

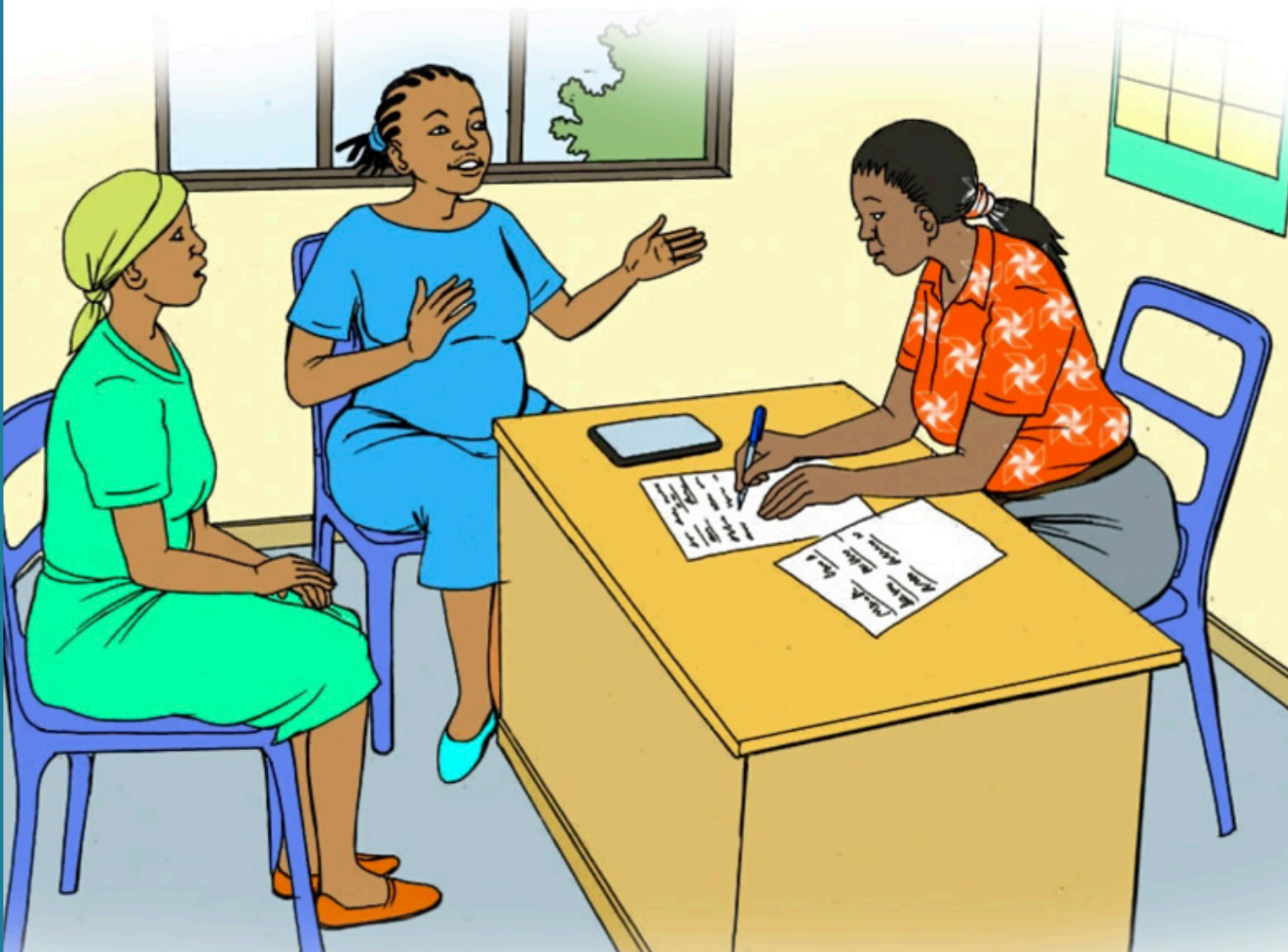


FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Fostering Agribusiness for Resilient Markets (FARM) Activity

PEER LEARNING LEAD TRAINER'S GUIDE

SMALLHOLDER FARMERS TALKING TO SMALLHOLDER FARMERS



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**Feed the Future Zimbabwe
Fostering Agribusiness for Resilient Markets (FARM) Activity**

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DISCLAIMER

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Introduction

This facilitator's guide is designed to help FARM field staff, agriculture extension officers, social mobilizers, and community organizers working in agriculture, nutrition, and WASH to effectively train and engage with smallholder farmers. It is designed to help smallholder farmers develop their peer learning skills and techniques to successfully communicate with other smallholder farmers in their communities about adoptable behaviors that can increase crop yield, improve livestock, and in turn increase income and living standards.

Behavior change, whether in agriculture, health or business is often most successful when peers advocate and educate peers on what, why and how to adopt best practices. Messages and information resonate best when it comes from like individuals with similar socio-economic, cultural, environmental or demographic background and circumstances.

The guide can also be used by community and school organizations such as women and youth farming organizations, nutrition and maternal health groups, and civil society organizations involved in training and engaging smallholders, households and community farmers.

This guide is designed to introduce smallholder farmers on how to talk to other smallholder farmers effectively on how they can apply affordable and doable behaviors to increase crop yield and produce more marketable livestock as well as improving nutrition and health. This peer education approach uses smallholder farmers (male, female, and youth) as peer farmers to demonstrate and explain good farming practices to fellow smallholder farmers.

The guide is divided into two parts:

- 1) Effective ways to engage with other smallholder farmers to introduce best practices
- 2) Introduce specific cropping, livestock, nutrition, and WASH practices to improve health and livelihoods

Main peer learning outreach tools and materials are:

- 1) Handouts (by behavior)
- 2) Conversation cards (by behavior)

Each topic has a set of behaviors with illustrations that show the steps and process to carry out a specific best practice. In some cases these are behavior change handouts with illustrations. There are also conversation cards on various topics with illustrations and on the back are the instructions that match the illustration. Each illustration and the information that goes with it are tools to help smallholder farmers begin a conversation and take aways for smallholder farmers to use in their own farming.

Overview of the Training

The peer education training is a half-day with enough time required so participants can practice and develop their own skills delivering information on behavior change for smallholder farmers. The training is designed to encourage participation and is not modeled on lecture or expert panels, but rather on peer-to-peer education.

Audience

Smallholder farmers (male, female, and youth) and community members in crop and livestock production .

Objective

To increase the number of peer educators who can demonstrate and explain to other smallholder farmers improved, efficient and cost-saving practices to increase their revenue at market and produce better, larger crops and stronger, more valuable livestock.

Purpose

The purpose of the peer education training is to strengthen the capacities of peer educators to reach more smallholder farmers and demonstrate doable and affordable farming practices.

Set-up

- Have participants sign-in including their mobile number or a way to contact them.
- Have multiple copies of all the communication handouts and conversation cards for distribution.
- Before the meeting identify if any farmers have good experiences in adapting certain farming and livestock practices and their willingness to share with the group.

Agenda

30 min	Session One - Opening Activity Introductions – 10 minutes Activity 1 – 20 minutes
30 min	Session Two - Farming and Livestock Activity 2 – 30 minutes
30 min	Session Three - Introduce the Tool for Peers Activity 3 – 30 minutes
	BREAK – 15 minutes
60 min	Session Four - Using the Conversation Cards for Peer Education Activity 4 – 30 minutes Activity 5 – 30 minutes
15 min	Closing remarks and lunch

SESSION I

Opening Session

ACTIVITY I: OPENING ACTIVITY

Time: 10 minutes

Materials needed: prepared flipchart sheet, handouts



THE TRAINER SAYS:

Take a moment to learn who is sitting next to you. You will need to introduce that person to the rest of us, so learn that person's name and where he/she is from.

» *NOTE TO TRAINER:* Give participants a few moments to do this. Then call them back to order.



THE TRAINER SAYS:

Starting in the front, introduce the person sitting next to you.

» *NOTE TO TRAINER:* Ask each group of two to introduce each other. Complete the introductions.



THE TRAINER SAYS:

Let us review the objectives for today's workshop. Would someone volunteer, please, to read these aloud?

» *NOTE TO TRAINER:* Before the activity identify participants that can read well and are not intimidated to read out loud in a large group.

WORKSHOP OBJECTIVES

By the end of this workshop, we will be able to:

- Talk to farmers in the community about the importance of adopting best practices for raising livestock and crops.
- Conduct local group meetings using the conversation cards to explain how and what to do to adopt best practices for cropping and livestock.

» *NOTE TO TRAINER:* When the volunteer has finished reading the objectives, thank them. Ask if anyone has questions about the objectives. Answer any questions raised and then move on.

SESSION 2

Testimonials from Smallholder Farmers

ACTIVITY 2: Farming and Livestock

Time: 30 minutes

Materials needed: prepared flipchart sheet, handouts

» *NOTE TO TRAINER:* For this session you will share some simple examples of how adopting new and different practices can result in healthier livestock and higher crop yield. Identify smallholder farmers that are practicing FARM's techniques and have them briefly share their experience.



THE TRAINER SAYS:

There are some main messages about farming for you to share with fellow smallholder farmers.

First, you want your family to have a brighter future. Making simple changes to how you are raising cattle and your crops can make a substantial difference in your yield and income.

Second, there are simple things that you can do to improve your farming outcomes. Whether it is introducing fodder, or dipping for livestock, planting earlier for crops, using hybrid seeds, considering a loan for purpose, or introducing different pesticides to protect your crops.

Third, recognizing the value women farmers bring to the sector, and treating one another respectfully and fairly.

ADDITIONAL INFORMATION TO SHARE WITH FARMERS

1. Talk to other smallholder farmers, agriculture extension officers, and environmental health technicians (EHT) about farming practices. Share your experiences and observe their successes.
2. Find out about farming cooperatives, youth or women's groups working in the same areas you are and join the groups.
3. Talk to a loan officer or lending institution about a loan to introduce new practices or accessing better agricultural inputs (supplies) on your farm.

SESSION 3

Tools for Peers

ACTIVITY 3: Introduce the Communication Handouts and Conversation Cards (Tools) for Peers: Illustrations with Messages

Time: 30 minutes

Materials needed: prepared flipchart sheet, handouts



THE TRAINER SAYS:

We have developed two sets of helpful materials:

- 1) Handouts (by behavior)
- 2) Conversation cards (by behavior)

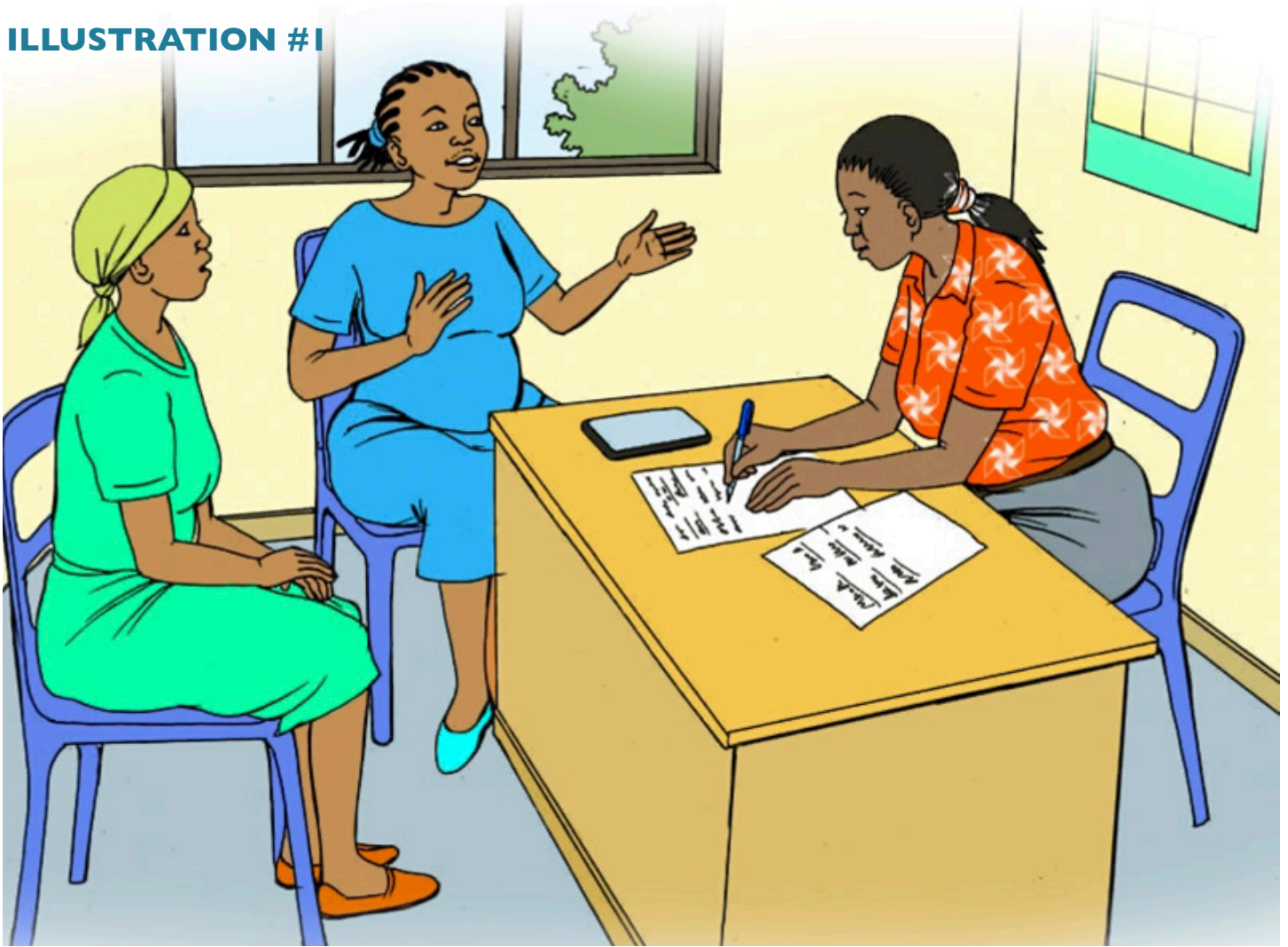
» NOTE TO TRAINER: Each topic has a set of behaviors with illustrations that show the steps and process to carry out a specific best practice. In some cases these are behavior change handouts with illustrations. There are also conversation cards on various topics with illustrations and on the back are the instructions that match the illustration.

Each illustration and the information that goes with it are tools to help farmers begin a conversation and take away for smallholder farmers to use in their own farming.

The illustrations combined with text are designed to help smallholders better understand and easily identify the behaviors and best practices to be adopted. They are tools to help convey messages and important information about behavior change.

By reviewing the illustrations you can start the conversation and make sure that you cover all the important steps a smallholder farmer should do to adopt these best practices.

ILLUSTRATION #1



QUESTIONS

1. What do you see in this illustration?

MESSAGES

Recognizing that a woman or group of women can borrow for purpose to make a good investment to improve livelihoods on their smallholder farm.

» *NOTE TO TRAINER:* Show the handouts and/or conversation card illustrations to the smallholder farmers and then show them the information on the back.



THE TRAINER SAYS:

The information on the back of the illustration is in two sections:

1. The illustration which shows the different steps of each practice.
2. The text on the back of the illustration that contains additional information you can add to your discussion.

By reviewing the illustrations you can start the conversation and make sure that you cover all the important steps a smallholder farmer should do to adopt these best practices.

» *NOTE TO TRAINER:* Give the handouts and conversation cards with the illustrations to the smallholders so they can hold and look at them.

SESSION 4

Conversation Cards for Peer Education

ACTIVITY 4 : USING THE ILLUSTRATIONS TO TALK TO SMALLHOLDER FARMERS

Time: 30 minutes

Materials needed: prepared flipchart sheet, handouts

» NOTE TO TRAINER: You will conduct a “mock meeting” with the participants using the handouts and the conversation cards. At the end of the session summarize the behavior adoption steps with them.



THE TRAINER SAYS:

I am now going to conduct a “mock meeting” with you using the illustrations and information on the back of the illustrations. I will then summarize the steps I used. We will leave time for everyone to practice, so please pay close attention!

» NOTE TO TRAINER: Conduct a “**mock meeting**” with participants going through each step of the behavior process.

1. Introduce yourself including your experience and outcomes as a result of what you did in farming or agriculture. (Keep it brief.)
2. Talk about why adopting these changes to the way you farm has had an impact on you and your family.
3. Ask them what they may have done to increase their crop yield and livestock value at market.
4. Select the handout and/or conversation card for the example the first smallholder farmers talked about.
5. Show the first illustration (Illustration #1) to the Group. **MAKE SURE EVERYONE CAN SEE THE ILLUSTRATION.** If the group is large, you can pass the illustration around the room so that everyone gets a chance to see it.
 - Read the text on the back of each illustration.
 - Ask the participants if they have ever applied these practices to their farming. Give everyone a chance to talk and share their experiences – both positive and negative.
 - Go through each illustration and each instruction.
 - When everyone has finished reading and commenting on the cards content, ask if anyone wants to comment or if they have questions.
6. Close the discussion by asking the farmers how they will commit to apply these practices on their holdings.

» NOTE TO TRAINER: When the “mock meeting” is completed, ask if any of the participants have questions.

Preparing for the meeting:

- Prior to the meeting have multiple copies of the handouts and conversation cards to share with attendees. Identify farmers with positive experiences that they can share.
- Talk to farmers in the group and hear what their experiences have been – positive and negative experiences.



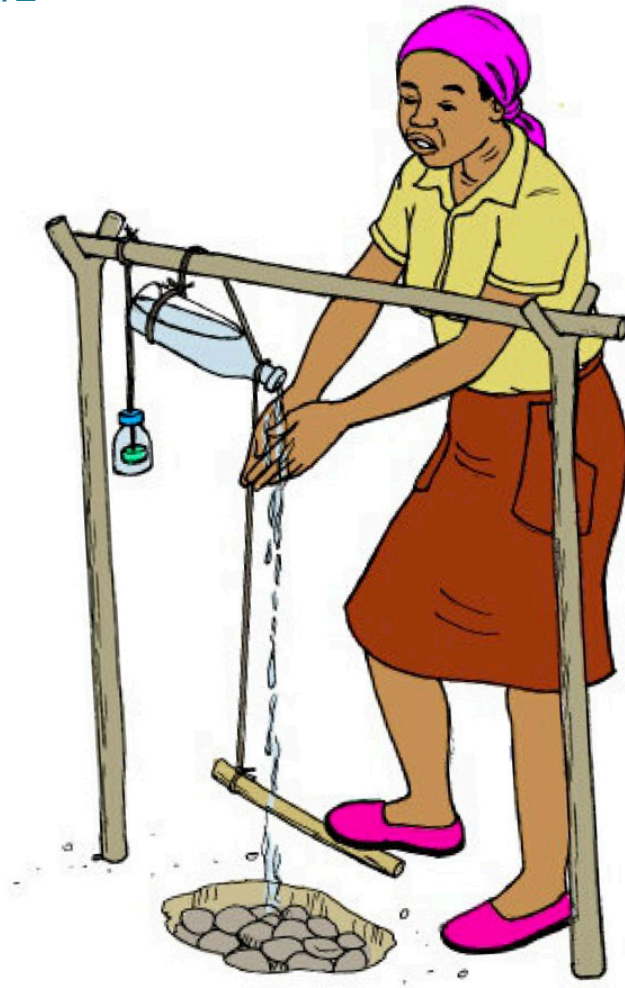
THE TRAINER SAYS:

Let's review the basic steps to running a peer discussion group with smallholder farmers:.

» NOTE TO TRAINER: Conduct a “**mock meeting**” with participants going through each step of the behavior process.

1. Introduce yourself
2. Talk about your positive experiences in applying these practices, or have smallholder farmers from the community share their experiences.
3. Introduce the topic (behavior or practice to be adopted) of discussion and begin by showing the first handout and/or conversation card illustration (Illustration # 1) to the group. **MAKE SURE EVERYONE CAN SEE THE ILLUSTRATION.** If the group is large, you can pass copies of the illustration around the room so that everyone gets a chance to see it.
 - Ask the participants if any of them are familiar with the topic and what their experience and outcome were (negative and positive).
 - Give everyone a chance to talk.
 - When everyone is finished reading the instructions on the handout and/or conversation card, ask if the smallholder farmers did what the card says to do. You can use this discussion to assist the smallholder farmers to make adjustments that will lead to better results.
 - Ask if anyone wants to comment or if they have questions.
4. Close the discussion by getting smallholder farmers to commit to applying these actions to their farms.

ILLUSTRATION #2



QUESTIONS

1. What is the person in the illustration doing?

MESSAGES

To wash your hands properly, run them under a stream of clean running water.

ACTIVITY 5 : USING THE ILLUSTRATIONS TO CONDUCT A PEER SESSION

» NOTE TO TRAINER: Now each participant gets a chance to practice and use the illustrations to talk to other smallholder farmers. Give each group two sets of handouts or conversation cards that are on different topics. Ask participants to move into groups of four.

Ask two participants to run the discussion using the first set of handouts and/or conversation cards. Then switch and have the other two participants run the discussion using the second set of handouts and/or conversation cards.



THE TRAINER SAYS:

Now we will have the chance to practice using the illustrations. Please assemble into groups of four. In each group, two participants will present while the other two participants listen. When the illustrations and the discussion are finished, the other two participants will use the illustrations and present.

» NOTE TO TRAINER: Take your time with this exercise. Each group of two participants should have 10-15 minutes to present the illustrations for discussion. The total time for this exercise is 30 minutes. I will tell you when it is time to switch to the second group. When the exercise is finished ask participants to return to their seats.



THE TRAINER SAYS:

Does anyone have any questions about using the illustrations and discussing the actions (behaviors to adopt)?



THE TRAINER SAYS:

Before we finish today, I want to review some simple tips to make sure your peer group discussions go well.

TIPS FOR A GOOD PRESENTATION



PRACTICE OFTEN

Practice. Practice. Practice. Be prepared before you conduct your first group. Practice using the illustration and the information on the back with family or friends before you meet with smallholder farmers.



SAY YOU DON'T KNOW

If you don't know the answer do not guess at an answer. Say you do not know and that you will find out and let them know.



ENCOURAGE CONVERSATION

Allow participants in the group to talk. Do not control the discussion. The goal is to have a discussion. Do not lecture.



KEEP FOCUSED

If there has been a long discussion, try to make sure the participants stay on topic or bring back the discussion to the main messages of the illustration and move on to the next illustration.



TAKE YOUR TIME

Take your time and do not rush through the illustrations. Let the materials sink in for participants. Make sure you cover the information that goes with each illustration and then move to the next illustration.

ILLUSTRATION #4



QUESTIONS

1. What are the smallholder farmers doing in this illustration?

MESSAGES

Irrigation before and during planting is critical to grow successful crops.

ACTIVITY 6 : FINAL ACTIVITY WITH ILLUSTRATIONS

» *NOTE TO TRAINER:* You will ask for seven volunteers and give each one a hand-out and/or conversation card with illustrations. Starting with illustration one you will ask the participant to review the illustration and the information on the back with the participants.



THE TRAINER SAYS:

I need seven volunteers from the group. Each one of you will receive an illustration. As I call you, I want you to present the illustration and the information on the illustration to all the participants. This will be our final practice session.

» *NOTE TO TRAINER:* Allow each participant to present the illustration and discuss the information with participants.



THE TRAINER SAYS:

Thank you to everyone who participated in the exercises today. You all did a great job. I would hope you all have more confidence now that you've worked through a practice session. I know I have confidence in you that you will go back to your communities and talk to smallholder farmers about how to improve their cropping and livestock practices to increase income and yield.

As a final activity let's review what we would like smallholders who attended this workshop to be able to do:

- Talk to smallholder farmers in the community about doable and affordable practices that will improve their crop yield and livestock health and value.
- Conduct a local group meeting using the handouts and/or conversation cards about practices a smallholder farmer can do to have higher crop yield and improved livestock for market returns.

I hope you feel confident that you can inspire fellow smallholder farmers in your communities and areas to change their behavior to adopt the recommended practices to increase income and improve health and nutrition.

All of you have done a remarkable job. Thank you.

Any questions?



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