



Extension Material Development

What are extension materials?

Extension materials:

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 has to build off the core 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 technology options and the type of farmers who could adopt and benefit from the technology.

See example table below.

Remember. Farmers will usually test a new technology in just part of their field. Once convinced of the benefits and feasibility, they adopt the technology more widely.

3. Core 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 a range of interested groups (farmers, other extension workers, scientists, etc.)

Medium. Decide on the best medium of communication (field 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: Good extension usually includes field demonstration. What farmers read or hear may raise interest. What they see 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 |
| | | | | |

For more information visit: International Programs ip.ucdavis.edu

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