Communication: The Cassava Weed Management Project’s Experience

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• 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
Communication

- Video, Radio, TV, Media
- Awareness
- Web page, facebook etc
- Dissemination
- IPs
- Farmer field days

Knowledge management
- Facilitation
- Documentation
- Repositories
- Metrics

M&E and Gender
• Drafted a strategy with quick wins
• Website
• Project brief
• Flyers/newsletter
• Press releases
• Video production
• [http://www.cassavaweed.org/](http://www.cassavaweed.org/)
• [https://www.facebook.com/#!/Sustainablecassava systems](https://www.facebook.com/#!/Sustainablecassava systems)
• [https://www.facebook.com/#!/cassava.weedmgt](https://www.facebook.com/#!/cassava.weedmgt)
• [https://twitter.com/Cassavaweedmgt](https://twitter.com/Cassavaweedmgt)
• [https://ng.linkedin.com/pub/cassava-weed-management-project/ab/831/13](https://ng.linkedin.com/pub/cassava-weed-management-project/ab/831/13)
• [www.slideshare.net/CassavaWeed14](http://www.slideshare.net/CassavaWeed14)
• [https://www.pinterest.com/cassavaweed/](https://www.pinterest.com/cassavaweed/)
Social Media

- Slideshare
- Pinterest
- LinkedIn
- Twitter
- Facebook
Use of Media

Talking indirectly to the media

Talking directly to the media
IITA Cassava Weed Management Project signs MoU with SON

By Tochukwu Najiri | Publish Date: Dec 2, 2015 8:19 PM | Updated Date: Dec 2, 2015 8:21 PM
Engaging the ADPs

- Signed MoU
- Conducted the TNA
## Extension: Farm family ratio

<table>
<thead>
<tr>
<th>States</th>
<th>Extension/Farm Families Ratio 2011</th>
<th>Extension/Farm Families Ratio 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abia</td>
<td>1:2700</td>
<td>1:2700</td>
</tr>
<tr>
<td>Benue</td>
<td>1:3500</td>
<td>1:4000</td>
</tr>
<tr>
<td>Ogun</td>
<td>1:3364</td>
<td>1:3364</td>
</tr>
<tr>
<td>Oyo</td>
<td>1:3773</td>
<td>1:3997</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>1:3011</td>
</tr>
</tbody>
</table>

*Source: National Agricultural Extension and Research Liaison Services*
## Overall Rating of Level of Competence in Cassava Weed Management

<table>
<thead>
<tr>
<th>Level of competence rating</th>
<th>F</th>
<th>%</th>
<th>Range of scores</th>
<th>Mean</th>
<th>SD</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>50</td>
<td>44.6</td>
<td>24.00-39.00</td>
<td>39.62</td>
<td>4.81</td>
<td>24.00</td>
<td>48.00</td>
</tr>
<tr>
<td>high</td>
<td>62</td>
<td>55.4</td>
<td>40.00-48.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Constraints faced by extension staff

- Training
- Low adoption of technologies
- Low number of extension staff
- Poor research-extension linkage
- Insecurity
- Poor salary
- Poor working condition
- Mobility
• 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
African Cassava Agronomy Initiative (Africana) project kicks-off today with plans to improve the livelihoods and incomes of cassava farmers in Africa.

Nigeria: Ondo Graduates Take to Cassava Cultivation, Get PIND Sponsorship
AllAfrica - 4 days ago
Akure — CHEVRON Corporation through its subsidiary, Partnership for Initiative in the Niger Delta (PIND), has engaged 40 Ondo youths ...

AfDB cassava programme to be unveiled
Zambia Daily Mail - 8 days ago
THE $80 million cassava ... the African Development Bank (AfDB) programme to be implemented by the commission in cassava growing ...
Conclusion

- Communication requires joint efforts (Researchers, Support Staff, Communication Specialists etc)
- Communication should be involved at the proposal stage and throughout 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:

Funds from:

ADPs
FMARD

Bill & Melinda Gates Foundation
... Merci Beaucoup
... Thank You
Role of communication

Awareness
- Television and Radio
- Blogging, tweeter, facebook
- Press release
- Newsletter

Interest/Knowledge
- Blogging, tweeter, facebook
- Interpersonal coms
- Newsletter

Appraisal
- Feature stories
- Newsletter
- Interpersonal coms

Trial
- Feature stories
- Newsletter
- Blogging, tweeter, facebook

Adoption
- Videos
- Blogging, tweeter, facebook
- Feature stories
- Newsletter