Extension - Keys

fact sheet
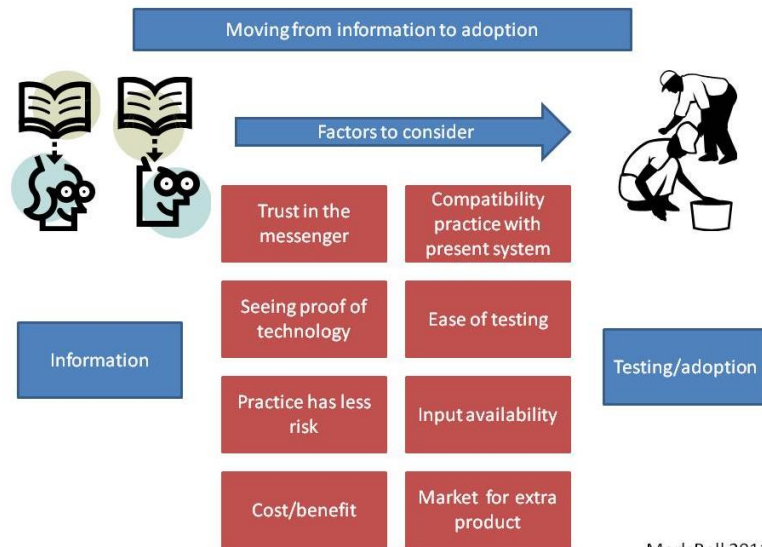
Extension Models

While many factors must be considered in extension, the following have emerged as some of the major keys to ensure success:

In Extension, many factors (like some of those listed above) need to be considered in moving from making information available to a point where people are willing to test and then adopt the practice (assuming sufficient benefit).

1. **Demand driven.** Make sure true needs of the farmers are being addressed (i.e., the process is client-based and needs-driven),
2. **Farmer engagement.** Engage Farmers from the start – from identifying needs through to testing and beyond.
3. **Credibility of information.** Ensure information is credible, tested and validated.
4. **Existing information flow:** Analyze and use (or link to) existing trusted communication channels
5. **Trust.** Build trusted "delivery" mechanisms (including trust for the message and the message deliverer) to help people move from accessing information to testing and then adopting.
6. **The power of seeing**. Demonstrate technologies. "Seeing is believing" for farmers and doing is proof of conviction and understanding.
7. **Market and finance access.** Consider markets and financing as part of extension. Mobile money, for example, is making a range of associated support services more efficient (e.g., input suppliers having inputs more readily available as they are paid more promptly, etc., while market access ensures outlets for increased produce.).
8. **Integration**. Integrate approaches - amongst new tools and with traditional tools and with a range of players
9. **Sustainability.** Plan from the start to make the process sustainable.
10. **Why engage.** What are the incentives for others to work with the project or with you? (Always ask "Why?".)
11. **Build capacity**. Make training appropriate for the different audiences, noting that capacity building may have to cover a diverse set of topics ranging from institutional capacity to technical skills to extension skills.

Conclusion. The "best" approach to extension depends on local customs and conditions, but will likely draw on a range of both new and traditional approaches.