Instruction videos
- ICT-led / apps
- Social Media

## Pillar 3: Enhance client oriented and multi actor's advisory extension services

- Games
- Apps (note: do we still want to use apps)
- Community conversations/discussions
- Horizontal Learning

## Pillar 4: Facilitate market linkage and enhance value chains development

- Pastoralist field school
- Mobile Phone for price information services

## Pillar 5: Gender, youth, and nutrition mainstreaming

### Youth

- Apps (see the above)
- Social media
- Ambassadors and influencers

### Women

- Training visit
- Community Conversations

### Nutrition mainstreaming

- Games

## 2. Alignments

with  
Government  
Strategies:  
Extension  
Material  
Development  
Very positive  
interest from  
Directorate (as  
well as from  
other  
stakeholders)

# Agricultural Extension Strategy

Material fits in with Pillar 1-6, 8 in particular

## **Pillar 6: Enhance environmentally sustainable agricultural practices**

- Community discussions
- Horizontal learning
- Demonstration of good practices

## **Pillar 7: Enhance institutional arrangements, coordination, and linkages among key agricultural development partners**

- Use of DREAM process

## **Pillar 8: Human resource development and utilization for effective extension service delivery**

- Train-the-trainers material

## **Pillar 9: Establish strong and dynamic result-based monitoring, evaluation, and learning**

Ministry of Agriculture 2020  
“Extension System  
Applicable in Pastoralists/  
Semi-Pastoralists Area”

Methods to be developed

- Training center in each woreda/ kebele
- Good practices packages
- Pastoralist field school
- Mass media
- Agricultural exhibition
- HL: Joint Field Visit and Experience Sharing
- Pastoralists/Semi-Pastoralists Fielddays
- Output Demonstration
- Group/Team Discussion Method
- Individual Presentation Method



Internal		External	
Strengths	Weaknesses	Opportunities	Threats /Risks
Implementation of capacity building activities(Access to short and long term education and training opportunities)	Limitations of coordination	The existence of government structure at all levels	Existence of illegal livestock and dairy products trading
Existence of Monitoring, support, evaluation and feedback system	Limitation of capacity to execute and perform at all levels	existence of various projects and NGOs engaged in agriculture	Climate change
The existence of pastoral training centers provision of a variety of agricultural inputs	a lack of motivation and commitment at all levels	Availability of suitable flexible policies and strategies	Market fluctuations
Preparation and distribution of various teaching manuals	Lack of continuous implementation of issued strategies and practices	Focused consideration of pastoralist / semi-pastoralist communities by government	Flexibility of the organizational structure of the institution
The designing of pastoralist and semi-pastoralist extension system	Inability to implement various incentive schemes	The existence of research institutes, universities and agricultural colleges	Existence of cross-border animal diseases
Assigning of Development site staff at the kebele level	Lack of timely supply of various agricultural input with desired variety, quantity and quality	The existence of traditional grazing and water administration	Conflicts over fodder and water
Preparation of various strategic documents	Shortage of budget and gaps in the use of inputs and technology	The existence of traditional information exchange and conflict resolution method	The spread of various weed outbreaks
Preparation of work plan for different activities in each field	Failure to become operational of the various infrastructures (pastoralist training centers, animal health facilities, market centers , mall, quarantine stations and veterinary laboratory centers)		Existence of employee migration

Ministry of Agriculture 2020

“Extension System  
Applicable in Pastoralists/  
Semi-Pastoralists Area”

Topics of priority

1. Expand nutrition-based agriculture in pastoralist and semi-pastoralist areas;
2. Expand job creation in the agriculture
3. Increase the income of pastoralists and semi-pastoralists by promoting improved fodder development methods;
4. Expand integrated watershed development to alleviate the effects of drought
5. Use improved technologies to youth and women
6. Improve the skills providing practical capacity building training.
7. Strengthen the extension system aiding use of indigenous knowledge
8. Crop production and productivity in quality and quantity

Topics (From Interviews and Workshops)	Women priorities	Men priorities	Priorities at regional level	Priorities at federal level
Livestock management	0	0	0	0
Agriculture	0	0	0	0
Water availability and quality	0	0	0	0
Health and disease control	0			
Nutrition	0	0	0	0
Women empowerment	0		0	0
Additional income opportunities	0	0	0	0
Business and marketing	0	0	0	0
Family matters (child marriage)	0			
Climate change		0		0
Education	0	0		
Migration	0	0		
Controlling invasive species	0	0		
Locusts		0		
Skills		0	0	0
Land registration	0	0		

# MATERIAL DEVELOPMENT



Toolbox	Awareness of new options	Seeing the benefits	Understanding new practice	Using effectively	Appropriate for women	Appropriate for young people
Billboards/ wall sign	0					
Posters/flyers	0				X	
Mnemonics	0				X	
Instruction videos	0	0	0		X	X
Games	0	0				X
App/ mobile phone				0		X
SMS service/ mobile phone message	0					X
Social media	0					X
Role model agro-pastoralists	0	0	0		X	X
Demonstrations	0	0	0		X	X
Movie road show	0	0	0		X	X
Radio campaigns	0	0	0		X	X
Events/music/ theatre	0					X
Influencers		0	0			X
Training visits		0	0	0	X	X
Experiential learning		0	0	0	X	
Pastoralist field school	0	0	0	0	X	X
Community discussions		0	0		X	X
Horizontal learning – community to community		0	0	0	X	X



**3. Propose to make  
2-3 packages in first  
round**

**First round (this assignment, preferably)**

- Lowland Agriculture
- Nutrition for Pastoralist Women
- Livestock Management

**Second round (later)**

- Marketing and business development
- Water supply and water quality
- Climate Resilience

# Developing extension packages

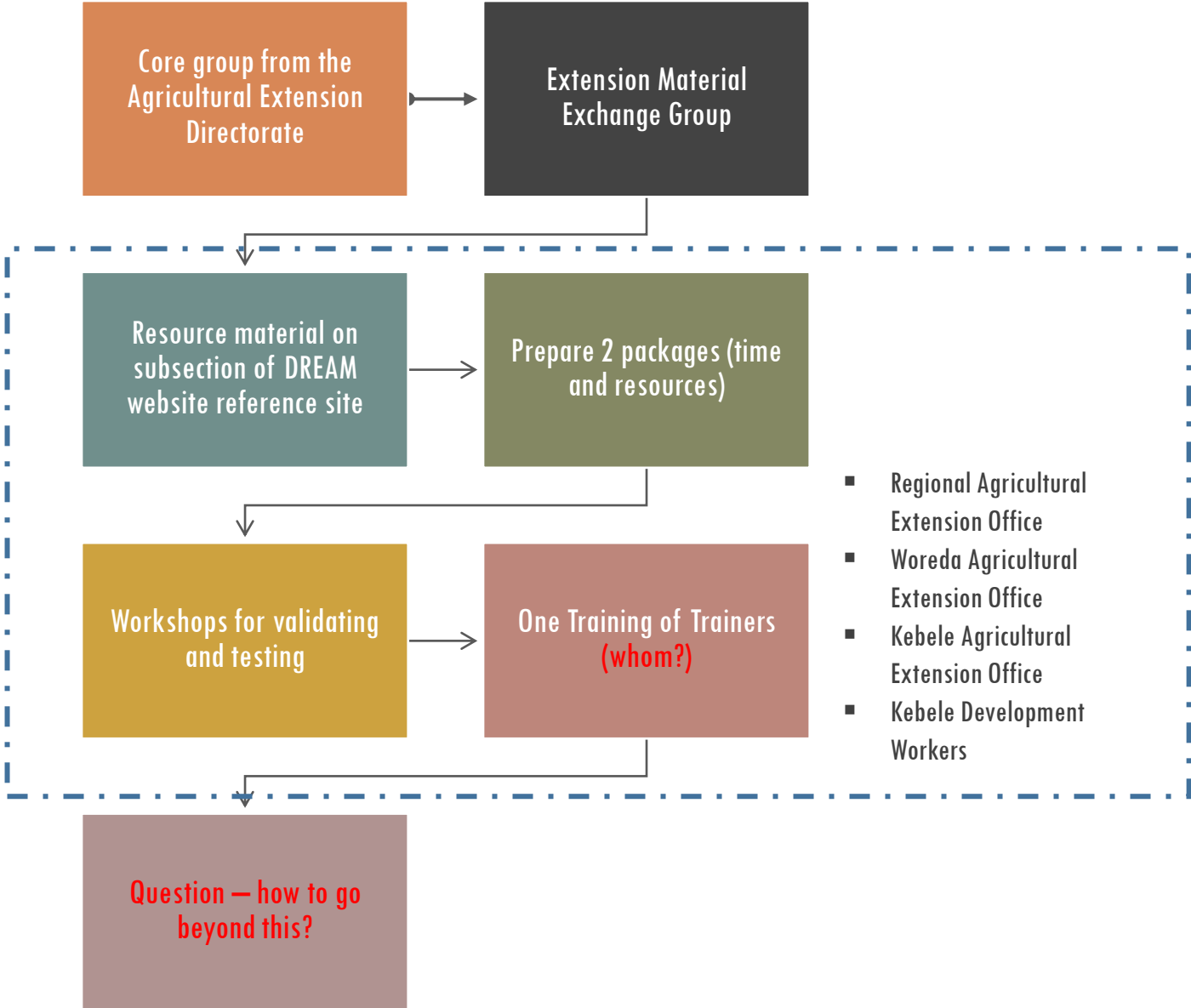
## How and what



- Support and in line with Ministry of Agriculture “Extension System Applicable in Pastoralists/Semi-Pastoralists Area” (January 2020, in infancy yet)
- Develop with Agricultural Extension Directorate
- Unique material for the lowland areas – factfinding and expert discussion
- 30 pages each approximately
- **Consist of:**
  - One page policy note for decision makers
  - Training of trainers material for Woreda & Kebele Extension Group (sheets)
  - Relevant tools from the toolbox as appropriate for topic, target group and approach (from awareness to applying in practice)
- **Available for use by others too (civil society and private sector)**



# Following steps



# Package 1:

## Lowland Agriculture

### Objective:

- Larger range of crops (incl fodder) – appropriate for lowlands (in combination with WH and WSWs)
- Drought-resilience and food security
- Most important agronomic and water management practices

### Composition:

<b>Policy makers note</b>	Opportunities for lowland agriculture
<b>Training of trainers</b>	Opportunities for lowland agriculture, extension strategy (knowledge to practice), pastoralist communication strategy (interpersonal/ oral/ visual communication; use of tools); introduction to extension material in this package, work planning and ethics
<b>Extension material</b>	Guidance for trainers/multipliers + material – see next Make material tablet friendly?

# Package 1:

## Lowland Agriculture

	Training of trainers/ multipliers (guidance sheets)	Extension material
Visual posters (panaflex)	Using posters, permanent location	Poster set
Wall paintings	Using wall paintings,	Standard sample painting
Field visits	Preparing, material to use, planning next steps	Mnemonics
Discussion groups	Organizing meetings, promoting discussion and word-of-mouth,	Crop choice cards, discussion messages (game)
Demonstration plots	Planning and managing demonstration plots, engaging local private agri-services	Standard lay-out, examples from demonstration plots (ICRISAT)
Pastoralist field school	Organizing pastoralist field school, model program, reference to material	Additional material – crop basics, storage
Videos	Instruction material for trainers themselves, organizing showings	Video on flood irrigated farming, dub-ove
Model agropastoralist	How to identify and strengthen outreach	Media messages, interview scripts
Horizontal learning/ experience sharing	How to organize horizontal learning and optimize impact – tools and use of ICT	Documentation and ranking sheets
Influencers	Identifying influencers, making effective use of them	Radio and communication messages

# Package 2:

## Nutrition for pastoralist women

### Objective:

- Understanding importance and basics of good nutrition specific to pastoralist context
- Stimulate basic home health and food practice
- Encourage home vegetables in dry lowlands

### Composition:

<b>Policy makers note</b>	Importance of good nutrition and avoiding stunting, key role of women
<b>Training of trainers</b>	Importance and basics of good nutrition, women sensitive extension strategy (learning by doing), women sensitive approach (raising awareness, importance of interpersonal learning, practicalities of time constraints and pastoralist customs; use of tools); introduction to extension material in this package, work planning and ethics
<b>Extension material</b>	Guidance for trainers/multipliers + material – see next Make material tablet friendly?

# Package 2:

## Nutrition for pastoralist women

	Training of trainers/ multipliers (guidance sheets)	Extension material
Radio campaigns	Connecting radio message to community discussion	Radio messages targetted at men and women
Posters (panaflex)	Using posters, permanent location	Promotional and instructive poster set
Field visits	Engaging men and women, working with women groups, preparing field visits, material to use, planning next steps	Mnemonics
Discussion groups	Organizing women meetings, stimulating discussion and word-of-mouth,	Nutrition cards, discussion messages (game)
Games	How to use the game in discussion	Self learning game (rope game)
School package	School package on basics of nutrition and good practice for school garden	School garden plan, promotional and instructive poster set
Demonstration fields	How to set up home garden in dry lowlands, engaging women custodian and schools, how to organize a mini-exhibutation	Learning question (on all steps),
Horizontal learning/ experience sharing	How to organizing women to women exchange in local communities, how to stimulate learning and discussion	Best practice sheet

# Whom to target in ToT part of the package?

## Kebele Agricultural Office Extension



- 3-5 agricultural development experts namely, crop development, animal resource development, natural resource development, and assistant veterinary
  - Support to pastoralist training centers
  - Skill training to pastoralists/semi-pastoralists
  - Conveys extension messages received from wereda
  - Evaluates activities at site each fifty nights
  - Support in the preparation of the business plan for pastoralists/semi pastoralists
- Constraints: turn-over, mobility





## Next

1. Confirm with Agricultural Extension Directorate
2. Develop packages – including using (limited) existing material

# Ongoing programmes that have shown interest to cooperate



1. Lowland Livelihood Resilience Program (LLRP) with the Ministry of Peace
2. Regional Pastoral Livelihood Resilience Project (RPLRP)
3. National Feed Strategy
4. Drought Resilience Sustainable Livelihood Program (DRSLP)
5. Lowland Wheat program
6. Livestock production package

# Civil society organizations that have shown interest to cooperate



1. Alliance 2015 (7 large NGOs)
2. Merci Corps International
3. Farm Africa
4. Care
5. Save Rural Society (SRS)
6. VHS Germany/Swiss
7. Others