

Video-enhanced Extension: helping rural poor to adopt improved technologies

Poor rural communities often lack access to information on how to improve agricultural practices. In these remote farm communities inconsistent extension services contribute to poor adoption of improved and climate-adapted agriculture practices. Ethiopia has one of the largest extension services in the world but is still unable to engage enough with poor communities and particularly women. The [Livelihoods for Resilience](#) Project has partnered with the [Digital Green Foundation](#) to promote video-enhanced extension as a technology solution to help fill this gap. Videos are a cost-effective means to share consistent messaging with hard-to-reach households and communities. The videos being produced are culturally appropriate, emotionally engaging, easy to understand, and designed to encourage participation and active discussion.

Digital Green works with Livelihoods for Resilience staff to produce short videos, 8-12 minutes long, on topics ranging from shoaat fattening and health care, egg handling and marketing, transitional beehive construction, and many other topics directly relevant to project strategies. Digital Green works with the project team to regularly review the quality of video content and propose dissemination mechanisms. This ensures that the videos are effective as vehicles for communication and instruction. In turn, CARE has assisted Digital Green to make video content more intentional with regard to women's empowerment.

In most cases, a role model or successful household in the community is featured in the video. The videos are shown to VESA members by either community facilitators or Development Agents in an interactive and engaging manner. Facilitators have been provided with Pico projectors, with long-life batteries. District teams received video cameras and accessories to produce videos on various subjects. This highly participatory approach encourages households to adopt good practices featured in the videos, with model farmers demonstrating the simplicity of applying the new or improved practices.



Video dissemination on shoaat fattening skill being facilitated to VESA members in in Alaje Woreda. © CARE Ethiopia 2019

Video-enhanced extension enhances knowledge uptake on improved agricultural practices, nutrition practices, climate change adaptation, gender norms and other topics. To date, nearly 90 project staff have been trained in video production, while 852 CFs and DAs trained in video dissemination and mediation skills. The project has produced more than 70 videos on improved practices on shoat fattening, poultry management, and transitional beehive making, which are all value chains supported by the project. Nearly 22,000 individuals organized in 1140 VESAs have been reached via video-based extension.

Video-based extension complements the messages that are disseminated during project trainings. Given the initial success in using videos to complement project trainings, the project will continue integrating video-based extension with project activities, as it is a cost-effective and impactful tool to increase adoption of improved livelihood practices among PSNP households.



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“I was trained on construction of transitional beehives and was able to build 17 hives. In turn, I have trained five members of my VESA. I was so happy when the project approached me to record my skills and experience on constructing transitional beehives and using that to motivate and train more households.”

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