

# Workshop on planning effective farmer to farmer activities

18-19 August

Pasuruan – Jawa Timur

## Principles underlying successful Farmer to Farmer activities

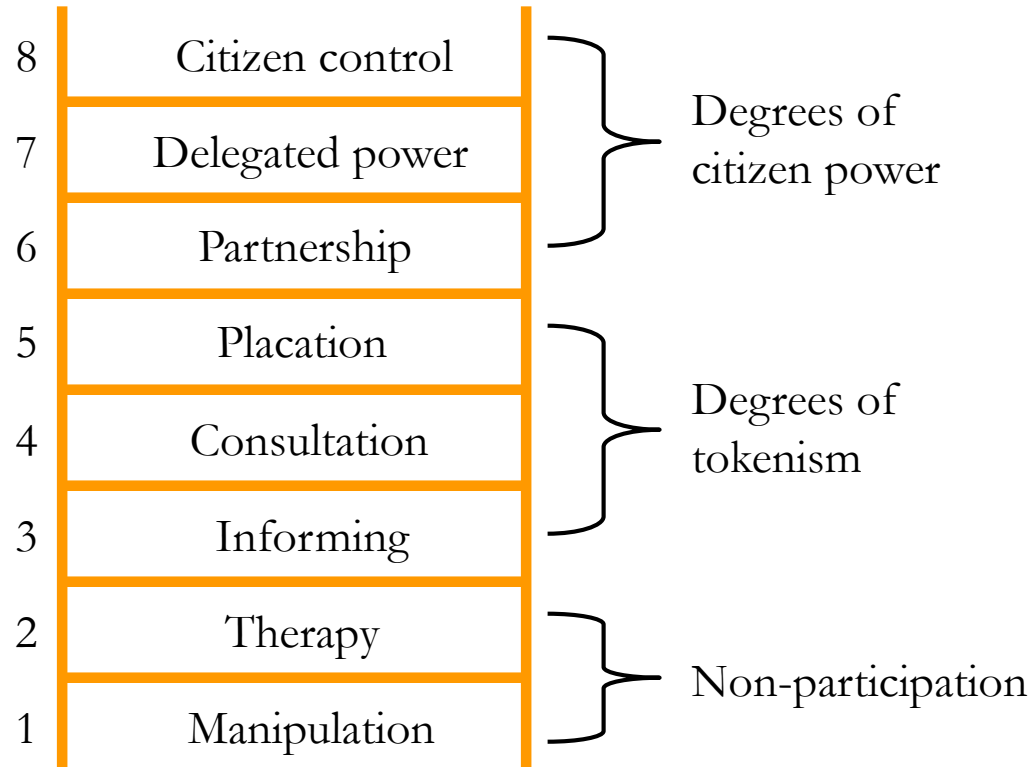
Presented by: Roy Murray-Prior



# Outline of what to cover

- Principles underlying successful F2F activities
  - Participation & adult learning
  - Key design principles
  - Phases & steps
  - Techniques in F2F
- Expo/field days
- Demonstrations

# Levels of participation



Source: Arnstein 1969, p. 217.

# Adult learning principles

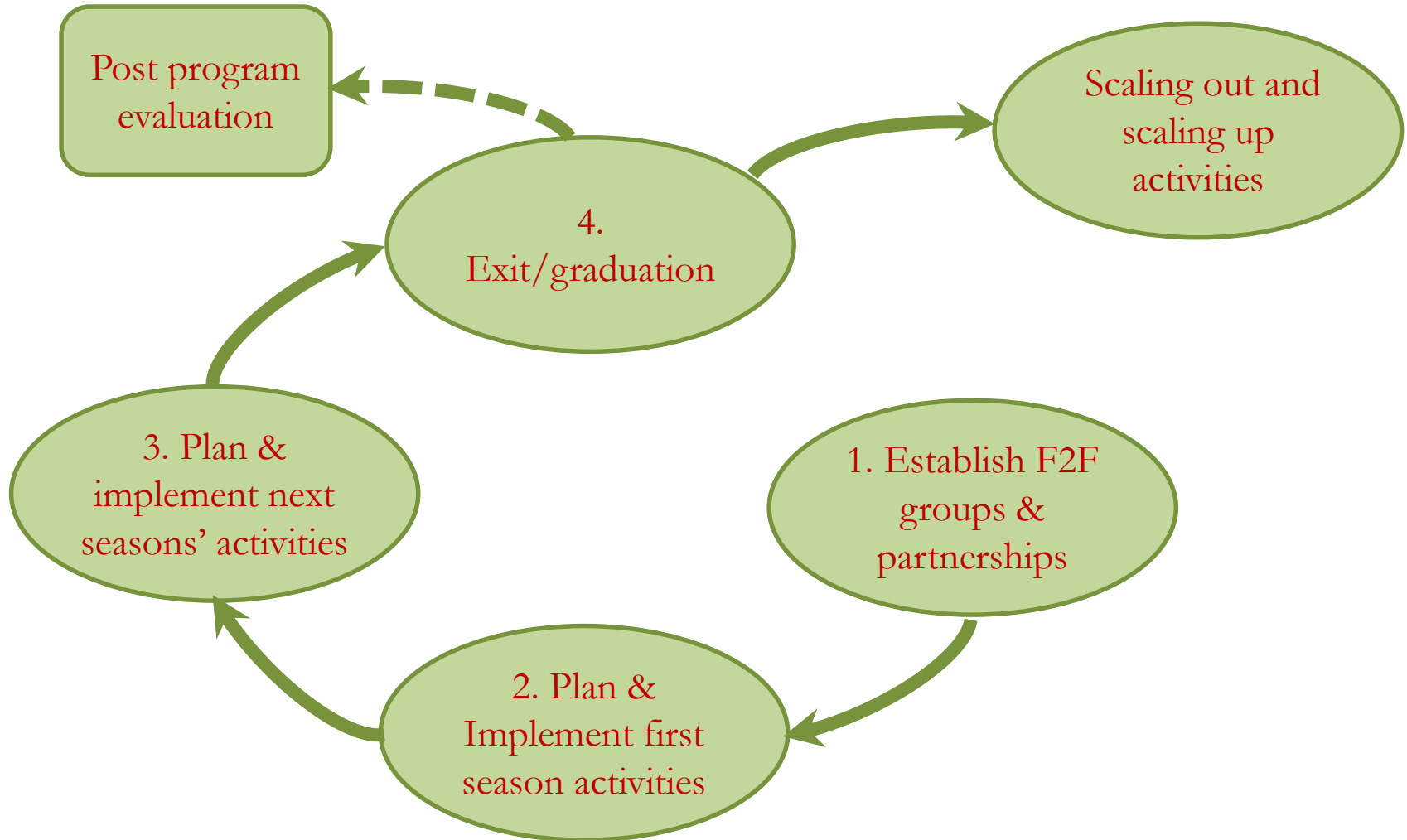
Adults:

- Expect to control learning and have choices
- Interested in practical points to assist with life
- Expect it to be practical and valuable
- Individuals vary in experience, views and needs
- Methods of learning vary
- Learn through discussion with friends and neighbours – F2F.

# Key design principles: Farmer to Farmer workshop

- Need to work with groups over a protracted period of time to affect the change process
- At least functional participation level
- Utilise adult learning principles
- Know specific needs of target group
- Linking farmers with market players is critical to sustainability - collaborative
- Activities must be system & region specific
- Mutual, tangible benefits to all involved
- Exit & scaling out/up early in process
- Have adequate trained facilitators and sources of adequate technical knowledge.

# Phases in full F2F process



# Scaling out & scaling up

- Scale out by expanding # of groups
  - Yourself
  - Partners
- Capacity development
  - human capacity development
  - institutional capacity development
- Communication strategy
  - mass media methods – mainly
  - audience beyond direct contact farmers.



# Some techniques for F2F

- Farmer-led field days/Expos
- Use of farmer experts
- Demonstrations/farmer experiments
- Cross visits to other groups or champion farmers
- Field, observational, experiential learning
- Farm walks
- Participatory workshops with farmer speakers and facilitators
- Visits to markets, supermarkets, traders/wholesalers, processing factories
- Discussion groups
- Photos and videos of farmer's fields, demonstrations or talks
- Simulation games
- Stimulate all the senses: Visual, Audio, Kinesthetic, Olfactory
- Publicise successes using newspapers and radio, highlighting the farmer views.

# Planning an effective mango Expo

To develop a **draft** plan for the first mango Expo focussed on collector/farmers and early-season production techniques.



# Expo workshop

## ■ Purposes:

- ❑ Provide a process to achieve the purpose and outcomes of a Expo, farmer field days and similar activities
- ❑ Ensure consideration of the widest range of ideas, tools & processes before finalising the visit
- ❑ Ensure incorporation of principles of adult learning and good communication in process design

## ■ Objectives – For participants to:

- ❑ Develop a draft plan for the first Expo that incorporates collectors/farmers and partners and includes adult learning principles and good design
- ❑ Rate the workshop as enjoyable, relevant, clear, and to have improved the Expo plan.

# Steps in planning an Expo

1. Gathering background?
2. Identify stakeholders
3. Develop purpose & objectives for Expo
4. Relevance check
5. What activities will achieve objectives
6. Develop a plan for expo activities
7. Check back on process to achieve outcomes
8. Pre-Expo tasks
9. Plan feedback session by collectors
10. Post-Expo tasks
11. Finalise Expo plan

# Principles for effective F2F Expos

- Purpose matches target audience needs
- Farmers have key role in communicate message
- Farmer to farmer discussion & questions to presenters possible
  - discussion & questions encouraged
  - plenty of time for two way communication
  - groups small enough < 20
- Activities & objectives/outcomes match
- Continuous improvement
  - present > evaluate > reflect > improve

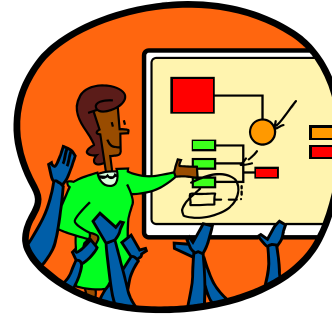
# Step 1. Gathering background

- What is the farmer & Syngenta need?
- Why an Expo?
- What is already in place?
  - Vision for early season production & Cultar
  - Goals for early season production
  - Existing activities, e.g.
    - Location, timing & existing plans for Expo
    - Link between Expo & field days

# Step 2: Identify stakeholders



Expo design team



Technical specialists

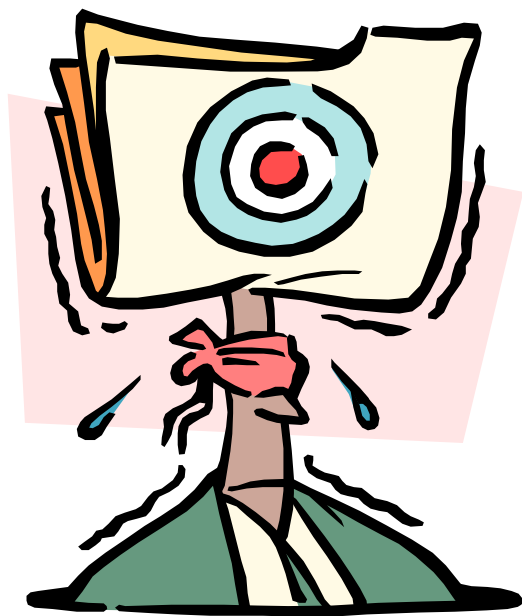


Funders



Target audiences

# Identify target audience



- Who are the target audience/s for the Expos?
  - collectors
  - farmers
  - others e.g. BPTP, local DINAS?
- How define collector, farmer?
- What are their interests?
- What are their levels of experience & knowledge on the topic?
- How many?

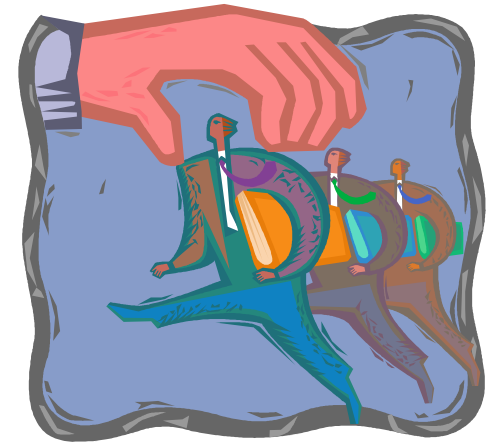


# Selection of attendees

## ■ Criteria:

- ☐ Collectors size
- ☐ Innovativeness
- ☐ Location
- ☐ Quota for women?

## ■ Who will select and contact attendees?



# Step 3. Identify purpose & objectives for the Expo



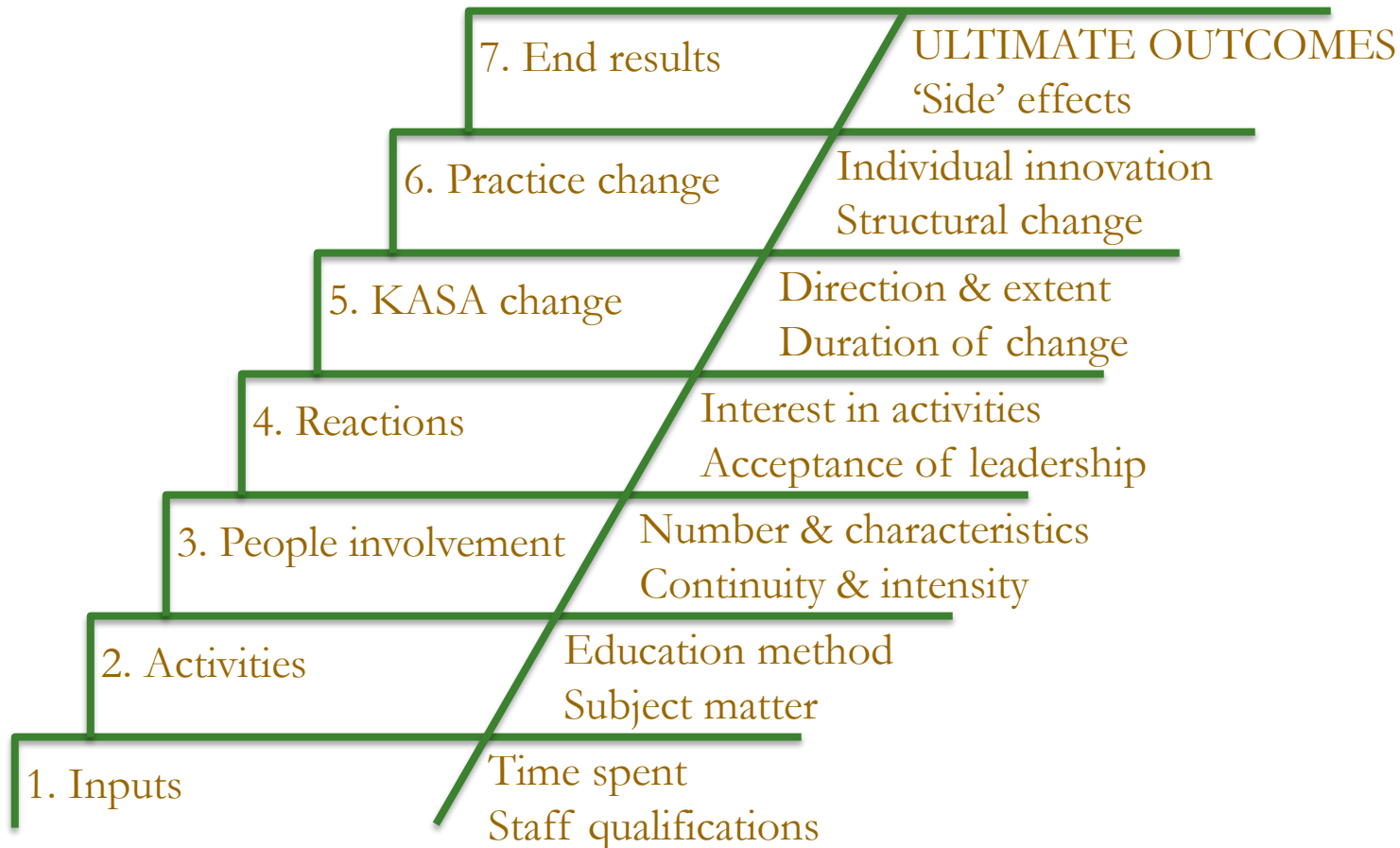
- What is the broad purpose of the Expo?
  - Why are we having the Expo?
  - What are we trying to achieve?
- Examples of purpose
  - For farmers to become aware of the advantages of improved variety
  - For farmers to learn the techniques and their advantages for pruning their mangos
  - For farmers to learn how to improve feeding of cattle.

# Develop outcome-based objectives



- What would a successful Expo look like?
- What knowledge, information or skills would we like participants to take away?
- What kind of learning experience would we like participants to have?
- Can use levels of Bennett's Hierarchy.

# Bennett's objectives in chain of events



Source: Bennett, C.F. 1979, *Analysing Impacts of Extension Programs*  
Science and Education, USDA, Washington, USA.

# Well written objective

- Identifies a specific audience
- Identifies an end state or outcome
- Includes a measurable component.



# Examples of Expo objectives

## ■ Reactions

- ❑ For 90% of farmers attending to rate the Expo activity as relevant, easy to understand, adaptable to their farms and enjoyable.

## ■ KASA – Knowledge, Attitude, Skill, Aspiration

- ❑ For 80% of farmers to be able to list the key advantages of the recommended pruning technique (knowledge)
- ❑ For 80% of farmers to be able to prune their mangos in the recommended way (skill)
- ❑ For 60% of farmers to have committed to prune their mangos in the recommended way next season (attitude)
- ❑ For 60% of farmers to believe they can increase their mango income by 30% or more over the next 5 years (aspirational).

# Examples of Expo objectives

## ■ Practice

- For 200 farmers in target villages to have pruned their mangos in the recommended way by 2016.

## ■ End Results/Outcomes

- Increased per tree income in target villages by 30% by 2017.

# Step 4. Relevance check

- Expo must address farmer problems:
  - Have farmers/collectors identified this as a need?
  - Can a link be established to farmer's needs?
- Also, will it be:
  - relevant and attractive
  - innovations that are affordable, observable
  - have multiple benefits
- What assumptions underpin success? e.g.
  - Site is appropriate for objectives
  - Have technical and communication skills.



# Step 5. What activities will achieve our objectives?

- Activity includes any extension activity, process, tool, medium or idea
- Include adult learning principles
- Brainstorm for activities against objectives

**Imagination is more important than knowledge (Einstein)**

- Why suggested?
- How deliver?

# Adult learning principles

- Ensure farmers are at ease
- Ensure farmer needs or problems addressed
- Acknowledge and build on the experience
- Use participatory activities
- Involve participants in discussion and debate
- Ensure participants feel a sense of achievement/progress.

# Matching objectives with activities

Objectives	Activities
Objective 1	
Objective 2	
Objective 3	

# Assess activities, processes, media, ideas

- Any obvious groupings?
- Which objectives are more important?
- What resources of time, money, people?
- What skills, knowledge required to deliver?
- Do we have them or can we acquire them?
- Given this how easy to deliver?

# Prioritise activities, processes, media, ideas

Activity	Objective	Importance	Ease of delivery
Activity 1			
Activity 2			
Activity 3			
Activity 4			

# Step 6: Develop a plan for Expo activities

- Which activities will best deliver objectives & purpose?
- Why chosen? How will they deliver objectives?
- What exactly will the activity involve?
- Who will conduct?
- Which farmers/collectors to act as speakers/demonstrators
- How long will it take?
- What order for activity?

# Plan of activities for expo

Activity	Objective	Description	Who	Time	Order
Activity 1					
Activity 2					
Activity 3					
Activity 4					

# Resources for activity

Activity	Resources	Source/cost?	Who?
Activity 1			
Activity 2			
Activity 3			
Activity 4			



# Step 7: Check back on process to achieve outcomes

- Will activities achieve all objectives?
- How well will activities achieve KASA change?
- How well will process achieve behaviour change outcomes and impacts.



# Step 8: Pre-Expo tasks

- Promotion
  - How, What media? When?
  - Hooks for participants & media?
    - What is something special or different that will get people/media to attend the day?
- Planning of activities
  - Develop plan for each activity
    - objectives
    - resources
    - instructors
    - content/process
    - time
  - See processes for Methods/Results demonstrations.

# Pre-expo tasks

- Organise practice session of activities
  - ❑ When, where
  - ❑ Who will evaluate presentations/demonstrations
  - ❑ Feedback & review
- General organisation
  - ❑ Speakers & other people
  - ❑ Venue, site, permissions, transport, tents, chairs
  - ❑ Site map & program
  - ❑ Water/food
  - ❑ Camera/video/paper/pencils/markers
  - ❑ Information, handouts, posters
  - ❑ Demonstration requirements & resources
  - ❑ Insurance.

# Step 9: Feedback session by collectors

- Draw up program for feedback session by collectors to others
  - Which farmers to conduct?
  - Assisted by whom?
- Plan to include
  - purpose/objectives
  - target audience
  - activities to conduct: demonstrations etc.
  - programs
  - pre & post activities including evaluation.

# Step 10: Post-Expo tasks

## ■ Evaluation

### □ Process evaluation

- how organised
- audience feedback & self assess

### □ Outcome evaluation – see objectives

### □ Follow up & reflection

- what worked well & what didn't
- how can we improve next time?
- what changes have farmers made/why & why not?

## ■ Reporting.

# Linking questions, data & method

Question → Data → Method

How enjoyable	Participant ratings	Dartboard/survey
Δ attitude	Participant ratings	Dartboard/survey
Why/why not	Participant comments	Survey comments
Effective presentation	Presentation criteria	Someone to judge

# Focus the evaluation

- What are the key questions the evaluation will answer?
- What are the ‘must knows’ versus ‘nice to know’
- Start with Bennett’s hierarchy.

# Questions to focus the process evaluation

- Evaluate how each activity was delivered
- How well did the delivery activities work?
- Was the targeted content or materials used?
- Did the participants react as planned?
- What promotional activities failed or worked?



# Process questions

Question	Data	Method

# Questions to focus the outcome evaluation

- KASA, behaviour change, end result!
- How was the activity rated?
- Did participants increase knowledge as targeted?
- Did participants improve targeted performance?
- Did participants change their practices & why?

# Outcomes questions

Question/objective	Data	Method

# Identify information/data needs

- What information or data needs to be collected to answer each key questions
  - refer back to Bennett
  - 'soft' data versus 'hard' data
- Process evaluation
  - What data to answer the process questions? e.g.
    - presentation delivery - use presentation criteria, ratings of clarity
    - effectiveness of promotional activities - # attended vs targets
- Outcome evaluation
  - What data to answer the outcome questions? e.g.
    - commit to prune mangos (attitude) - rating of commitment
    - knowledge of pruning (knowledge) – rating of knowledge

# Process data

Question	Data	Method

# Outcomes data

Question/objective	Data	Method

# Linking questions, data & method

Question → Data → Method

How enjoyable	Participant ratings	Dartboard/survey
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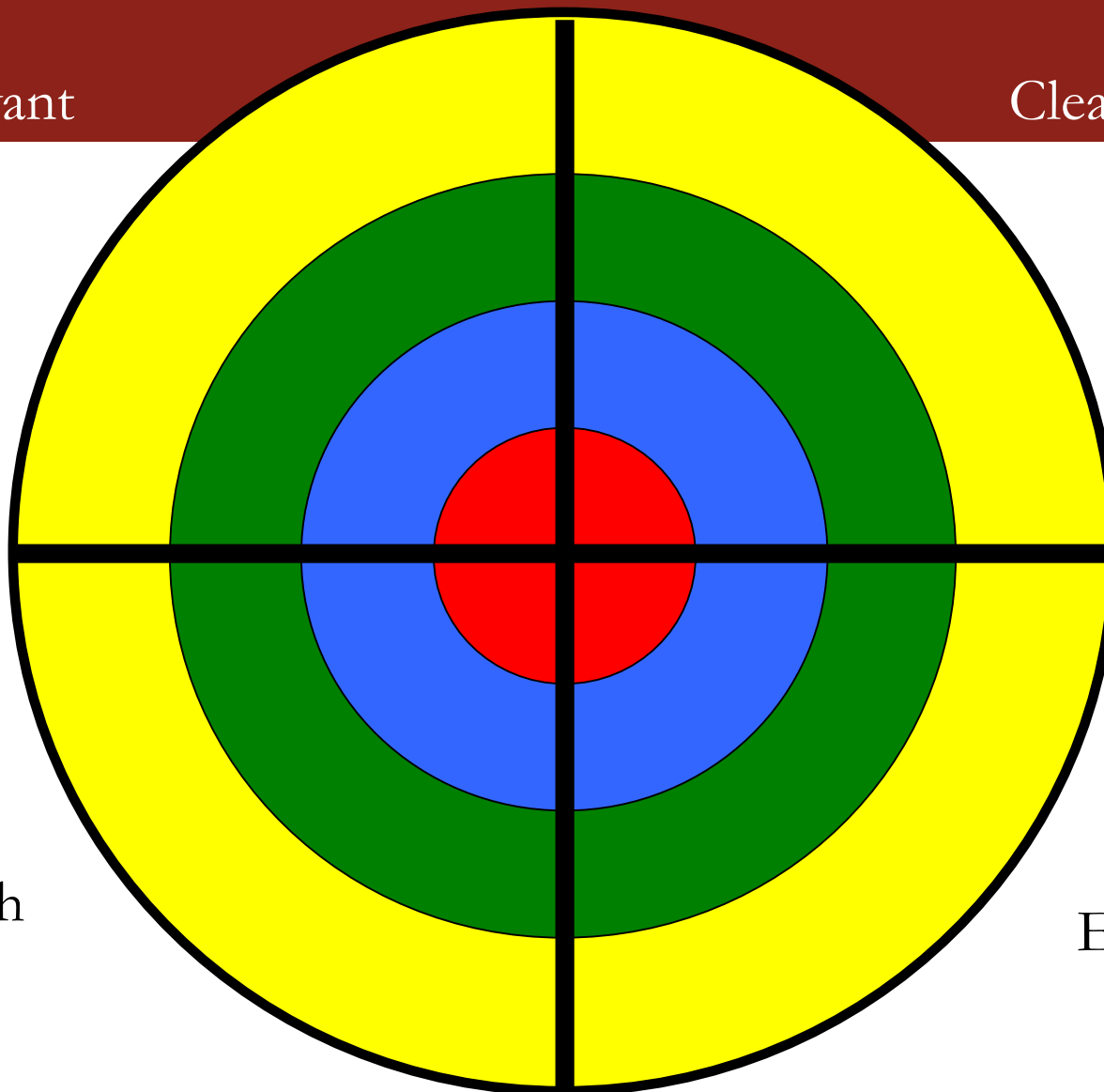
# Techniques for data collection

- Written/verbal responses
  - rating scale
  - open-ended question
- ORID – will explain later
- Observation – e.g. people's responses
- Direct measurement – e.g. # attending
- Dartboard – will explain later.



Relevant

Clear



How much  
learned

Enjoyable

Centre = Right on target



Australian Government  
Australian Centre for  
International Agricultural Research



Agribiz RD&E Services  
Effective development outcomes by integrating RD&E

Collins Higgins Consulting

# Identify information sources & data collection methods

- What methods of collection might be suitable & why?
- Which method for which data?
  - How collect the data for process questions?
  - How collect the data for outcome questions?
- Should we sample?

# Process method

Question	Data	Method

# Outcomes method

Question/objective	Data	Method

# Step 11. Finalise Expo plan

- Meeting of relevant participating organisations
- Possible topics:
  1. Agree on title for Expo
  2. Finalise the purpose and key learning objectives
  3. Discuss cultural, contextual situations & how to overcome
  4. Finalise time & selection process to maximise attendance
  5. Finalise activities that you conduct to maximise learning
  6. Finalise pre-Expo tasks

# Finalise Expo plan

## ■ Possible topics continued:

7. Finalise program for day
8. Finalise list of resources & where & how to source
9. Develop budget
10. Plan the feedback/evaluation session
11. Assign roles, responsibilities and deadlines to staff and organisations including who will mentor/assist the farmers presenters.

# Review: Effective F2F Expos must ...

- Be based on farmer needs
- Include collectors as key presenters to sell the message
- Allow time & opportunity for discussion & questions
- Closely match objectives with activities
- Be planned with partners
- Be evaluated

**Does our Expo plan include these?**

# Feedback Expos: ORID

- ORID – Objective, Reflective, Interpretive, Decisional
- O – What were the key things you learnt about planning Expos?
- R – What frustrated you? What was the highlight?
- I – What is the significance of this session for F2F projects?
- D – What if anything do you plan to do differently as a result of this session?



# Feedback Expos: Dart Board

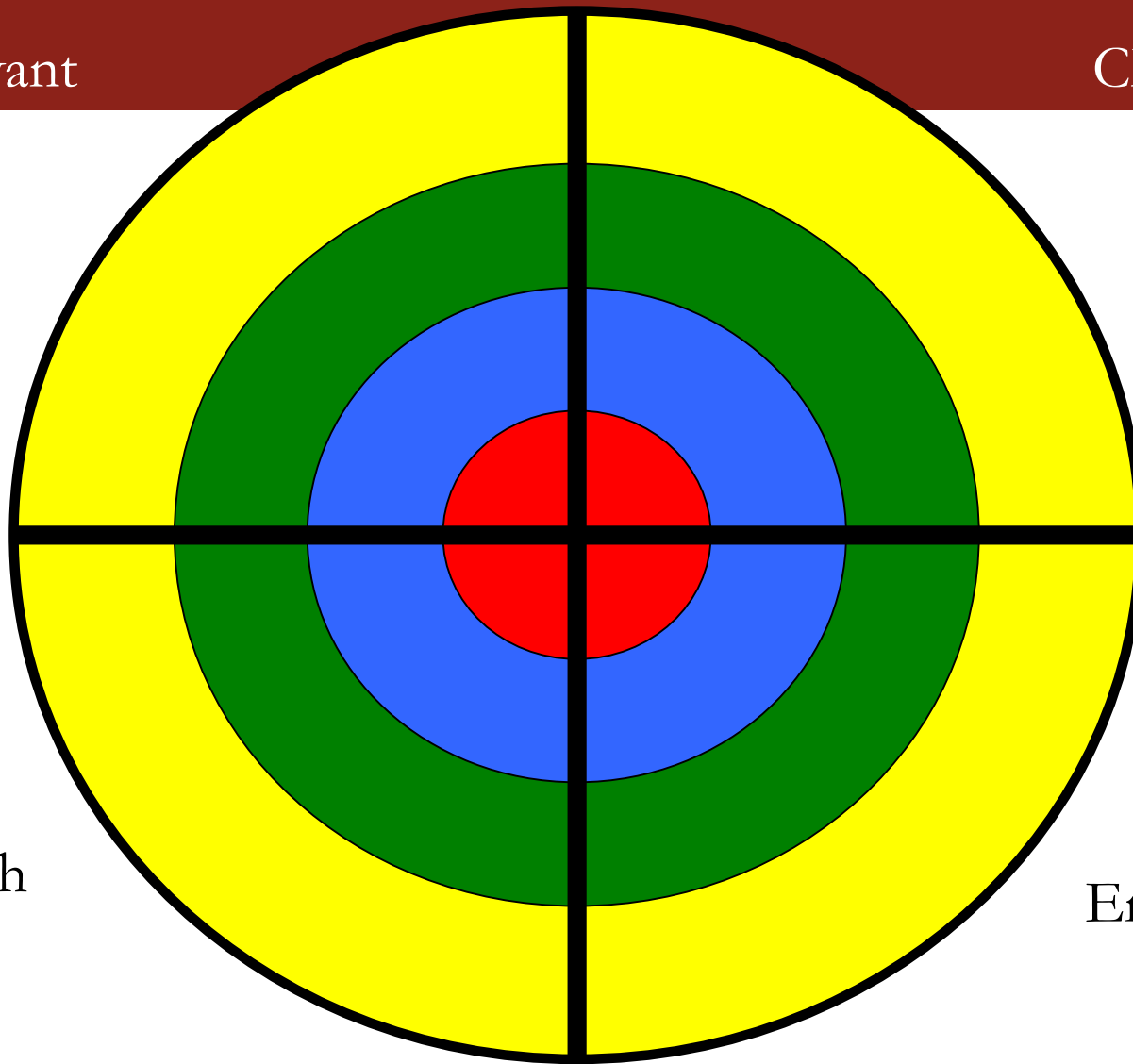


■ Please rate the workshop:

- ☐ how relevant?
- ☐ how clear?
- ☐ how much learned about planning Expos?
- ☐ how enjoyable?

Relevant

Clear



How much  
learned

Enjoyable

Centre = Right on target