

Extension Africa Case Study-Regional Research Group B: West Africa- Problems and Issues

For

Policy Learning and Planning Workshop/Writeshop:
Improving Effectiveness of Extension and Advisory
Service

CTA Headquarters Wageningen, The Netherlands.
20-23 Aug 2013

Team Members

- Ademola Ladele
- Amadou Ndiaye
- Festus Annor-Frempong
- Laetitia Kima
- Majory Meliko

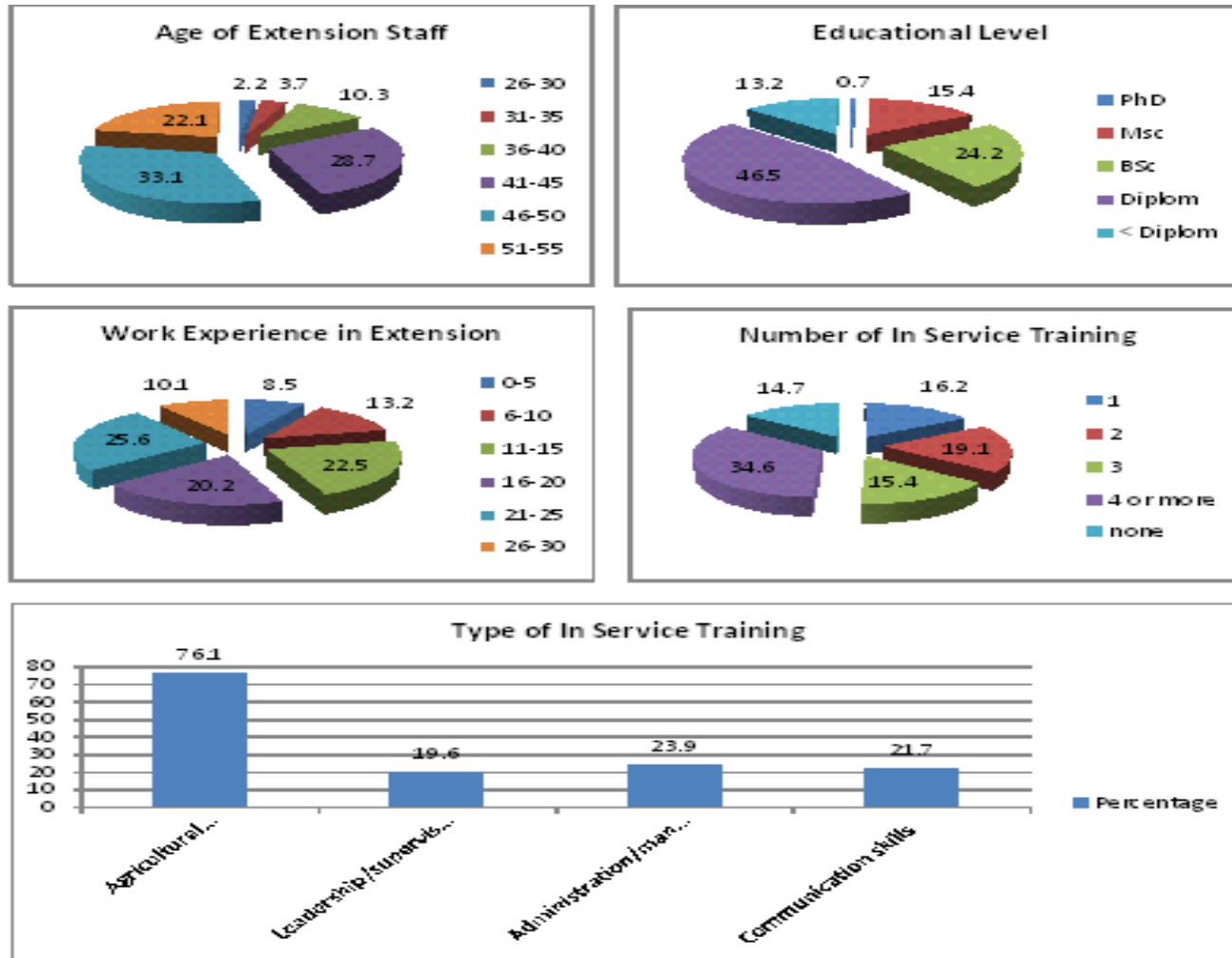
Methodology

- Cameroon
 - Southwest Region
- Ghana
 - All regions
- Nigeria
 - All regions
- Senegal
 - River-valley and Niaye regions
- A total of 138 structured questionnaire was collected from which descriptive statistics was used to analyses the data.

Demography of Extension Workers

- The worth of the nature, mission and work that an extension system carries out to a society is largely reflected by the quality and number of the technical and professional staff in the organization.

Demography of West African Extension Staff



Perception on Motivational factors

- Apart from the quality and number of the staff, for effective delivery, staff must be duly motivated.

Factors motivating Extension Staff

| Motivational Factors | Dissatisfy | Moderate | Satisfy |
|--|------------|----------|---------|
| My work as an extension agent. | 38.20% | 37.50% | 24.20% |
| My salary and incentives related to the job. | 49.60% | 32.10% | 18.20% |
| My achievement as an extension officer. | 34.30% | 38.00% | 27.70% |
| Resources I have to work with, such as transportation. | 37.20% | 56.20% | 6.60% |
| Achievements of extension. | 10.30% | 51.50% | 38.20% |

Ownership/Access to ICT

- Agricultural extension officers are the link bridging the communication gap between institutions and the farmers.
- Therefore, communication is crucial to diffusion of information.
- One important concept in communication is the channels of communication.
- ICTs have the potential to improve the effectiveness of extension delivery

Type of ICT owned/Accessed

| Type of ICT Technology | Yes | No |
|--|------|------|
| Own Landed phone | 60.9 | 39.1 |
| Own E-mail software (outlook, yahoo, hotmail, gmail) | 60 | 40 |
| Own Community Radio Programming | 60 | 40 |
| Own a Skype account | 60 | 40 |
| Own Facebook | 59 | 41 |
| Own Fax | 58.9 | 41.1 |
| Own Desktop/Office computer | 58 | 42 |
| Own Internet/ WWW in office. | 56.5 | 43.5 |
| Own LinkedIn | 53.5 | 46.5 |
| Own Laptop | 51.5 | 47.8 |
| Own Internet in cyber café. | 50 | 50 |
| Own Twitter | 49.6 | 50.4 |
| Own Cell phone | 44.4 | 55.6 |

Communication Training Needs

| | low importance | somewhat Important | High importance |
|--|----------------|--------------------|-----------------|
| Communication planning | 6.8 | 14.4 | 78.8 |
| Public relations skills | 6.8 | 15 | 78.2 |
| Supervision skills | 9.7 | 13.3 | 77.1 |
| Integrated rural development. | 3.7 | 19.3 | 77 |
| Coordination and linkage skills. | 7.4 | 17.8 | 74.8 |
| Involving the people in extension work | 9.7 | 15.7 | 74.6 |
| Critical analysis. | 8.1 | 18.5 | 73.4 |
| Advocacy skills | 12.6 | 14.1 | 73.4 |
| Promoting gender equity | 6 | 20.7 | 73.3 |
| Fundraising skills. | 8.1 | 20.7 | 71.1 |
| Community driven-development | 7.4 | 21.5 | 71.1 |
| A systems view of extension | 7.4 | 22.2 | 70.4 |

Communication Training Needs

| Assessing extension impact | 7.4 | 23 | 69.6 |
|--|------|------|------|
| Writing skills (Write with clarity and precision). | 16.5 | 14.2 | 69.4 |
| Listening skills. | 15.7 | 14.9 | 69.4 |
| A systems view of development | 5.9 | 25.9 | 68.2 |
| Lobbying skills | 12.5 | 19.3 | 68.1 |
| Computer literacy skills | 11.8 | 20.7 | 67.4 |
| Working with the media | 12.9 | 20.5 | 66.7 |
| Ability to use statistics to make a point. | 8.1 | 25.9 | 65.9 |
| Leadership skills | 11.1 | 23.7 | 65.2 |
| Grant writing skills. | 6.7 | 28.1 | 65.2 |
| Communication for development | 13.3 | 23.7 | 63 |
| Research methods. | 12 | 30.1 | 57.9 |
| Public speaking skills (Speak with a purpose) | 20.6 | 23.5 | 55.9 |
| PowerPoint presentation | 26.1 | 18.7 | 55.3 |

CTA Headquarters Wageningen, The Netherlands. 20-23 Aug 2013

Conclusions and Recommendations

- All nations follow the same pattern
- From the quality of the staff and their assess to ICT, we can conclude that the staff are not well equipped to handle modern day extension services.
- There is a need to improve on the capacity of staff by increasing in-service training based on prioritized need and review the curriculum of extension
- Provision of ICT technology to compliment face-to-face extension

- Thank You