



Food and Agriculture
Organization of the
United Nations



International
Plant Protection
Convention



Department
for Environment
Food & Rural Affairs

Soil health, the soil microbiome and plant health

Communication to support change

London, 21 – 23 September 2022

International Plant Health Conference



Africa Soil Health Consortium

Project implementation

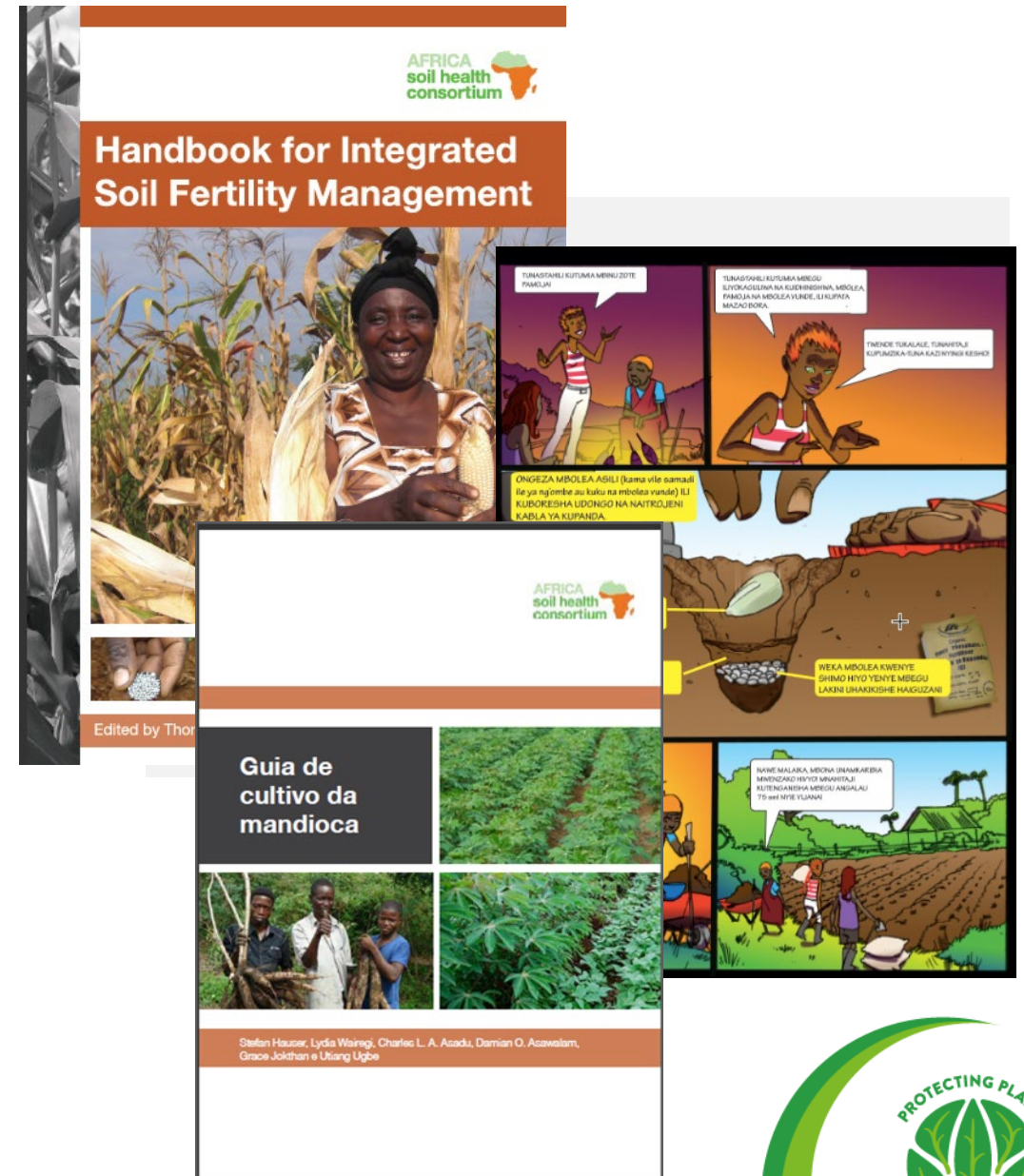
- Scale-up campaign model developed and tested
- Responsive partnership model used
- Mixed media – video, radio, drama, comics, VBA

Project outputs

- 18 scale-up campaigns were carried out in 4 countries reaching 1.3 million farmers
- Crops included maize, common bean, soybean, cassava, potato and banana
- Online resource of materials

Project outcomes

- Adoption rates increased by $\geq 20\%$,



Different approaches for different campaigns

Early warning campaign

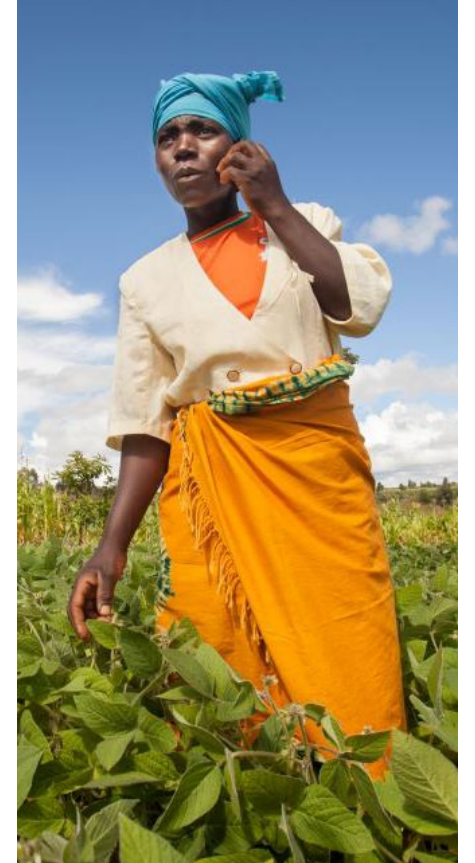
- ✓ **Aim**
Identification, prevention and management of Fall armyworm
- ✓ **Communication activities implemented**
Posters for public awareness; media briefings for journalists; radio interview series; fact sheets for support services; knowledge bank updates

New technology campaign

- ✓ **Aim**
Promotion of Rhizobium inoculant for legume farmers
- ✓ **Communication activities implemented**
Radio interview series; print guides for point of sale and extension; farmer posters; training of trainers, film screenings, Village Based Advisors

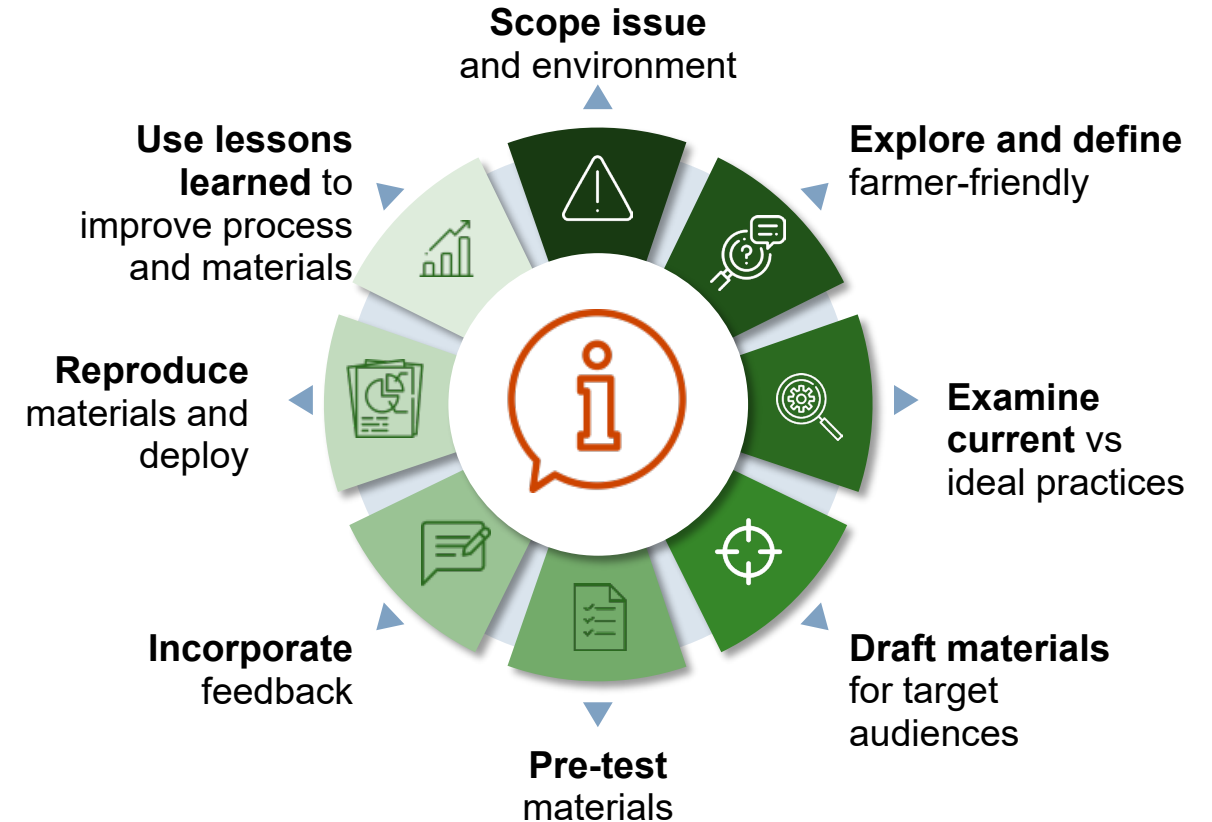
Good Agricultural Practices

- ✓ **Aim**
Good Agronomic Practices for maize, bean, Irish potato and cassava
- ✓ **Communication activities implemented**
Radio expert interviews interspersed with listener feedback using the *Uliza* phone-in system; SMS feedback; follow-up surveys to assess effectiveness



Content development

- Engage National stakeholders to ensure buy-in
- Communication specialists need to
 - Help identify key information
 - Simplify messages
 - Ground-truth practicality
 - Pilot messaging and materials
- Partnership between
 - Knowledge partners
 - Value chain partners
 - Delivery partners



Lessons learnt – information is necessary but not sufficient

- Barriers to changing practice are many e.g. too costly, too time consuming, inputs not available.
- Farmers are looking to address their problems and rarely only on information about the latest research
- Changing to a better version of an existing product or practice is much easier than a completely new product (e.g. rhizobia) – greater support required for the latter
- Stepwise approach to recommendations can encourage adoption
- Different communication approaches work better for different community sectors for example:





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asante

Dannie Romney

Global Director – Development, Communication and Extension

