

MULTI-FUNDER INITIATIVE

Cultivate Africa's Future (CultiAF)

Communicating science for impact: radio for reaching farmers with research results

The Radio for Reaching Farmers with Research Results (4R) project will use a variety of interactive radio strategies to ensure research from two CultiAF projects – integrating insects into poultry and fish feed, and quick-cooking bean products – reaches farmers and consumers and is put into use in rural Kenya and Uganda.

The challenge

All too often, agricultural research results are published in journals and discussed at conferences, but fail to influence policy or reach farmers' fields and consumers in a meaningful way. And for farmers there are many steps involved from hearing about a new technique to making use of it in their own lives. Steps include accessing the information, gaining understanding, having questions answered, discussing the information with friends or peers, making a decision, taking the first steps to making a change, and accessing technical support as the change is implemented. Supporting farmers through all of these steps requires a carefully planned communication strategy that involves more than distributing pre-packaged messages. It must be interactive, responsive to farmers' needs and questions, iterative, technically accurate, honest, timely (e.g. according to seasons), wide-reaching, and cost-effective.

The research

The 4R project will support two existing CultiAF-funded projects: Integrating insects in poultry and fish feeds in Kenya and Uganda (INSFEED); and, to a lesser extent, Precooked bean products for food and nutrition security, and incomes in Kenya and Uganda. Communication strategies will be developed to reach rural people involved in small-scale poultry, bean and fish production by broadcasting relevant research findings/practices and encouraging their uptake. Farm Radio International provides a range of radio and ICT tools and methods to ensure research is heard and used by farmers. Interactive radio programs will be broadcast over several months, reaching 650,000 rural listeners in Kenya and Uganda with a target of 80,000 using research results. The project will ensure that radio programs are listened to by women and youth as well as men, and at least 25% of voices heard in radio programs will be women's. The project will carry out research to investigate the effectiveness of the radio and ICT communication.

Expected outcomes

- Increased awareness of relevant research results amongst small-scale poultry, bean and fish producers.
- Strengthened links between researchers and users of research as well as wider communities in Kenya and Uganda.
- Enhanced knowledge and an increase in uptake of relevant new practices in poultry, fish and bean production.

Implementing partners:

Farm Radio International

Contact Kevin Perkins: kperkins@farmradio.org

Other partners:

Kenya Agricultural and Livestock Research Organization, Kenya; National Agriculture Research Organization, Uganda; *icipe*, Kenya; Makerere University, Uganda.

Countries: Kenya and Uganda

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Cultivate Africa's Future Fund (CultiAF) supports research to achieve long-term food security in Eastern and Southern Africa. Learn more at www.idrc.ca/cultiaf.



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International Development Research Centre

PO Box 8500 Ottawa ON Canada K1G 3H9

Phone: +1 613 236 6163 | Fax: +1 613 238 7230 | www.idrc.ca