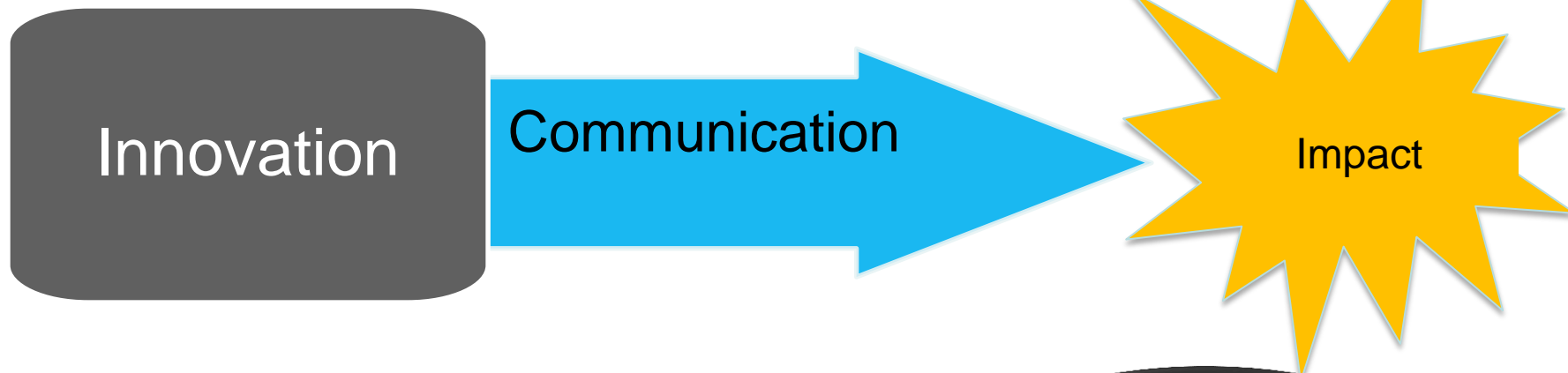


Communication: The Cassava Weed Management Project's Experience

**Godwin Atser, Alfred Dixon, and Friday
Ekeleme**

A presentation at the Launching and 1st General Planning Meeting 27-29 January 2016,
Conference Centre, IITA, Ibadan.

Diffusion of innovations



- 1920s – Hybrid maize, 2-4-D etc
- 25% higher yield
- Adoption was low



Strategic communication:

The right message

through the right media

to the right audience

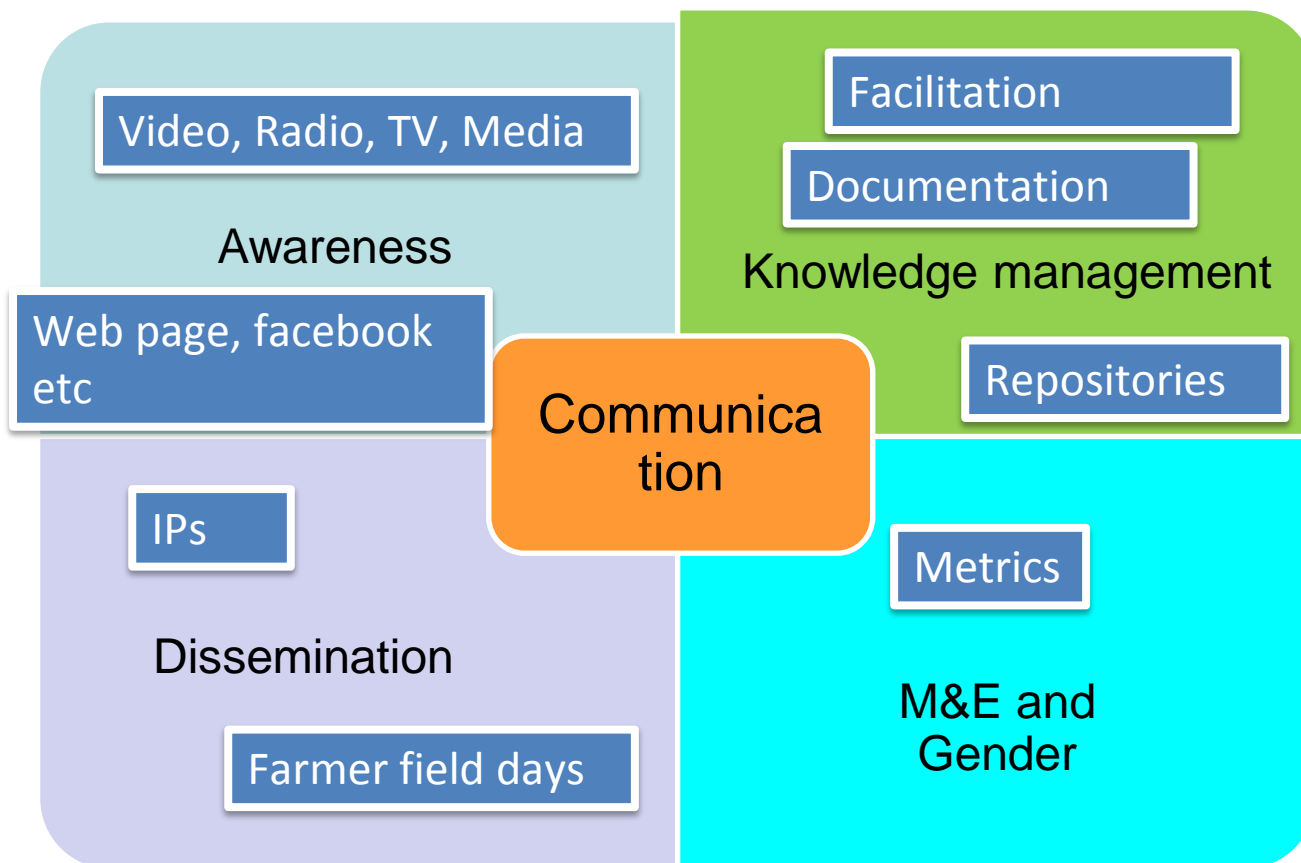
at the right time

and with the right effect.



Why Strategic Communication

- Accelerate and improve people's behavior, e.g., farmers' adoption of technologies and behaviors that lead to sustainable agriculture.
- To create and sustain good public image of the project
- Generate excitement in an entire community that leads to community-wide behavior change.
- Empower local people to speak for themselves and to continue their efforts into the future.
- Persuade decision makers to adopt new policies for research and build constituency and support for R4D at the same time.
- Develop partnerships among governments, NARS, local communities, NGOs, and media to encourage people to work together for adoption processes and change.
- Receive feedback

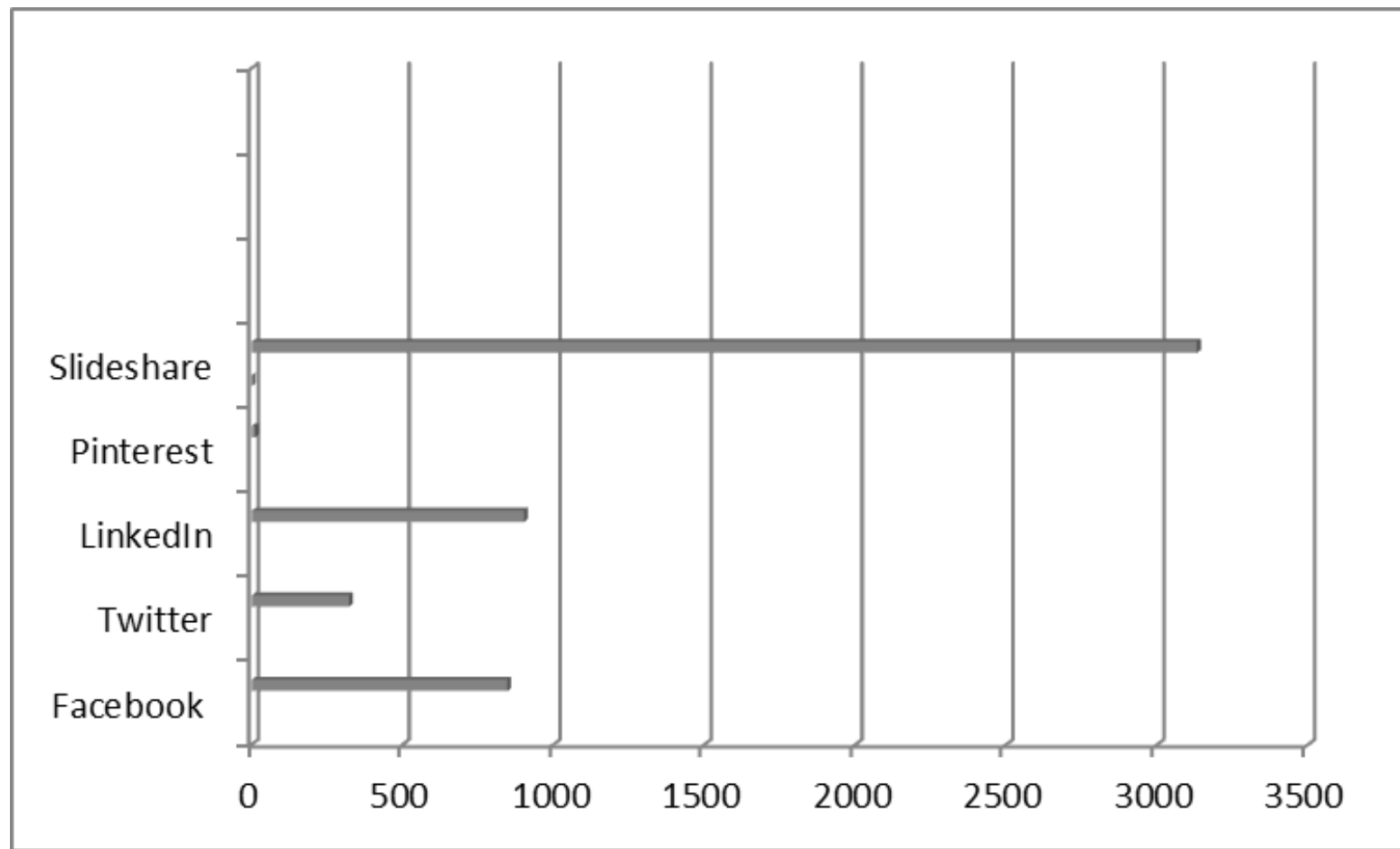


- Drafted a strategy with quick wins
- Website
- Project brief
- Flyers/newsletter
- Press releases
- Video production



- <http://www.cassavaweed.org/>
- <https://www.facebook.com/#!/Sustainablecassava systems>
- <https://www.facebook.com/#!/cassava.weedmgt>
- <https://twitter.com/Cassavaweedmgt>
- <https://ng.linkedin.com/pub/cassava-weed-management-project/ab/831/13>
- www.slideshare.net/CassavaWeed14
- <https://www.pinterest.com/cassavaweed/>

Social Media



Use of Media

Talking indirectly to the media



Talking directly to the media



12/1/2015

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A

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IITA Cassava Weed Management Project signs MoU with SON

By Foluké Ojumu | Publish Date: Dec 2 2015 8:19PM | Updated Date: Dec 2 2015 8:21PM

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Engaging the ADPs

- Signed MoU
- Conducted the TNA



Extension: Farm family ratio

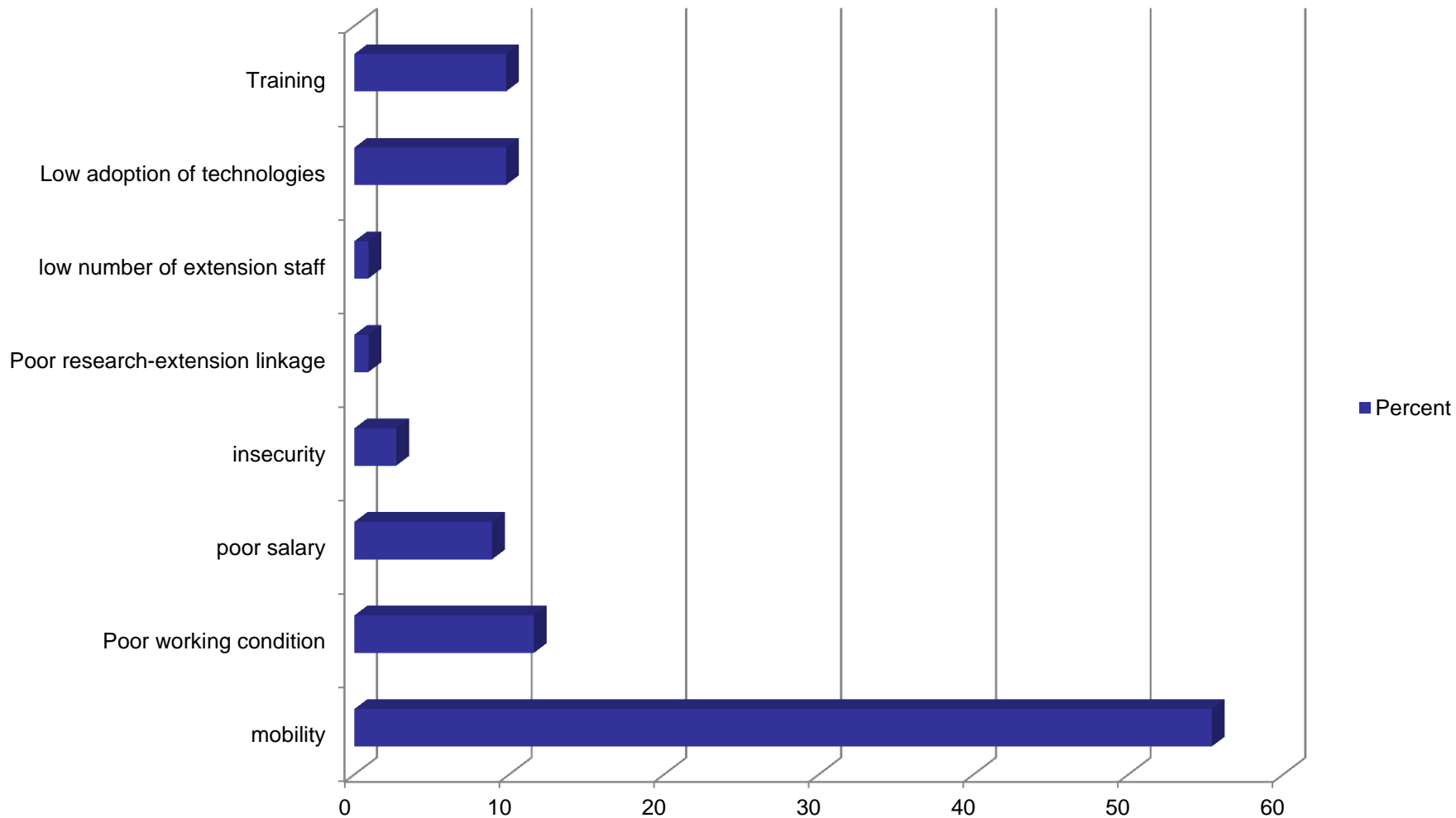
States	Extension/ Farm Families Ratio 2011	Extension/ Farm Families Ratio 2012
Abia	1:2700	1:2700
Benue	1:3500	1:4000
Ogun	1:3364	1:3364
Oyo	1: 3773	1: 3997
Average		1:3011

Source: National Agricultural Extension and Research Liaison Services

Overall Rating of Level of Competence in Cassava Weed Management

Level of competence rating	F	%	Range of scores	Mean	SD	Minimum	Maximum
Low	50	44.6	24.00-39.00	39.62	4.81	24.00	48.00
high	62	55.4	40.00-48.00				

Constraints faced by extension staff



- Engaging farmers
- KAP Study
- ✓ To help us understand where they are
- ✓ What are the gaps
- ✓ What are the sources of info



Gender



Taking advantage of events

- Branding of demos
- We capitalize on key events: e.g. World Food Day, World Youth Day, World Women Day etc
- Logos on our assets
- Exhibitions



Internal communication

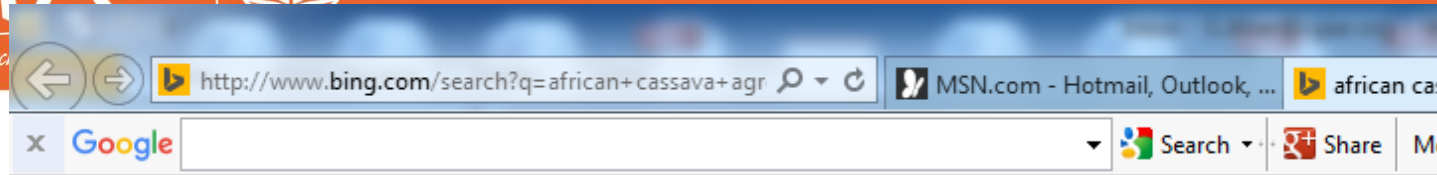
- Monthly meetings
- Joint quarterly Meetings
- Emails and Telephones



Communicating with the Gates Foundation

- The foundation does not require grantees to acknowledge the foundation in materials or publicize the foundation's grant, either through the media or through other communications channels.
- As outlined in your grant agreement, the foundation reviews any grantee materials that include the foundation's name. This includes but is not limited to press releases, brochures, websites, newsletters, and annual reports.
- We request 10 business days to review materials.
- Please notify Grantee.Comms@gatesfoundation.org (and copy your program officer) as soon as possible if you are planning on issuing a press release, or sending other materials for approvals. This helps prepare us for your request so we can manage it as quickly as possible. When you send the materials, please also include:
 - Information about the grant must remain confidential and should not be announced publicly until the grant agreement has been signed and returned to the foundation.

- When spelling out the “Bill & Melinda Gates Foundation,” please use the ampersand, rather than spelling out “and” Please use “the foundation” (lowercase) in later references, rather than abbreviating the name to BMGF. “Gates Foundation” can be used when necessary for clarification.
- The foundation’s boilerplate language should not appear in grantee announcements.
- The foundation’s logo should not be used in grantee announcements.
- The foundation’s employees will not provide quotes for grantee announcements.
- The foundation’s name should not be used in the headline of the press release unless it is a joint release with the foundation. However, our name may be used in a sub headline.
- Sentences should not lead with the foundation’s name



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Conclusion

- Communication requires joint efforts (Researchers, Support Staff, Communication Specialists etc)
- Communication should be involved at the proposal stage and through out the life cycle of the project
- We need to get the word out
- We need to set clear targets as it relates communication
- Innovate, Inform and implement

Support Staff



Acknowledgement

Principal Investigator:



Implementing Partners:



ADPs
FMARD

Funds from:

BILL & MELINDA
GATES foundation



*... Merci Beaucoup
... Thank You*

Role of communication

