‘You have an SMS’: Innovative knowledge transfer for agriculture and health

Silvia Alonso1, Edwin Kangethe1, Kristina Roesel1,2, Iddo Dror1, Delia Grace1
1International Livestock Research Institute, Nairobi, Kenya; 2Freie Universität Berlin, Germany

Background
Education and knowledge are crucial to empowerment. In developing countries, knowledge transfer to communities in rural areas has been traditionally challenged by limited accessibility, lack of resources and low literacy levels. The large mobile phone coverage in rural areas in low income countries offers a unique opportunity for knowledge dissemination to rural households. We present two examples of projects exploring the use of mobile technologies for knowledge dissemination.

Points for reflection
• Ultimate aims: increased knowledge that leads to behavior change
  • Need LOCALLY SPECIFIC content: more actionable = higher impact
  • Need SIMPLE messages
  • Need delivery method that enhances learning and action
• Sustainability – need to consider potential business models and willingness to pay

mNutrition
Production of health and agriculture nutrition sensitive messages to farmers (multi-country)

mPig
Pilot testing approaches for enhanced knowledge and behavior change among pig producers (Uganda)

Country landscape
Collecting nutrition profile of population at country level

Country content frameworks
Identification of domains where improvements are needed

FACTSHEETS DEVELOPMENT
Factsheets containing evidence based information on the domains of interest. Produced by local partners for localisation of content.

MESSAGE DEVELOPMENT
SMS conveying nutrition sensitive messages on agriculture and health issues

Country assessments
Project outputs from wide research projects (CRP Livestock & Fish and CRP Agriculture for Nutrition & Health)

Knowledge gaps
Systematic review of reports for identification of knowledge gaps by farmers

Identification of evidence based information to address the knowledge gaps (review of literature).

‘Simple, Actionable, Memorable’ (SAM) SMS developed addressing knowledge gaps.

SITUATIONAL ANALYSIS

RANDOMIZED CONTROLLED TRIAL
2 sub-counties (1 district)
Villages (random selection)
Farmers baseline survey – Knowledge and practices

PASSIVE
Farmer receives info (push alert)

ACTIVE
Farmer requests info (push-pull alert)

Post-intervention survey

Factsheets containing evidence based information on the domains of interest. Produced by local partners for localisation of content.

SMS conveying nutrition sensitive messages on agriculture and health issues

Identification of evidence based information to address the knowledge gaps (review of literature).

‘Simple, Actionable, Memorable’ (SAM) SMS developed addressing knowledge gaps.