

Communication strategies for outreach

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Hanoi, Vietnam

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Cambodia

Audit of communication tools and activities through:

1. Market Assessment and Communication Strategies Workshop in September 2009
2. Interviews with farmers and extension workers in February 2010

Results:

1. Poster on flat bed dryer
2. Video on flat bed dryer



Philippines

1. Conducted a Message Design and Materials Development Workshop in August 2010

Results:

1. Flipchart on hermetic storage
2. Flyers/posters on hermetic storage and IRRI Super bags



Vietnam

1. Audit of communication tools in August 2009 in An Giang

Type of material	Farmers' interest level
Written materials (leaflets, billboards, manuals, newsletters)	Low
Newspapers	Medium
Intrapersonal contact (meetings/workshops, long-term training, contests, field visits)	High
Seminars, 1-day workshops, demo sites	Medium
Mass media (TV programs)	High
Radio programs	Medium

What next?

1. Cambodia – Critique posters
2. Philippines – Monitoring and evaluation of materials
3. Vietnam – What tools are effective, doable, and sustainable?