

Why here?





USAID
FROM THE AMERICAN PEOPLE

HORTICULTURE
INNOVATION LAB

UC DAVIS
UNIVERSITY OF CALIFORNIA

"Communicating with Farmers - Role of extension and ICT"

(Or "How do we encourage behavior change")



Mark Bell



The challenge...



www.latestbingobonuses.com

The challenge (at least in part)...

Poor farmers lack information.



How reach them with information that can help?

"They won't do what I tell them..."?!"

How do we turn information into action?

Lessons from the business, marketing, health and Ag worlds.....



Summary. "A.I.D."

**3 elements that can help
your program better lead to
behavior change.**

(Steve Jobs approach)



No surprises, but missing one means you likely won't quite make it.



A.I.D.

Aware

**Do people know
about your
information.**

Publishing is not enough

Reports and Web -
My work is done?



**"Finding information on the web
is like drinking from a fire hose."**



T. SCUDIERO
WWW.TSCUDIERO.COM

Your information is here!



Finding information on many sites is like finding something below



Finding information should be easy

visualphotos.com



A man in a white ribbed shirt and a woman in a denim jacket are smiling and holding Coca-Cola bottles. The man is on the left, looking towards the camera, and the woman is on the right, looking towards the camera. Both are holding a glass bottle of Coca-Cola. The background is a plain, light color.

**Publicity budget
(2014)?**

\$3.5 billion

**Like companies, use multiple channels to deliver your
information**

**myenjoyzone.
Coca-Cola.com**

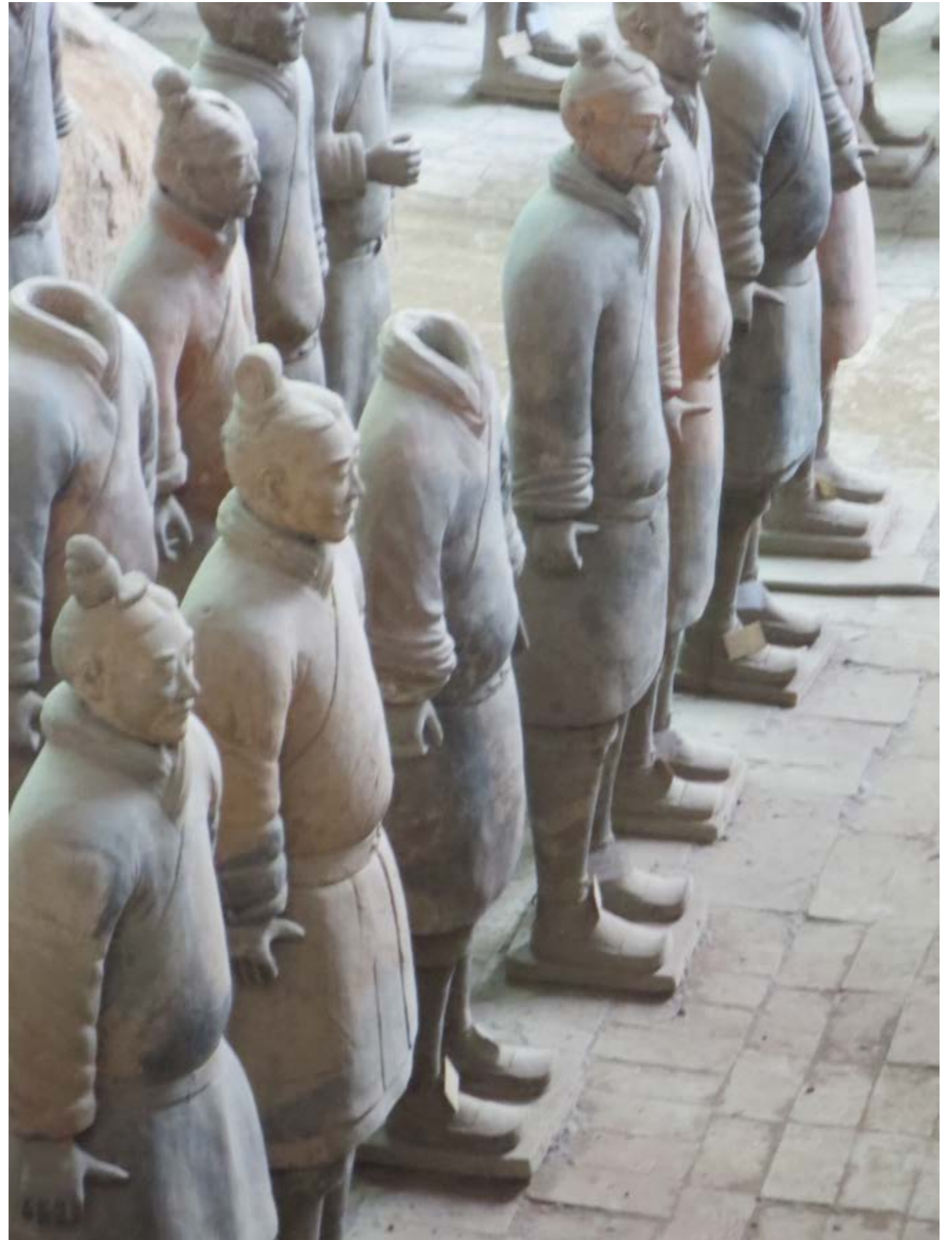
Aware.

Do people know about
your information?

Aware.

Interest.

Do people want
to learn more?



Are people excited by your information?



Or.....



www.sciencefocus.com

Like many purchases we make, changing our behavior is a combination of what we think and how we feel.



www.wynnandwynn.com

That's why companies use movie stars – they want to inspire us to change.

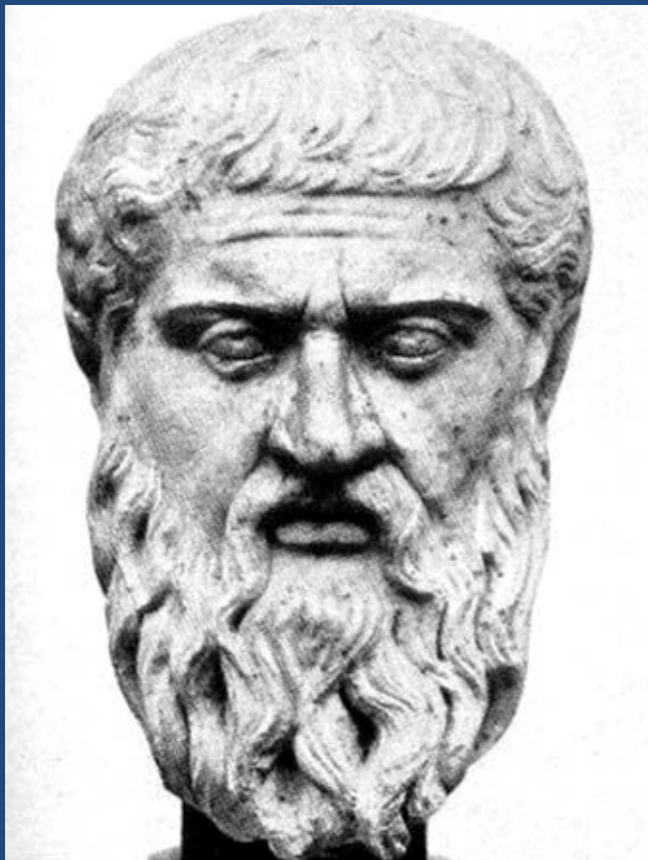


myenjoyzone.com
Coca-Cola

These ideas are not so new....?

Who said....?

"Human behavior flows from three main sources: desire, emotion and knowledge"



Plato, 423-347 BC

**Do people want
to learn more?**



Aware.

Interest.

Doable.

Do people want to try it?

Is our information difficult to understand?



chano8.com

Or is it like child's play – simple to understand and easy to try?



www.cnbc.com

3 steps to turn information into action.



Aware

Do people know about your information?

Audience

Multiple channels

Interest

Do people want to learn more?

Needs

Trust

Emotion

Listen

Doable

Do people want to try it?

Easy

No surprises, but missing one means you likely won't quite make it.



<http://AgExtOnline.com>