

Driving adoption with multi-media platforms: Cassava projects' winning strategy

Introduction

Communication plays a key role in the adoption of innovations (Rogers, 2003). These innovations could be improved agronomic practices, weed management practices or seeds, etc. In many farming communities of Africa, adoption of innovations is low due to poor access to information, differences in farmers' personal and socioeconomic status, and poor availability of extension-communication infrastructure.

Materials and methods

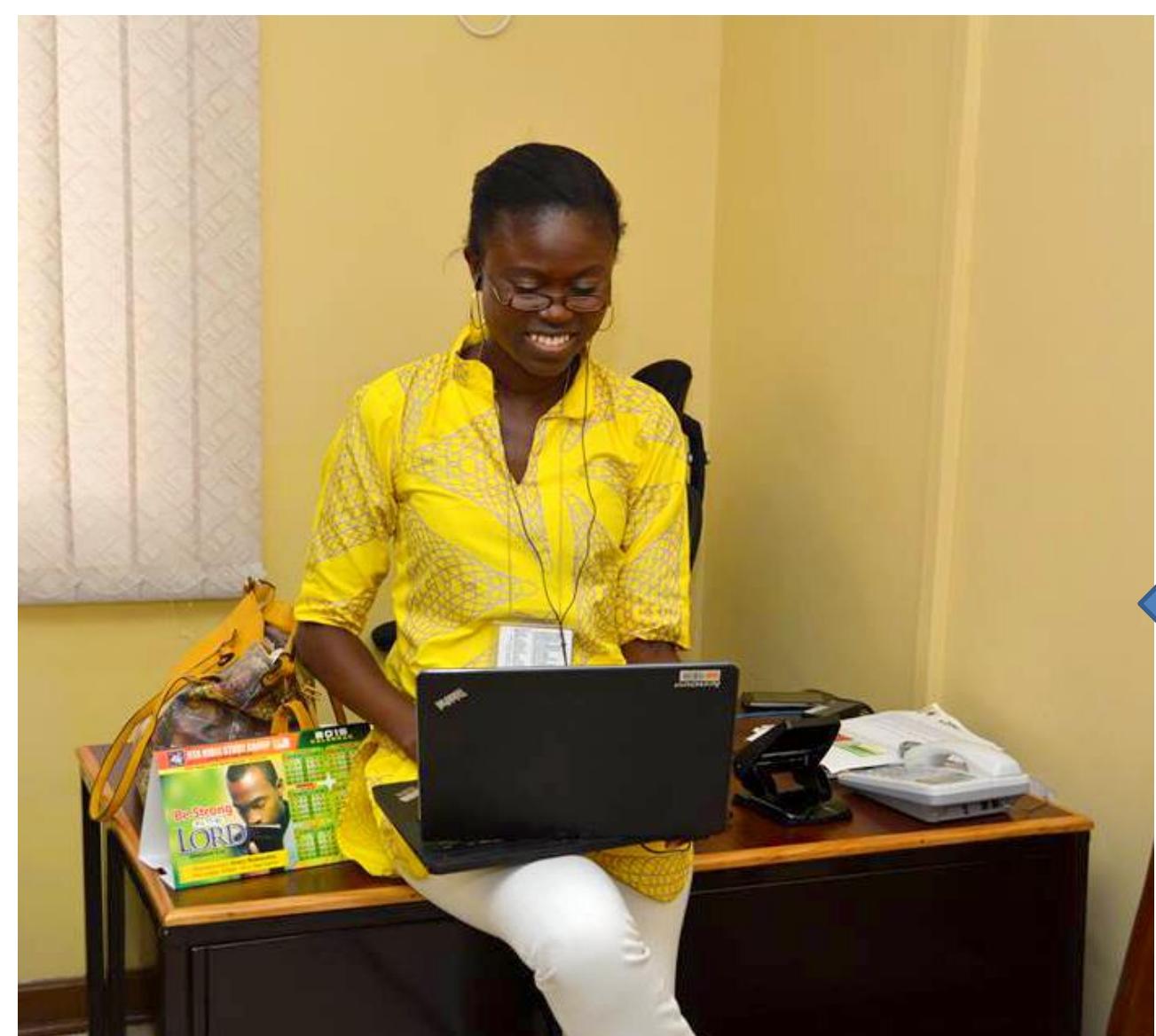
Given the limits of conventional agricultural extension systems, the Cassava Weed Management Project, African Cassava Agronomy Initiative, and BASICS have employed a mix of mass media platforms to raise awareness and catalyze the dissemination and adoption of improved weed control practices in cassava farming systems. These platforms include social media— LinkedIn, twitter, facebook, flickr, pinterest, youtube, website, Whatsapp, slideshare—and traditional media (newspapers, bulletins, television, and radio).



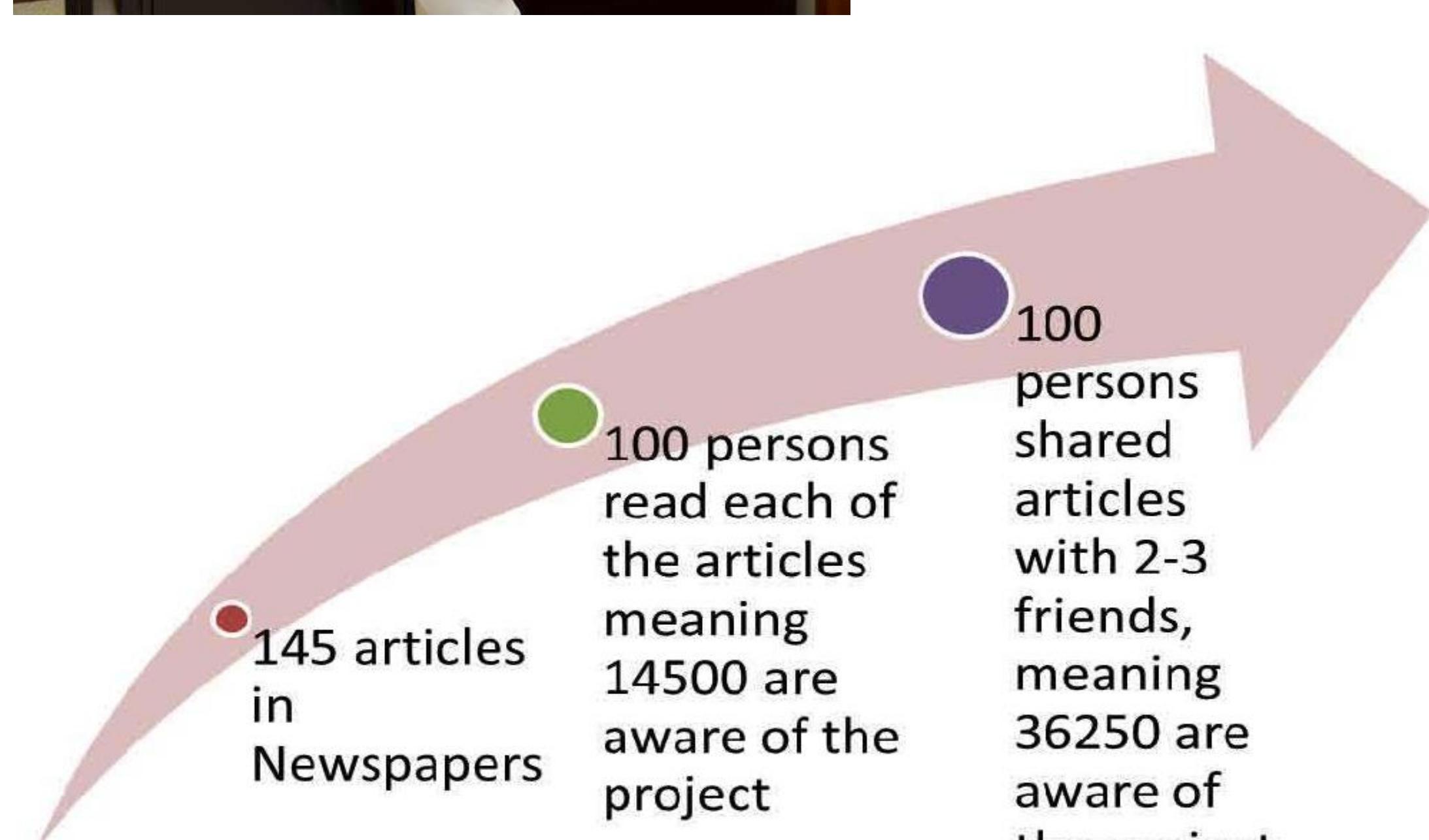
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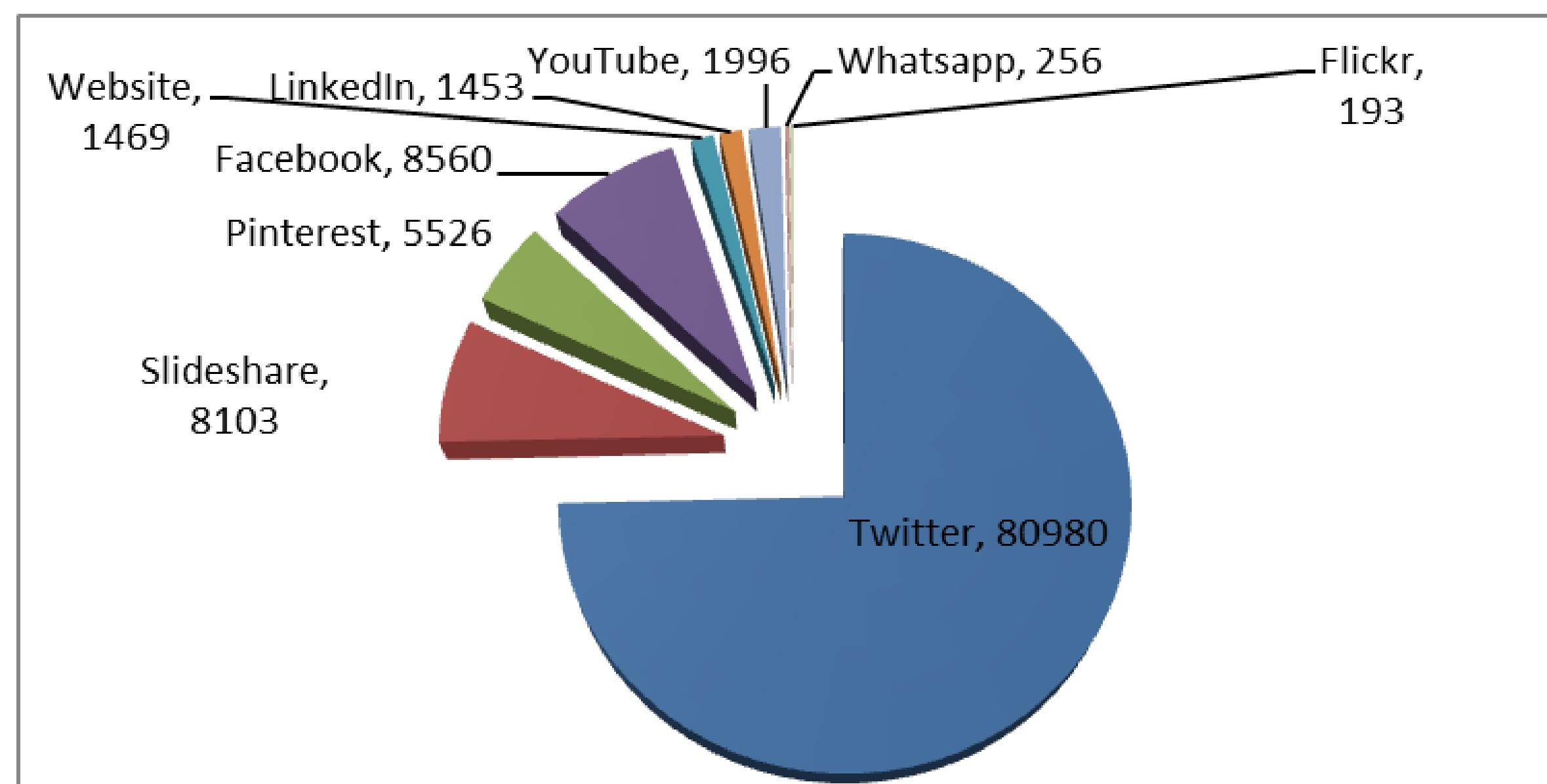


Trajectory of awareness of Cassava Weed Management Project in the newspapers

Results

The combination of these multiple channels has raised awareness about these projects to more than 108,536 people in the last 2 plus years. There has been massive exchange of not only information on best weed management practices and agronomy among farmers on these platforms but also exchange of planting materials and other cassava products such as gari. In 2015, 145 articles were published in several newspapers on the weed management project. Assuming 100 people read these articles, we will be reaching 14,500 persons. Farmers share information with one another and we projected that each of those farmers may have shared information to either 2 or 3 persons, meaning that 36,250 farmers were reached.

Farmers adopt technologies



Statistics of persons reached

Conclusion

The use of multi-media channels is a strategic approach that should be adopted across projects/programs for effective and efficient delivery and dissemination of innovations to reach large number of farmers at scale and at a cheaper cost.

References

- Rogers, E. M. 2003. *Diffusion of Innovations* (Fifth ed.). New York: The Free Press.
Sustainable Weed Management Technologies for Cassava Systems in Nigeria: A proposal submitted to The Bill and Melinda Gates Foundation on August 2013.

Partners

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