

How to...produce a dissemination plan to scale-up ISFM approaches

A dissemination plan makes sure everyone knows what is being proposed & what will happen. It ensures that the messages developed get to the key audiences in an efficient and effective manner.

It sets clear targets for the campaign and it maps out the resources (people and things) needed to make the campaign a success.

Step 1: Is the vision clear?

You need to be able to clearly communicate the vision for the campaign in two sentences. If you can't do it now you must be able to do it at the end of these 12 tasks.

Your vision may be very focused, about encouraging farmers to use a new variety of seed – or it may be broader about encouraging farmers to use a range of practices.

If you can't easily explain what you are trying to do – you will not be able to bring others with you.

Step 2: What are your constraints or targets you have?

You need to know what budget you have and any other constraints or targets you face. This can help drive you to be more creative – but you can't plan effectively without knowing the budget and any other targets. For example any funders will want you to target women farmers. Agriculture seasons may also present you with an unmovable timescale.

During various interactions with ISFM partners, including the write-shops, you will identify a number of stakeholders who are willing to participate in the dissemination campaign at different levels and in various capacities. Some partners e.g. the Ministry of Agriculture, NGOs involved in extension, media houses, information service providers, may work closely with research institutions to ensure dissemination of the ISFM information materials to the farmers and other target groups, while others such as some private sector players could potentially support the campaign activities through provision of resources such as funds, transport, etc. Think about what is required from these stakeholders in order to have a coordinated and effective campaign?

Step 3 What is/ are the target group(s)?:

Often farmers are those that will make key changes in practices on their farms – but for them to make those changes others need to change as well. For example, if the campaign involves a new variety of seed or fertilizer then the agro dealers may need to know about how it should be managed or sold. Extension staff, whether they are from the public extension service, an NGO or a farmer cooperative may need to know how to

advise farmers. So thought needs to be given on who the scale-up campaign needs to engage with – some will be target groups others will be partners - see step 7

Make a list of the target audiences in as much detail as you can – or how you plan to get information to the targets. E.g. targeting farming families through school projects. Remember if you say everyone – you will probably reach no one!

Step 4: What changes in attitude, knowledge, behavior and practices are sought as a result of the campaign?

Usually at the end result we are looking for in an ISFM dissemination/scale-up campaign is for farmers to be doing something differently.

Finding ways to produce organic matter that can be combined with fertilizer, making decisions about the best way to use the small amount of fertilizer that they can afford. Perhaps we want extension staff and agro dealers to be advising farmers in a different way to support the changes looked for at farm level. Also think about the long-term impact that the campaign could bring about.

For each of the audiences set out in task 3 (above) you need to state what change you are trying to affect.

Step 5: What are the key benefits for each target group

Before you try to set out the messages it is essential to map out the benefits for the target audience and find creative ways to express these. For example doubles your harvest for the cost of one bag of maize -(or even makes you more money/ food secure which is really the benefit)

Try to avoid listing too many features – or background information. Clarity is needed.

Step 6: What are the key messages for each different group.

They must raise awareness of the benefits of a practice or technology or of combining practices and technologies. But you also give people information they need to make decision. You also need to ensure you have included the information needed to implement a new practice or technology.

Step 7: What language do you plan to use? How you will test the translations or text?

Language is the most important aspect of communication. Most countries in Africa have many languages but there is always a common language that most people are able to speak and often read or write. When communicating to farmers, it will be cost-effective to use a common language spoken across regions, as opposed to using several local languages. For each of the target groups, think about the most suitable/effective language for communicating with them.

Consider the communication media that will be used with this language. For example is it practical to develop video, audio or print materials in the local language? Does the

language have symbols and syntax that will clearly communicate the messages? Are there some audiences that need materials in specific languages?

Will there be need for translations? How will you test these are correctly portraying the messages you need to deliver?

Step 8: What are the communication channels and tools you plan to use?

Communication channels and tools that are feasible will be a compromise between what is desirable and what is practical given the available resources. How will information be shared and communicated? What sort of channels could be used? For example, radio, video, an existing mobile agro-advisory service; a communication channel targeting children such as a comic, other distribution of channels or agricultural shows.

In most countries there are many different initiatives working to get information to farmers and other stakeholders. It makes sense to find ways to use limited funding wisely and where possible work with partners. Think through what needs to be done (activities) and about the communication materials (posters, videos, pamphlets, radio script, a set of sms messages etc.) that are needed.

You need to balance using the media that will reach the identified target groups with the resources you have.

Step 9: Which partners will you need to implement the campaign?

The campaign strategy will outline the activities or set of activities required to meet the set campaign objectives. These could be single or a combination of activities, one-off, a series, or repeated activities (e.g. radio programs, sms campaign, field days and demos on the ISFM technologies, etc.).

There is need to think about how these activities will be implemented – how can they be embedded into the partners work plans? Should some be implemented as additional stand-alone activities?

Some times this will involve contracts or memorandum of understanding – other times you will be sharing objectives and may work together very informally. It is important to clarify what you expect of any person or organization to contribute to the campaign.

Step 10: Do your plans fit your budget?

Stakeholders who will participate in the dissemination or scale-up campaign and the required resources – see step 2. Now is the time to double-check.

Step 11: What does success look like?

There is need to think about how the scale-up campaign will be monitored and evaluated.

Some campaigns include an option the opportunity for tracking results – for example sign up to a sms service or visits to a website. In other cases you may need to be clever about how you gather your information – for example if you are promoting a new seed variety can you work with the input dealers to see how much they have sold?

Using real data is cheaper, easier and more reliable than survey data. Some changes can also be easily observed – like moving may be observable

Task: find a couple of simple indicators of success and clarify how data is going to be collected

Task: read any useful M&E reports from similar projects – but remembers they are rarely critical or peer reviewed – see what they learned and also what they measured.

Step 12: Work plan and timescale

The campaign strategy document will inform stakeholders about the ISFM information materials being developed, the purpose of the materials i.e. to create awareness about the ISFM technologies being up-scaled and encourage farmers to adopt them. It will define the ASHC project, describe its products and services (L3 materials), how they will be disseminated (campaign objectives) and identify the target users.

The campaign plan is the practical application of the strategy. It will provide details of the necessary actions to achieve one or more campaign objectives. A good campaign plan summarizes **who, what, where, when, and how much** questions for a specified period. In the case of the campaign to promote priority ISFM technologies, the information collated during the write-shop (1-11 above) should answer the following questions:

- What are the ISFM technologies we are up-scaling?
- What uniqueness do the selected technologies have?
- Who are our target users?
- What campaign activities shall be implemented?
- Who will take responsibility for the activities? Who will be the other partners?
- Where will the campaign activities be implemented?
- When will the campaign activities be implemented? How often will they be implemented? How long will the campaign last?
- How much shall be spent on the campaign? (i.e. What resources?)
- How will the campaign be monitored and evaluated? And by who?

The campaign plan will outline the objectives, activity or set of activities required to meet each objective, the target users, time-frame, responsible or lead partner/other partners, budget and means of evaluating activity and indicators of progress.

But it should be short and easily to look up information you need. Short sentences; lots of headings and tables and checklists wherever possible and keep it up to date. It should be a dynamic document.

This could be presented in a matrix form as shown in the hypothetical example below:

Draft Campaign Plan - example

Objectives	Activity	Who?	Timeframe	Responsibility/ Assignment	Budget	Means of verification & Indicators of progress
To create awareness about priority ISFM technologies (name) to farmers in at least 50 districts of central Ghana	Identify champions to lead campaign	All partners – feed information to XXXX	April 2013	ISFM Inc. and Ministry of Agriculture (Kumasi)	No cost	At least 2 visits made to each target district and 2,000 farmers sensitized per year; MoV: Reports on visits
	Official Launch of campaign during field day					
	Produce flyer					
	Produce radio programs on the ISFM technologies					
	Produce videos on the ISFM technologies					
	Hold field days/demos on the technologies/ disseminate flyers on the same					