Impact Checklist

Use the following as a checklist to help plan and implement your programs.
(The list follows the ASK ME extension framework.) .

Pre-project

- ☐ a. Identify target region in response to local demand or perceived opportunity
- ☐ b. Evaluate potential for impact (agricultural, institutional and/or political considerations)
- ☐ c. Identify partners and a likely local project driver. Build trust and a strong relationship
- ☐ d. Discuss and plan: Where possible, add value to and build off what exists: from needs assessment through to scaling up and M&E
- ☐ e. Establish benchmarks for collaboration partners

Audience and Needs

- ☐ a. Select and characterize target region for survey
- ☐ b. Review existing information and heavily consult local contacts
- ☐ c. Perform a (or review existing) stakeholder analysis (including a communication network and market analysis)
- ☐ d. Visit fields and talk with farmers to identify (or confirm) problems, true causes and possible options
- ☐ e. Conduct a baseline survey (identify impact indicators)

Solutions

- ☐ a. Select options for validation and/or identify needs requiring research
- ☐ b. Ensure technology matches farmers' circumstances and needs
- ☐ c. Ensure required inputs and market for additional produce are available
- ☐ d. Define recommendation domains – areas where potential technology fits

Key message

- ☐ identify critical elements of the message

Make your information practical, accessible, credible, relevant and engaging.

Message form and delivery

- ☐ a. Identify target communities and contact potential partners and collaborators
- ☐ b. Choose solutions and sites and plan demonstrations with farmers
- ☐ c. Build Capacity – with local project driver and collaborators: Train partners and collaborators in technology and participatory delivery
- ☐ d. Establish sites
- ☐ e. Visit and evaluate fields
- ☐ f. Conduct field days and farm walks – encourage farmer-farmer awareness raising and sharing
- ☐ g. Identify target zones for scaling up
- ☐ h. Revisit farmer communication networks and work with these for effective dissemination
- ☐ i. Establish a communication/ Extension campaign committee
- ☐ j. Distill and refine message for further farmer-preferred technologies
- ☐ k. Design and plan the communication/ Extension campaign (include a message design workshop)
- ☐ l. Design, test, adapt and produce communication materials
- ☐ m. Initiate and build communication program around (preferably farmer-led) field demonstration sites

Evaluation

- ☐ a. Assess partnership and identify emerging key stakeholders
- ☐ b. Collect farmer feedback, record adaptations, identify further opportunities or needed changes
- ☐ c. Evaluate Field days, training events and workshops
- ☐ d. Monitor technology adoption and impact and note any technology adaptations.
- ☐ e. Document lessons learned
- ☐ f. Survey and assess impact against benchmark and project goals

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