

WORKSHOP REPORT



Communication Strategy Planning and Design Workshop



25-26 March 2010
Grand Mercure Fortune Hotel, Bangkok, Thailand



by
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IRRI-ADB Planthopper Project

31 March 2010

SUMMARY

On March 25-26, project partners from China, Thailand and Vietnam were brought together in a workshop at the Grand Mercure Fortune Hotel, Bangkok, Thailand, to design the communication strategy and develop messages, prototype media, and an implementation plan to reach thousands of farmers and policy makers with simplified ecological information tailored to address their knowledge gaps.

Dr. Samlee Boonyaviwat, Assistant Director-General of the Rice Department, on behalf of Mr. Prasert Gosalvitra, their Director-General, formally opened the workshop with a welcome address. In her speech, Dr. Boonyaviwat expressed her gratitude to ADB and IRRI for initiating the workshop which will help those involved in the project, particularly, the Rice Department staff to develop more efficient ways to help farmers deal with the planthopper outbreaks. Thailand Rice production in Thailand has suffered one of the biggest losses with at least 1.1 million tons paddy or export potential of US\$ 275 million estimated to have been lost as the government had to revise its rice output forecasts by about 16% from 8.3 to 7.0 million tons in January 2010.

A total of 36 research partners from China, Thailand and Vietnam participated in the workshop conducted by three resource persons from IRRI, Australia and the Philippines. After the opening session, Dr. K.L. Heong, principal investigator, introduced the project's background and concepts. Dr. Escalada, Output 4 coordinator presented the workshop objectives and expected outputs and the framework for communication strategy development while Dr. Gurr tackled how to simplify ecological engineering concepts for extension and farmers. As outlined in the program, results of farmer surveys in China, Thailand and Vietnam as well as farmer participatory research on ecological engineering in China and Vietnam were presented.

Participants developed simplified EE messages and designed prototype communication materials assisted by professional artists. To make their EE effort memorable to farmers, local government and other stakeholders, participants developed a brand name for EE. They also developed a plan to ensure that their brand will be heard and remembered by farmers and stakeholders and motivate farmers to do what their messages say they should do.

Finally, Dr. Heong presented a suggested work plan for scaling up EE, discussing the sequence of activities that need to be carried out. He pointed out that the workshop was a learning exercise in communication strategy design and planning but each country will need to conduct its own message design workshop with more local stakeholders as participants, developing motivational materials that focus on how EE can reduce the BPH problem in rice environments.

Background

In April 2008 as a response to the rice crisis, ADB invited IRRI to submit a proposal that will help reduce losses, both pre and post harvests under the 13th RETA program (Regional Technical Assistance). The project entitled "Bringing about a Sustainable

Agronomic Revolution in Rice Production in Asia by Reducing Preventable Pre- and Postharvest Losses” or the “Rice Planthopper Project” in short, was approved in October 2008.

Since then, the project has carried out a series of capacity building activities and conducted baseline surveys on farmers’ knowledge, attitude, and practices (KAP) to document impacts on farmers and policy adoption of new ecological ideas. These research results need to be taken further and used as basis for identifying knowledge, attitude and practice gaps and planning a communication strategy to fill these gaps.

In this workshop, participants designed the communication strategy and developed the messages, prototype media, and an implementation plan to reach thousands of farmers and policy makers with simplified ecological information tailored to address their knowledge gaps and bring about behavior and social change.

Workshop objectives

1. To identify intervention opportunities and develop motivational mechanisms to help farmers reduce insecticide use and enhance ecosystem services through ecological engineering.
2. To select an appropriate extension media mix and develop prototype motivational materials for pretesting.
3. To develop a monitoring program of the effects of the interventions on farmers’ insecticide use, and ecosystem services indicators
4. To develop an implementation plan and form the implementation committee.

Expected outputs

1. Intervention opportunities to reduce insecticide use and adopt ecological engineering principles identified.
2. Motivational and extension materials and mechanisms to reach a large audience developed.
3. Instrument to monitor farmers’ insecticide use, adoption of ecological engineering principles, profitability, beliefs and practices.
4. A workplan for the next 6 months.
5. Implementation committee developed.

Resource persons: Drs MM Escalada, KL Heong, Geoff Gurr and Finbarr Horgan

Participants

Thailand

| | |
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| Dara Chettanachit | Rice Department, Bangkok |
| Orapin Watanesk | Head of Research Group |
| Wichit Sirisantana | Rice Department, Bangkok |
| Orrachun Saraphinit | Bureau of Extension |
| Somsak Thongdeethae | Chainat Rice Research Center |

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| Narisara Jumroonwong | Chainat Rice Research Center |
| Nalinee Chiengwattana | Chainat Rice Research Center |
| Chairat Channoo | Chainat Rice Research Center |
| Suradet Palawisut | Phitsanulok Rice Research Center |
| Acharaporn Na Lampang Noenplab | Phitsanulok Rice Research Center |
| Krishnapong Sripongpankul | Klongluang Rice Research Center |
| Wannaphan Janlapa | Prachinburi Rice Research Center |
| Somrote Boonpakong | Prachinburi Rice Research Center |
| Surapol Chatupor | Ayuthaya Rice Research Center |
| Patchanee Chaiyawat | Ayuthaya Rice Research Center |
| Pairat Wangdee | Supanburi Province Agricultural Extension Officer |
| Somkiat Klumkoom | Supanburi Province Agricultural Extension Officer |
| Supachai Taengsuwan | Supanburi Rice Research Center |
| Amornrat Intraman | Supanburi Rice Research Center |
| Kookiat Soithong | Bureau of Extension |
| Pornsiri Senakasp | Bureau of Extension |
| Manit Luecha | Chainat Rice Seed Center |
| Sommart Jongvanich | Bureau of Seed Multiplication |
| Anan Suriyagarn | Nan Agricultural Land Reform |
| Pranee Chomun | Chainat Rice Seed Center |
| Wattanachai Supa | Phitsanulok Rice Seed Center |

China

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| Zhong Xian Lu | Zhejiang Academy of Agricultural Sciences |
| Zeng-Rong Zhu | Zhejiang University |
| Gui Hua Chen | Jinhua Plant Protection Station |
| Baoping Zhai | Nanjing Agricultural University |

Vietnam

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| Ho Van Chien | Southern Regional Plant Protection Center |
| La Pham Lan | Institute of Agricultural Science of South Vietnam |
| Le Van Thiet | Southern Regional Plant Protection Center |
| Le Huu Hai | Agriculture and Rural Development Department |
| Nguyen Van Hai | Plant Protection Station, Cai Be district |
| Nguyen Thanh Can | Agriculture and Rural Development Department |

IRRI

Josie Lynn Catindig
 Sylvia Villareal
 Juan Lazaro IV

Workshop Outputs

Key outputs of the workshop included simplified ecological engineering (EE) messages, prototype extension materials, a brand name, and a dissemination plan to motivate farmers to adopt EE practices, as follows:

Prototype posters

Group 2

Flowers on the bund,
Money in the bag,
Whack the BPH away!



Rice Planthopper Project

For more information:

Group 3a



Group 3b



Ecological engineering songs

Welcome Farmers to Plant Flowers on the Bunds

Composed by Director Anan Suriyagarn

1. Hurry up! Hurry up! Please help me plant flowers on the bunds.

We are the modern farmers. We should plant flowers on the bunds.
Have you ever known? Our flowers can help rice plants healthy.

2. Hurry up! Hurry up! Can you see, the dragon flies are so happy?
The dragon fly can help rice plants healthy.

3. Hurry up! Hurry up! Can you see, the wasps are so happy?
The wasps can help rice plants healthy.

4. Hurry up! Hurry up! Can you see, the bees are so happy?
The bees can help rice plants healthy.

5. Hurry up! Hurry up! Can you see, the fishes are so happy?
The fishes can help rice plants healthy.

6. Hurry up! Hurry up! Can you see, the BPHs have disappeared from the
rice fields?
The BPHs have disappeared from our rice fields.

What to Do in the Morning?

Composed by Director Anan Suriyagarn

1. Let's donate cooked rice to monks in the morning. Then, what will we do, next? What we will do is to plant flowers on the bunds.
2. Let's donate cooked rice to monks in the morning. Then, what will we do, next? What we will do is to look for dragon flies in rice fields.
3. Let's donate cooked rice to monks in the morning. Then, what will we do, next? What we will do is to look for bees in rice fields.
4. Let's donate cooked rice to monks in the morning. Then, what will we do, next? What we will do is to raise fishes in rice fields..
5. Let's donate cooked rice to monks in the morning. Then, what will we do, next? What we will do is to look for wasps in rice fields.
6. Let's donate cooked rice to monks in the morning. Then, what will we do, next? What we will do is to look for BPHS which were disappeared from our rice fields.

7. Let's donate cooked rice to monks in the morning. Then, what will we do, next? What we will do is to see healthy rice panicles which make us happy.

Brand Name for EE

China

生态控害

Pest management by eco-engineering

Thailand



Vietnam

“HÃY ỨNG DỤNG CÔNG NGHỆ SINH THÁI”
“USE ECOLOGICAL ENGINEERING!”

Suggested work plan for scaling up activities

| SCALING UP ACTIVITIES | 2010 | | | | | | 2011 | | | | | | | | | | | | | | | |
|---|------|---|---|---|---|---|------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D |
| 1 Communication strategy workshop | | | | | | | | | | | | | | | | | | | | | | |
| 1.1. Review baseline survey results | X | | | | | | | | | | | | | | | | | | | | | |
| 1.2. Comm strategy ideas introduced | X | | | | | | | | | | | | | | | | | | | | | |
| 1.3. Develop brand & key messages | X | | | | | | | | | | | | | | | | | | | | | |
| 1.4. Develop communication plan | X | | | | | | | | | | | | | | | | | | | | | |
| 1.5. Develop work plan | X | | | | | | | | | | | | | | | | | | | | | |
| 1.6. Form implementation committee | X | | | | | | | | | | | | | | | | | | | | | |
| 2 In-country refinement of comm plan | | | | | | | | | | | | | | | | | | | | | | |
| 2.1. Refine prototype materials | | | | | | | | | | | | | | | | | | | | | | |
| 2.2. Pretest materials | | | | | | | | | | | | | | | | | | | | | | |
| 2.3. Revise, finalize & mass produce | | | | | | | | | | | | | | | | | | | | | | |
| 3 Launching | | | | | | | | | | | | | | | | | | | | | | |
| 3.1. Press conference | | | | | | | | | | | | | | | | | | | | | | |
| 4 Implementation | | | | | | | | | | | | | | | | | | | | | | |
| 4.1. Distribution | | | | | | | | | | | | | | | | | | | | | | |
| 4.2. Broadcasting | | | | | | | | | | | | | | | | | | | | | | |
| 4.3. On-the-ground support (training, field visits) | | | | | | | | | | | | | | | | | | | | | | |
| 5 Management monitoring | | | | | | | | | | | | | | | | | | | | | | |
| 5.1. Focus group discussions | | | | | | | | | | | | | | | | | | | | | | |
| 5.2. Management monitoring surveys | | | | | | | | | | | | | | | | | | | | | | |
| 5.3. Data processing & analysis | | | | | | | | | | | | | | | | | | | | | | |
| 6 Post launch activities | | | | | | | | | | | | | | | | | | | | | | |
| 6.1. Contests | | | | | | | | | | | | | | | | | | | | | | |
| 6.2. Other promotional activities | | | | | | | | | | | | | | | | | | | | | | |
| 7 Post-test survey | | | | | | | | | | | | | | | | | | | | | | |
| 7.1. Conduct survey | | | | | | | | | | | | | | | | | | | | | | |
| 7.2. Data encoding & processing | | | | | | | | | | | | | | | | | | | | | | |
| 7.3. Data analysis & report writing | | | | | | | | | | | | | | | | | | | | | | |