

## 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