

Africa Soil Health Consortium (ASHC) project

Information Materials Development Workshop: Goals and Objectives

13 – 17 February, 2012. Bamako, Mali

Goal

The goal of this workshop is to strengthen the knowledge and skills of stakeholders in developing effective communication (extension) materials

Workshop Objectives

- 1 To create awareness of the ASHC project and increase participants' understanding of the need to produce and disseminate ISFM extension materials on Integrated Soil Fertility Management (ISFM).
- 2 To determine how stakeholder's interests merge with the project's goals.
- 3 To strengthen capacity of participants to evaluate strengths and weaknesses of existing extension materials on ISFM technologies available for dissemination.
- 4 To build participants' practical skills in developing effective extension materials.
- 5 To identify available resources for developing extension materials.
- 6 To develop a work plan for developing more extension materials
- 7 To develop strategies for evaluating development and dissemination of the ISFM extension materials.
- 8 To build a network of information generators, service providers and disseminators with a view to develop consensus and synergy in producing effective ISFM extension materials.