

# WORKSHOP REPORT



## Communication Strategy Planning and Message Design Workshop



Guest House of the Meeting Center, No1. Rach Gam  
Street, My Tho City Tien Giang Provice, Vietnam  
31 May-2 June 2010



by  
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IRRI-ADB Planthopper Project

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## SUMMARY

Some 35 Vietnamese plant protection experts from 7 Mekong Delta provinces participated in a workshop in My Tho city to develop a strategy and materials to communicate ecological engineering (EE) to rice farmers. Mr Nguyen Van Khang, vice chairman of the People's Committee in Tien Giang province opened the workshop with a welcome address. In his speech, Mr. Khang regarded the EE project as a model for brown planthopper management and farmers appreciated the results. Dr. K.L. Heong presented an overview of the concepts in biodiversity and ecosystem services and their roles in reducing vulnerability to pest invasions while Dr. Escalada spoke about strategy and design of successful communication campaigns.

The workshop debated on the project brand name and slogan and decided on:

*CÔNG NGHỆ SINH THÁI* (Ecological engineering)  
*RUỘNG CÓ HOA - 3 LỢI ÍCH* (Fields with flowers - 3 benefits)

The 3 benefits to be communicated to motivate action are:

1. “Flowers in rice environments will bring in bees and parasitoids to protect your rice from invading hoppers”
2. “Insecticide reductions”
3. “Increase profits”

Several prototype materials were developed for pretesting before mass multiplication. This included two TV broadcast videos by Vinh Long TV station and two radio dramas recorded for broadcast over Vinh Long radio and Voice of Ho Chi Minh City stations.

Prototype printed materials, such as a poster and leaflet, were also developed for pretesting before printing and distribution.

## Background

The ADB-IRRI Rice Planthopper Project focuses on developing sustainable ways to reduce the vulnerability of rice production to pre harvest losses due planthopper outbreaks. Relying on resistant varieties is insufficient and many pesticides tend to favor planthoppers, which are secondary pests that develop well when ecosystem services are compromised. The project has been promoting the ecological engineering concept and developing techniques that will restore biodiversity and ecosystem services.

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.

While a communication strategy workshop was held in Bangkok on March 25-26, 2010 with participants from China, Thailand and Vietnam, an in-country workshop is needed to enable the research and extension staff in the ecological-engineering sites to plan a location-specific campaign to design the campaign strategy, develop sample messages, prototype media, and an implementation plan to reach thousands of farmers and policy makers with simplified ecological information.

### **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**

Dr. K.L. Heong	Project Principal Investigator, IRRI-ADB Planthopper Project
Dr. Monina Escalada	University Professor, Visayas State University, Philippines
Mr. Juan Lazaro IV	Graphics Artist, Communication and Publications Services, IRRI

### **Participants**

1. Dr. Nguyen Huu Huan Vice-Director General, PPD, Ho Chi Minh City
2. Mr. La Pham Lan Institute of Agriculture Science
3. Dr. Nguyen Van Huynh Can Tho University
4. Mr. Ho Van Chien Southern Regional Plant Protection Center (SRPPC)

5. Mr. Le Van Thiet SRPPC
6. Mr. Le Quoc Cuong SRPPC
7. Dr. Le Huu Hai Agricultural and Rural Department of Cai Lay, Tien Giang
8. Mr. Nguyen Van Hai Plant Protection Station, Cai Be, Tien Giang
9. Ms. Nguyen Thi Kieu Director of Sub-DPP Can Tho
10. Ms. Nguyen Thi My Son Sub-DPP Can Tho
11. Ms. Luong Thu Dung Sub-DPP Can Tho
12. Mr. Trinh Hoang Viet Agricultural Extension Center of Long An Province
13. Ms. Le Thi Thanh Van Agric. Extension Center of Long An Province
14. Mr. Dang Thanh Phong Sub-DPP An Giang
15. Mr. Nguyen Thanh Phong Sub-DPP An Giang
16. Mr. Tran Van Duong Sub-DPP An Giang
17. Ms. Nguyen Thi Lun Sub-DPP Tra Vinh
18. Ms. Truong Thi Huyen Linh Sub-DPP Tra Vinh
19. Ms. Ly Thi Ngoc Yen Sub-DPP Tra Vinh
20. Mr. Cao Van Hoa Vice Director, Agricultural and Rural Department, Tien Giang
21. Mr. Pham Van Chien Sub-DPP Tien Giang
22. Ms. Tran Thanh Phong Agricultural Extension Center of Tien Giang Province
23. Mr. Huynh Thanh Hung Director of Sub-DPP, Ben Tre
24. Ms. Nguyen Thi Nguyet Sub-DPP Ben Tre
25. Ms. Ngo Thi Ngoc Suong Sub-DPP Ben Tre
26. Ms. Pham Thi Kim Chi VOA-Ho Chi Minh City
27. Ms. Bui Nha Kha VOA-Ho Chi Minh City
28. Ms. Nguyen Thu Dung Radio Station of Vinh Long Province
29. Ms. Nguyen Ngoc Hien Radio Station of Vinh Long Province
30. Ms. Nguyen Thi Kim Lien Radio Station of Vinh Long Province
31. Representative TV Station of Tien Giang
32. Representative TV Station of Vinh Long
33. Mr. Nguyen Viet Luan Can Tho
34. Mr. Nguyen Dong Thanh (artist) Tien Giang
35. Mr. Nguyen Van Khang Vice Chairman, People's Committee of Tien Giang

## 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:

### Brand name and slogan

The workshop debated on the project brand name and slogan and decided on these:

*CÔNG NGHỆ SINH THÁI (Ecological engineering)*  
*RUỘNG CÓ HOA - 3 LỢI ÍCH (Fields with flowers - 3 benefits)*

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### **Simplified messages**

#### Benefits of EE to farmers

1. Nectar-rich flowers on bunds will attract bees and their relatives which will protect your rice crop.
2. Growing flowers on bunds can reduce pesticide use and cost
3. Reduce the incidence of insect pest and disease outbreaks
4. Growing flowers and okra can increase farmers’ income.
5. Growing flowers on bunds is good for health.
6. Flowers and okra on bunds can improve the quality of rice
7. Growing flowers on bunds to reduce pesticide use can improve water quality.
8. Growing flowers on bunds can make the scenery beautiful.
9. Nectar-rich flowers on bunds can compete with the weeds and weeding won’t be needed.
10. Growing flowers on bunds means you can raise fish in the rice paddy since no insecticides are applied.
11. When flowering plants die, they can be used as compost fertilizer.

#### Perceived barriers of EE

1. Farmers worry about how to control pests
2. Planting sesame and beans on bunds can increase the work of farmers.
3. It might be difficult to plant flowering plants on narrow rice bunds.
4. Flowering of sesame plants may not coincide with insect pest occurrence.
5. Farmers feel insecure if insecticides are not used.

#### How to practice EE

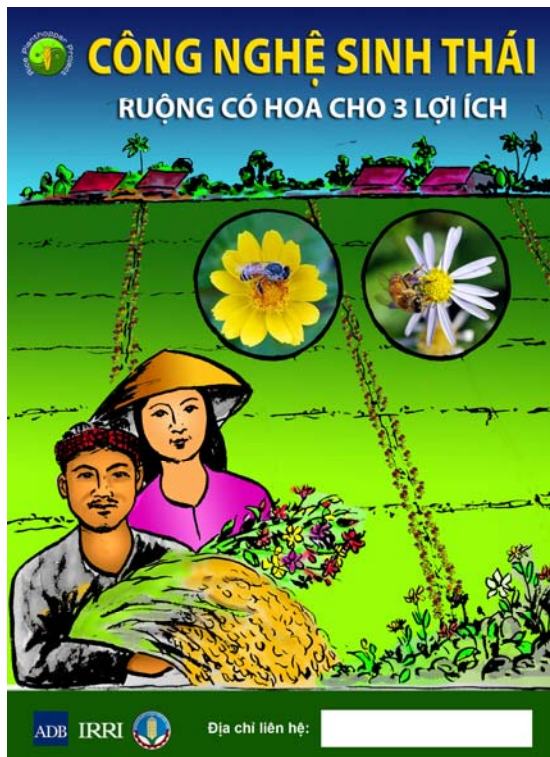
1. Prepare the seedbed for the vegetables and transfer the seedlings to the field.
2. Listen to crop protection staff and not the pesticide seller.
3. Don’t use pesticide when pests are observed.
4. Plant nectar-rich flowers common in your area.
5. Do not use herbicide to control weeds.



## Campaign plan

1. Pretest prototypes and mass produce these campaign materials:
  - 3 posters
  - Simplified leaflet
  - Radio drama
  - TV documentary
2. Aim to launch EE campaign on 9 September 2010 in My Tho city.

## Prototype posters



Poster 1



Poster 2



Poster 3

Poster 4



Poster 5

## Suggested work plan for scaling up activities

Gantt Chart: Ecological Engineering communication strategy																				
Tien Giang, Vietnam																				
Activities	2010					2011														
	M	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	
Strategy planning and message design	X																			
Develop prototype materials																				
Pretest prototypes - poster, leaflet, radio & TV drama		X	X																	
Finalize campaign materials			X																	
Mass production of materials			X																	
Conduct pre-campaign survey			X																	
Campaign launching			X																	
Campaign implementation			X																	
- Distribute/broadcast materials			X																	
- Conduct training, farmers' meetings				X																
FGDs, prepare MMS instrument					X															
Management monitoring survey							X													
Farmer field days									X											
Collect data on production trends										X	X									
FGD to develop post-campaign survey													X							
Translate & pretest instrument														X						
Conduct post-campaign surveys															X					
Collate & analyze post-test data																X	X			
Review meeting - reporting																				X

## Workshop activities



Mr Nguyen Van Khang, Vice chairman of Tien Giang's Peoples' Committee, opening the workshop in My Tho city





