



Drafting your message

Building best practices

Learning objective: To draft a short extension material that is focused, concise and clear.

Exercise

1. Analyze the problem and target audience

Analyze your audience. What are their priority needs and what can they afford?



The message has to build off the core message. What do people need to know to be able to implement correctly?

Analyze the problem and the solutions. Use the table below to briefly describe the problem, the cause of the problem, the technology options and the type of farmers who could adopt and benefit from the technology.

Problem	Cause	Option(s)	Who can adopt	Best medium to learn about technology
Brown plant hopper	Excessive early spraying	Reduce early spraying	All	Field demonstrations, brochure, radio

2. Technology description: Describe the technology in simple terms:

- Briefly list the essential parts of the extension message (i.e., the minimum knowledge needed to correctly apply the technology)?
- Briefly summarize the benefits (e.g., greater returns, less labor, better safety, lower risk)?
- Note any risks?
- Note any reasons why some farmers may not want to adopt the new technology?

Draft the extension materials.

3. Medium: Decide on the best medium of communication for your message (written, radio, video, etc.). For this exercise start with a simple written message. You may also need to develop an accompanying field tool such (e.g., color chart or other).

4. Draft the material:

Develop material that is:

- Focused and concise (don't say too much)
- Appropriate for the culture and literacy of the target group
- Easy to read and understand
- Illustrated with images easily understood by the target audience
- Logically ordered
- Active — write to encourage action and clearly state where farmers can get more information.

5. Pre-testing: Materials are usually pre-test materials with the target group and feedback is used to revise concepts, materials or approach. In this case share with your class participants.

Remember: Good extension usually includes field demonstration. What they read or hear may raise interest. What they see convinces them.

Developed by MA Bell and S Atallah February 22, 2007

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