



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

INTERPERSONAL COMMUNICATION LEAD TRAINERS GUIDE

Smallholder Farmers Talking to Smallholder Farmers
Fostering Agribusiness for Resilient Markets (FARM) Activity
Zimbabwe



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Fostering Agribusiness for Resilient Markets (FARM) Activity**

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Introduction

This Peer Education Lead Trainers Guide is designed as a training program on interpersonal communication (IPC) for behavior changes. The handbook's focus is on how to best apply social mobilization and interpersonal communication to motivate smallholder farmers and their communities to adopt behaviors that encourage and support adopting best practices for higher crop yields and healthier and more marketable livestock.

The handbook covers IPC skills and social and behavior change (SBC) strategies to reach the SBC objectives. The handbook's training workshop is interactive and provides advice, tools and tips for accessing and improving skills and techniques in these important areas.

The handbook contains the agenda for the workshop, the materials you will need for session discussions, scenarios for group activities, and tools you can use for when you complete the workshop.

We hope you enjoy the course and are motivated to use this communication information to increase crop and livestock returns.

Introduction (cont'd)

OVERVIEW OF THE TRAINING

This handbook and half-a-day training are designed to provide social mobilizers including agriculture extension workers, environmental health technicians (EHT), and field teams with the tools and techniques to apply to their mobilization activities and to assist in motivating smallholder farmers to adopt proven best farming practices and livestock rearing techniques.

The interactive training methodology used in this workshop encourages participants to discuss and contribute to everyone's learning experience. It also provides opportunities for participants to practice basic communication skills and to understand social behavior change to help farmers actively engage in the farming techniques. It guides smallholder farmers to make modest, doable, practical changes in their daily farming and smallholder activities. These changes will create an environment that allows an increase in product yield and income.

The workshop focuses on effective and productive dialogue between mobilizers and smallholder farmers, community leaders and stakeholders, and this is achieved through effective interpersonal communication.

Improving interpersonal communication skills allows the mobilizer to:

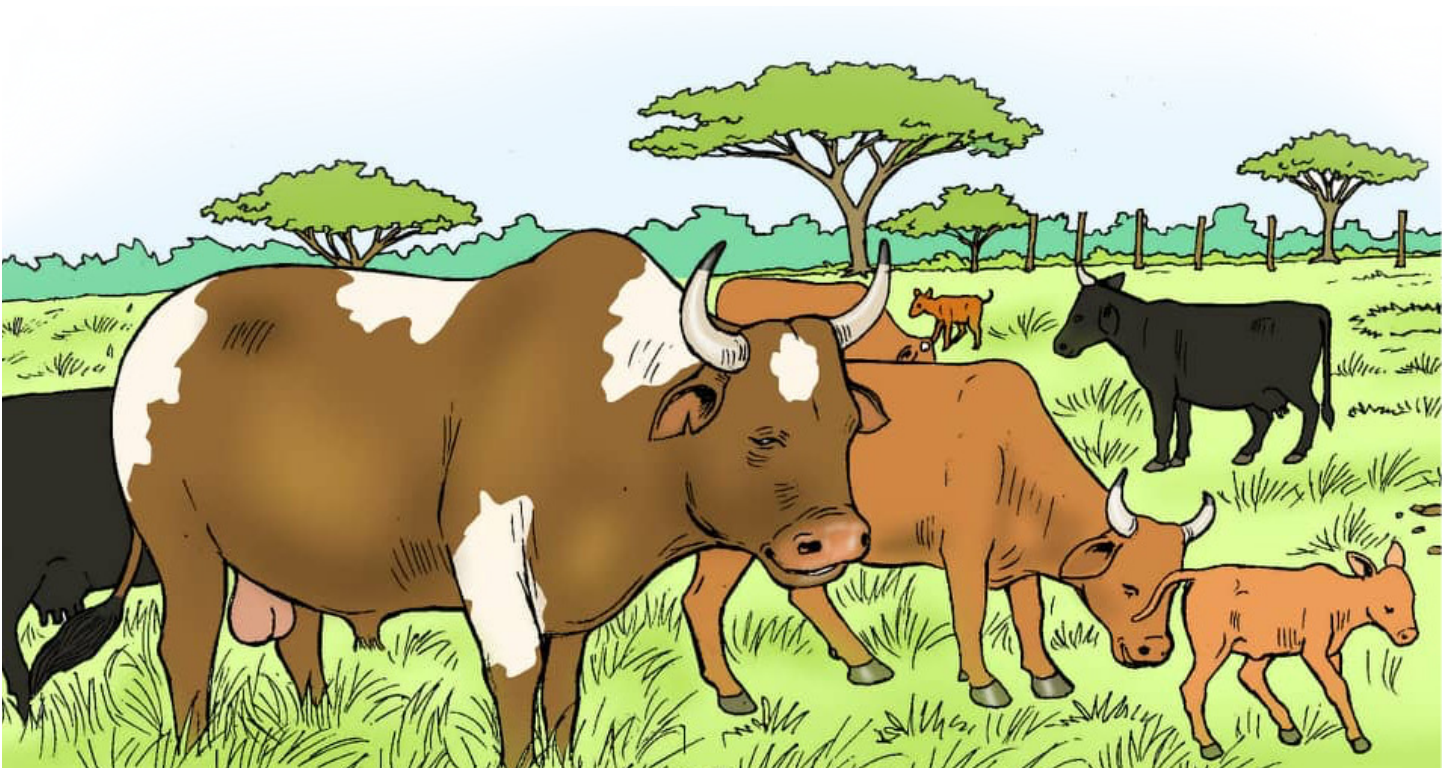
- Gather accurate information from his/her audience in order to understand their concerns and possible barriers.
- Provide actionable, practical, understandable information that the extension worker or community leaders can do that will enable behavior change.
- Follow-up and reinforce taking small steps to change behavior over the long-term.

At the end of the training, the mobilizers will be able to demonstrate: knowledge of the importance of motivating smallholder farmers to:

- Make changes in their household; their farms, and their communities.
- Basic skills needed for effective smallholder farmer and stakeholder engagement.
- Appropriate use of interpersonal behavior skills and resources to encourage small, specific behavior changes in five key areas with individuals and families.

Agenda

- 5 minutes** Welcome and Introduction
- 30 minutes** Session 1: Behaviors to Increase Returns
- 30 minutes** Session 2: Interpersonal Communication Skills Step-by-Step
- 15 minutes** BREAK
- 30 minutes** Session 3: Reinforcing Behavior
- 30 minutes** Session 4: Wrap Up
- Lunch



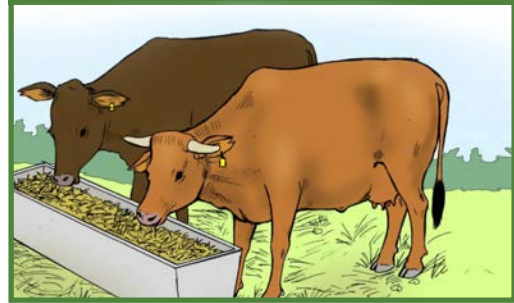
Behaviors to Increase Returns

DOABLE BEHAVIORS FOR BETTER CROPS, HEALTHIER LIVESTOCK AND HIGHER FINANCIAL RETURNS

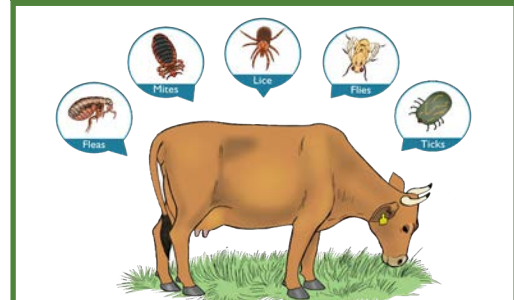
- Planting on time, using fortified fertilizer, applying proper pest control, irrigating and other best practices will produce higher yields for your crops.
- Applying these affordable and doable behaviors will yield healthier and more valuable livestock.
- Changes in feed, protecting cattle from insects, and access to clean water are behaviors that result in higher economic returns.
- The welfare of your livestock is crucial to the welfare of your farm and your family's well-being.
- Investing in your farm through a short-term loan will bring greater returns and benefits to you and your family.
- Artificial insemination increases the quality and marketability of your livestock.
- Smallholders are an inclusive group and come in all ages and gender.

BEHAVIORS SMALLHOLDER FARMERS CAN ADOPT TO INCREASE THEIR RETURNS

1. Fodder



2. Dipping



3. Clean water and sanitation



4. Investment (borrowing with purpose)



Behaviors (cont'd)

DOABLE BEHAVIORS FOR SMALLHOLDER FARMERS AND COMMUNITY STAKEHOLDERS

- An investment in improving yield and livestock value, access to markets, and better water sources is an investment in the future.
- Having a household garden and clean water sources are important tools to healthier and more productive livelihoods.
- Diet diversity, clean water and sanitation, economic improvement, and gender equity contribute to a stronger work force, increased economic growth, and makes a secure community.
- Farmers and smallholder farmers are women, youth, and men; old and young.

HOW TO ENCOURAGE BEHAVIOR CHANGE

- Encourage smallholder farmers, community leaders and households to actively engage in improved best practices by adopting a few simple practices.
- Actively engage with community leaders to share the benefits of diet diversity, clean water, and cleaner markets.
- Smallholder farmers come in all shapes and sizes and genders.
- We need to show respect to all smallholder farmers – old and young; men and women.

BEHAVIORS FARMERS CAN ADOPT TO INCREASE THEIR RETURN

1. Improved market access



2. Loans



3. Gender and age inclusive



4. Clean water



IPC to Change Behavior

INTERPERSONAL COMMUNICATION TO CHANGE BEHAVIOR

- The farmer feels comfortable and that his or her thoughts are understood.
- Mutual respect and trust established between the trainer and the smallholder farmer.
- Building a relationship forms the basis of a true partnership.

TECHNIQUES OF IPC

- **Give a warm welcome.** Use [culturally] appropriate body language and verbal communication to show respect and caring.
- **Show respect.** Nod your head, listen to the tone of the voice.
- **Listen attentively.** Make it clear that you are not in a hurry, that you have the smallholders' best interest in mind, and want to hear what they have to say.
- **Do not interrupt.** Allow the smallholder farmers, leaders or officials to finish what they have to say.
- **Pay attention to verbal and non-verbal messages.** Observe body language, words and things that might be left "unsaid," such as feelings or worries.
- **Ask open-ended questions.** Listen carefully to answers and probe for honest answers.
- **Use simple language.** Repeat the same words to aid understanding.
- **Use support materials.** Provide additional information and encourage seeking additional information from other sources.

SEVEN CORE ELEMENTS OF IPC



ESTABLISH A DIALOGUE



LISTEN ATTENTIVELY



ENCOURAGE AN EXCHANGE OF INFORMATION



SPEAK SIMPLY



BE EMPATHETIC



SHOW RESPECT



USE MATERIALS TO PROVIDE AND REINFORCE INFORMATION

IPC to Change Behavior (cont'd)

USE TWO-WAY COMMUNICATION

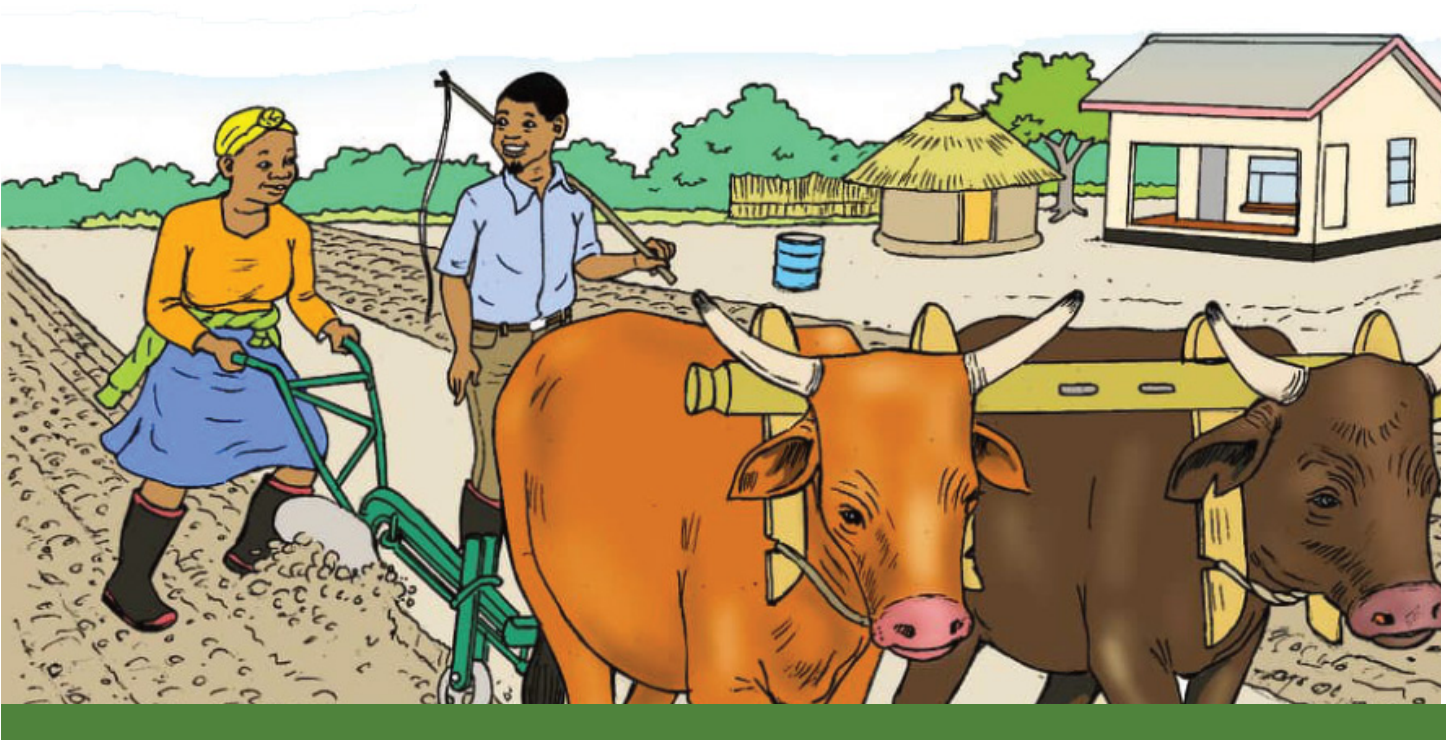
Use two-way communication, both verbal and non-verbal, to improve dialogue and engage smallholder farmers in caring for their livelihoods and health:

- Give a warm welcome. Ask: "What brings you here today?"
- Show respect. Nod your head, listen to the tone of the voice.
- Observe body language, words and things that might go "unsaid," such as feelings or worries.
- Ask open-ended questions and listen carefully to answers.
- Use simple language and repeat same words to confirm understanding.
- Use support materials to reinforce recommendations.
- Encourage input and conversation.
- Prompt discussion via timely questions or seeking clarity.

ACTIVELY LISTEN

Actively listen to your smallholder farmers, community leaders, and local officials during face-to-face interactions.

- Listen attentively.
- Do not rush.
- Do not interrupt.
- Let participants finish thoughts fully.



IPC Skills Step-by-Step

WHAT TO PRACTICE

- Describe and practice asking **open-ended questions**, a skill needed for effective dialogue.
- Describe and practice **speaking simply**, a skill needed to ensure understanding and agreement of positive behaviors.
- Discuss **using support materials** during interactions to prescribe and reinforce recommended practices:

SPEAKING SIMPLY

Speaking simply, in language that is easy for any person to understand should be your goal. This prevents confusion and helps smallholder farmers anxious or nervous about being in a foreign or technical environment.

- It is always better to use simple words to make sure that the information and recommended actions or practice details are understood.
- Repeat the same words to make it easier for the smallholder farmers or community member to fully understand.
- Sometimes it is necessary to adjust the language even further to accommodate the literacy level of the smallholder farmer or community.
- Avoid too much technical jargon or professional terminology the audience may not understand.

USING SUPPORT MATERIALS

The Annex has communication materials and illustrations to use in starting discussions or re-enforcing messages with smallholder farmers, local officials, and community leaders. Additional activities to practice speaking simply are available in the accompanying powerpoint presentation.

When using these materials, keep these tips in mind:

- Ask open-ended questions.
- Speak simply.
- Use support materials.
- Gather accurate information from your farmers to counsel them on doable actions.
- Provide actionable, simple, practical, understandable information to farmers and smallholder farmers and officials to enable behavior change.
- Follow-up and reinforce taking small steps to change behavior.
- Use open-ended questions and speak simply to gather needed information and ensure your audiences understand what you are recommending and how they can do.
- Use the pictures to reinforce recommended farming, household and market changes and engagement.

TECHNIQUES TO FOLLOW UP WITH SMALLHOLDER FARMERS

- Check, circle or write in the small steps you and the audiences agreed to try.
- Follow-up with them on an agreed upon regular schedule.
- Remind smallholder farmers that making practical, doable changes in their livestock practices can increase production, value, and income.

Reinforcing Behavior

REINFORCING CORRECT BEHAVIORS IN YOUR COMMUNITY

Identify ways to monitor progress or reinforce making additional attempts or trying another behavioral option. Practice agreeing upon and recording next steps for behavior change. You can help by motivating and reinforcing the positive behaviors the smallholder and community have agreed to try when you see them in the community and during farm visits.

When speaking to smallholder farmers or community leaders, use open-ended questions and gentle probing to help you learn about their success or failure with behavior change while strengthening the partnership you are forming.

When discussing the behaviors, it is important to inquire in a way that is not judgmental and helps the smallholder farmer to speak comfortably about what has worked and what has not... and why. Then respond to their experiences in different ways:

- Offer support for success and encourage continuation of the behavior.
- Address failed attempts with reassurance and support to try again or seek support for making the change.
- Encourage those who did not try as promised.
- Identify barriers that the smallholder farmer encountered and offer suggestions on how he/she can overcome them.
- If the behavior is not possible or practical for a smallholder to achieve, help them identify a different step to try and have him or her recommit to the new behavior.
- Helping smallholders with a behavior is to make them conscious of the habit they are trying to modify.

CONCLUSION

To reinforce behavior change in your participants:

- Ask about lifestyle behaviors/practices and record your respondent's answers to raise awareness.
- Discuss specific doable actions to encourage trying new (improved) agriculture or livestock practices.
- Problem solving on reasons the smallholder farmers and community feels could prevent them from trying to make some small changes helps break down barriers to change.
- Agree on and record an action plan including gradual, practical steps to try before the next mobilization.
- Reinforce behavior change in follow-up meetings or farm visits.
- Obtain the farmer's commitment to change.

Conclusion

- Indicate if workshop and personal participant objectives were accomplished.
- Evaluate the workshop.
- Prepare mobilizers to engage smallholder farmers to actively engage in new practices to increase their crop yield, raise healthier and more valuable livestock, diet diversity, and water and sanitation practices to help to increase their income and economic stability.
- Identify personal and cultural barriers, and ways to overcome them to help farmers adopt changes.
- Improve interpersonal communication skills of mobilizers to help motivate smallholder farmers and community leaders.



Increased crop yield



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Annex



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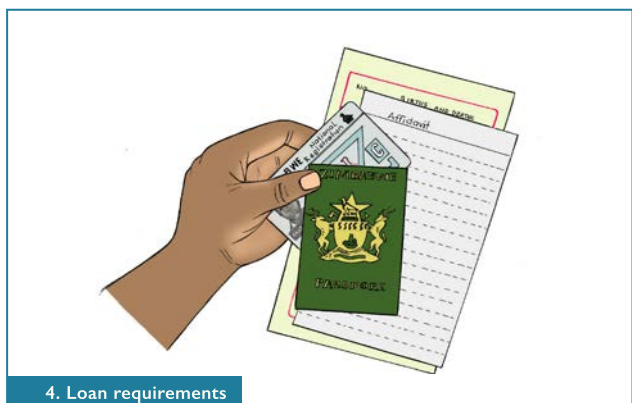
BORROWING FOR PURPOSE

BENEFITS:

1. Allows for better farm planning
2. Helps limit farming risks
3. Provides access to better inputs and/or equipment
4. Provides flexibility and diversity for new initiatives
5. Can increase outputs and generate income



THE STEPS TO GETTING A LOAN

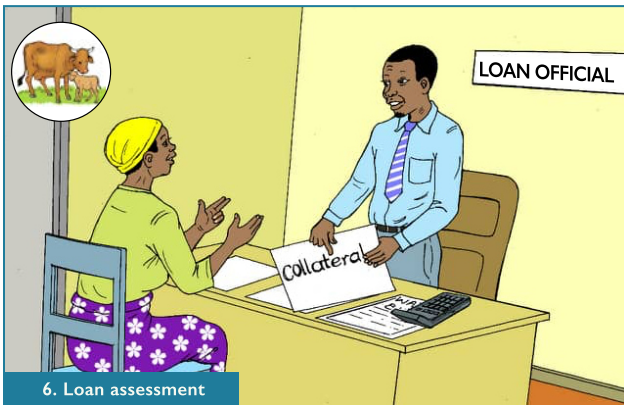




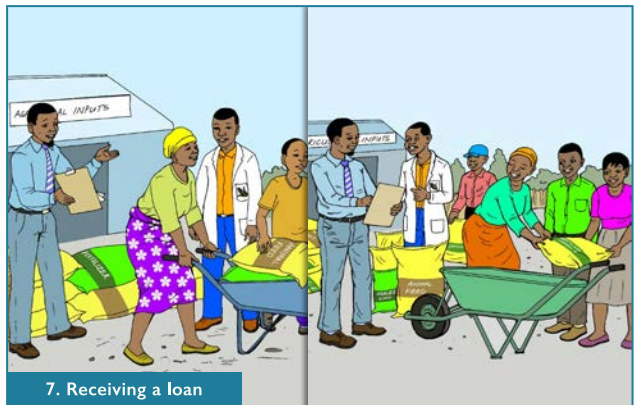
5a. Applying for individual loan



5b. Applying for group loan



6. Loan assessment



7. Receiving a loan



8. Monitoring the loan



9. Loan success



10. Loan Payback

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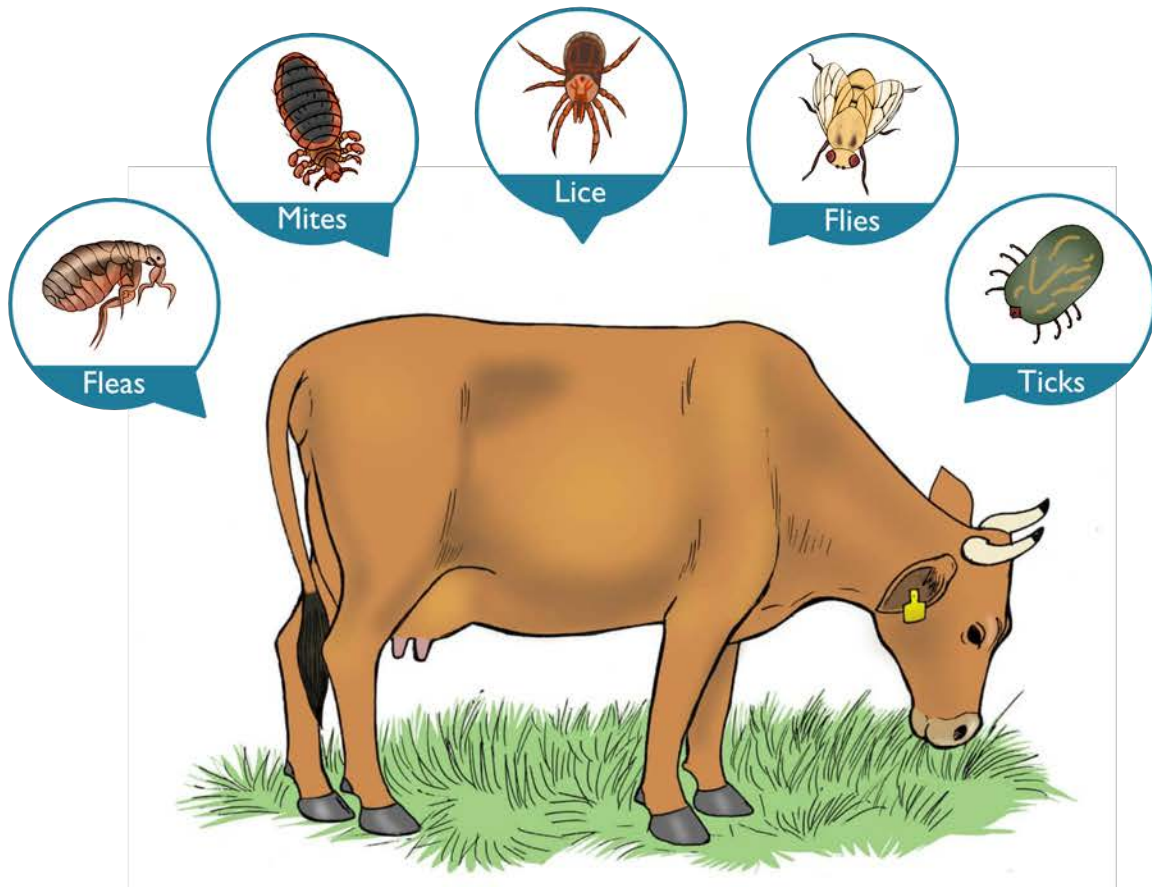


PROTECT CATTLE BY SPRAYING OR DIPPING

The welfare of your cattle is crucial to the success of your farm.

Cattle spraying and dips use insecticides (acaricides) to protect and treat livestock for external parasites like ticks, fleas, mites, lice, and flies.

Spraying and dipping improves cattle health, productivity, profitability, and farmer income.



Why it is Important to Dip Cattle

Cattle dipping prevents and treats livestock for external parasites that cause disease, poor health and even death in animals.

Key concerns and risks of parasites include:

- *Blood Loss* - Parasites cause blood loss, that in severe cases lead to anemia, malnutrition and death.
- *Loss of Appetite* - Parasite infestations can reduce livestock's appetite by disturbing feeding and grazing behavior, weakening immunity and leading to poor health and less weight gain.
- *Open Sores and Cuts* - Parasites can cause irritation and scratching leading to sores, hide damage, infections and disease.
- *Disease Transmission* - Parasites act as vectors for disease, resulting in direct transmission of illnesses from one animal to another.

PROTECT CATTLE BY SPRAYING OR DIPPING

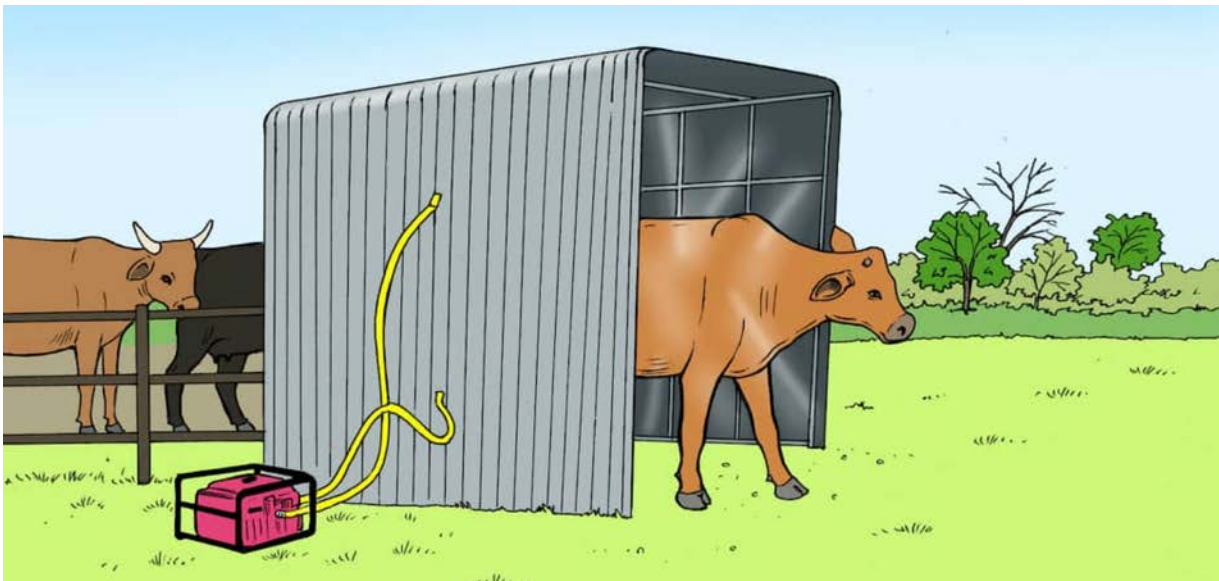
There are four common types of dipping (PERSUAP compliant):

1. Plunge dipping
2. Spray dipping
3. Pour-on dipping
4. Spot-on (hand dressing) dipping

PLUNGE DIPPING - In plunge dipping, the cattle are dipped - into or forced to swim through a tank filled with an insecticide solution.



SPRAY DIPPING - In spray dipping the cattle move through a passageway equipped with sprayers called a *spray race* that applies the dip (insecticide solution). Sprayers are arranged to thoroughly drench the animal.



PROTECT CATTLE BY SPRAYING OR DIPPING

POUR DIPPING - In pour-on dipping, liquid insecticides are applied topically to the animal's skin in small doses, usually along the back from the neck to the tail of the animal. A spreading agent in the insecticide helps the dip cover the entire animal.



SPOT-ON DIPPING - Spot-on dipping also known as hand dressing uses tick grease or oils applied to parts of the animal where ticks congregate, e.g. in the ears or under the tail-head. It is not a complete method of tick control but does offer protection.

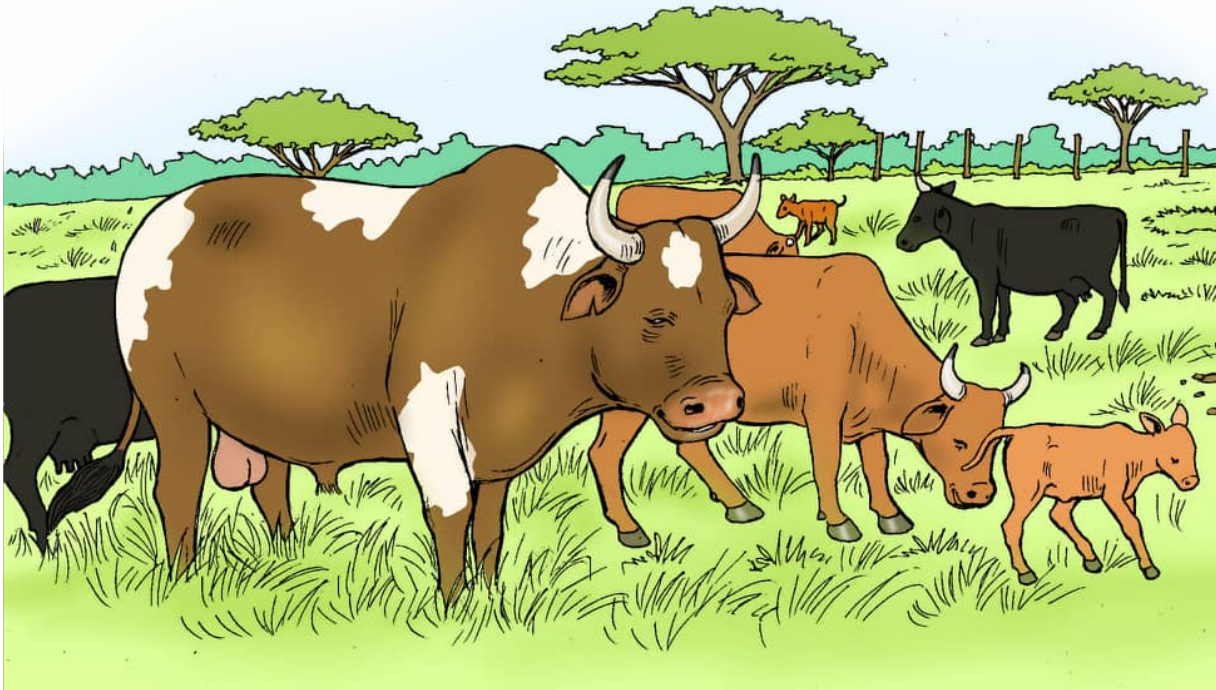


**Always procure supplies for spraying and dipping from reputable agriculture dealers.*

PROTECT CATTLE BY SPRAYING OR DIPPING

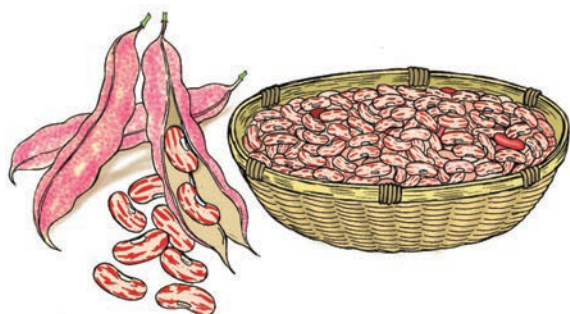
The welfare of your cattle is crucial to the success of your farm.

Cattle that are dipped regularly are **healthier, stronger, more productive** and offer **more value at market**.



For more information on adopting spraying and dipping best practices, contact your nearest AGRITEX, veterinary services or a Feed the Future Zimbabwe Fostering Agribusiness for Resilient Markets (FARM) livestock officer.

CLIMATE SMART SUGAR BEAN CULTIVATION



1. Benefits of sugar bean cultivation

- Valuable cash crop
- Enhances soil fertility through nitrogen fixation
- Valuable source of protein
- Easy to cultivate with the right inputs and effort



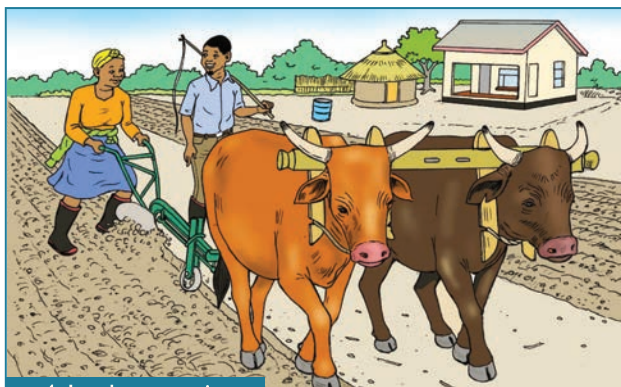
2. Climate and soil requirements

- Sensitive to frost
- Does not tolerate acidic soil
- Soil pH should be 5.0 - 6.5
- Rhizobia supplements helps form nodules and fix nitrogen



3. Time of planting

- 15 February to 15 April in the Lowveld (under irrigation)
- 15 January to 15 February (Middleveld)
- After winter in frost prone areas (end of July to 15 August)



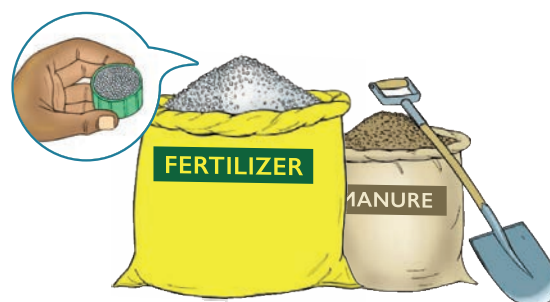
4. Land preparation

- Clear land with hoe, animal power or a tractor
- Rotation scheme is important
- Alternate sugar beans with maize
- Use ridges or rows



5. Planting

- Quality seed ensures higher germination (rates)
- 100 - 120kg of seed per hectare
- Plant in rows 20 - 30 centimeters apart
- Plant seeds 5 - 7 centimeters apart
- Plant 2.5 - 5 centimeters below the surface
- 250 - 300,000 plants per hectare



6. Fertilizer

- Applicable basal fertilizer types: Compound D (200 - 300kg/ha), Cereal Blend (150 - 250kg/ha), and Double D (100 - 150kg/ha)
- Manure can be used instead of fertilizer at the rate of 5 to 10 tons/ha
- Top dress with ammonium nitrate (AN) 2 - 4 weeks before flowering
- Recommended top dressing fertilizer rate is 150 - 200kg/ha on moist soil

CLIMATE SMART SUGAR BEAN CULTIVATION



7. Irrigation

- **Germination:** irrigate soon after or before planting
- **Flowering:** irrigate sufficiently just before flowering to avoid irrigating a flowering crop
- **Pod setting:** irrigate soon after flowering. Irrigation should stop when leaves turn yellow to brown. Ensure plants receive adequate irrigation between flowering and pod maturity



8. Weed control

- Control weeds to minimize competition for nutrients, water, sunlight and space
- Weed control can be manual or chemical, or both
- Choose herbicide based on types of weeds, crop rotation and cost



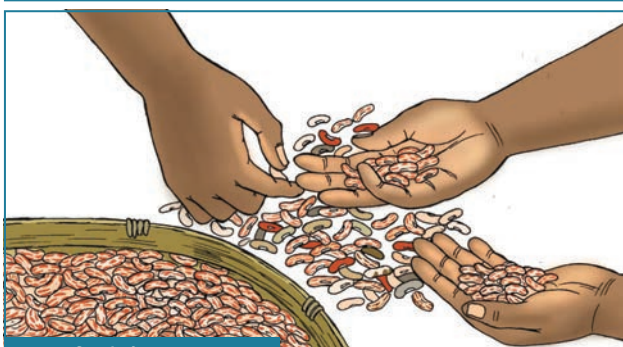
9. Pest and disease control

- Always monitor for insects
- Bean stem maggot, aphids, red spider mites, cutworm and blister beetle are common pests
- Dress seed with Apron Star to reduce disease
- Apply sugar bean specific pesticides



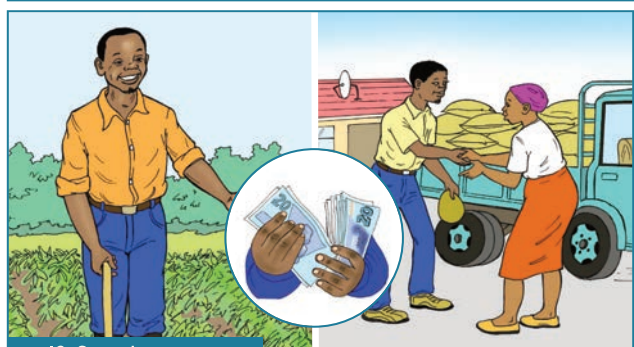
10. Harvesting

- Harvest when the leaves and pods are dry and yellow-brown
- Harvest by handpicking the plants and packing in heaps
- Dry the pods, thresh grains, dry and clean grains, store in clean bags or containers



11. Seeds for next season

- Before making any sales select the best seed for next season's crop
- Seed selection: high quality, clean, disease free, not broken or cracked
- Sugar beans self-pollinate and can be used for 3 - 4 growing seasons before introducing new seed
- Some farmers opt to bulk new quality certified seed after three years



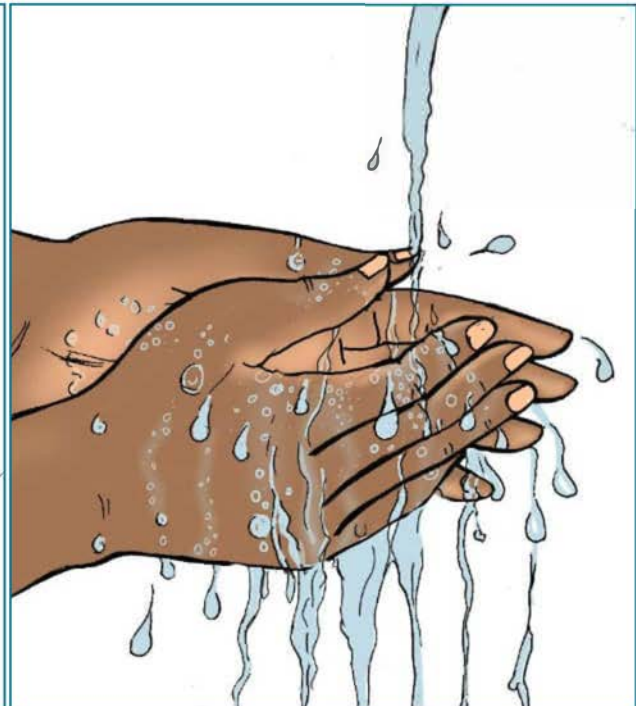
12. Sugar bean returns

- One hectare of sugar beans can produce up to 1,500 kgs
- Ready market for sugar beans
- Sugar beans when cultivated successfully can return 2.5 to 3 times the investment

HOW TO WASH YOUR HANDS



1. Wet your hands and lather them with soap.



2. Rub your hands together and clean under your nails.



3. Rinse hands under a stream of clean running water.



4. Shake excess water off your hands and air dry them.



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