

**BASELINE SURVEY TO LAUNCH
MULTIMEDIA CAMPAIGNS**

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SUMMARY

A baseline survey was conducted to observe the extent to which the adoption of other field crops has taken place in paddy fields during Yala, how far farmers adhere to pesticide safety and the communication media they utilize, to gather agricultural information.

A socio - economic survey was conducted with a pre - tested questionnaire. About one - thirds of the farmers grow OFC consisting of condiments, legumes and vegetables in paddy field and mostly under supplementary irrigation. Although higher income and less water requirement were the benefits, problems regarding water supply, credit and inputs prevailed. Neighbouring farmers, their fields and DOA personnel were the main source of information on other field crops.

Although farmers discussed the effectiveness of pesticides with neighbouring farmers and shopkeepers with reference to new information on pesticides they look forward to DOA staff and radio in addition to the earlier sources.

Nearly half of the farmers hired sprayer operators. Farmers tend to neglect to protect head, hands and fingers, lower legs and feet during spraying operations. These operations last form 1 to 3 hours mainly during mid morning. However, proper spraying technique is neglected. Disposal of empty pesticide containers is very unsatisfactory and storage of pesticides properly has to be improved

Although awareness of agricultural information in radio, television and newspapers is low they indicate promising venue for future development.

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ACRONYMS

ASC:	Agrarian Service Center
CO - OP:	Cooperative
DARP:	Diversified Agriculture Research Project
DOA:	Department of Agriculture
OFC:	Other Field Crops
TV:	Television
YFC:	Youth Farmers' Club

BASELINE SURVEY TO LAUNCH MULTIMEDIA CAMPAIGNS

INTRODUCTION

The Department of Agriculture (DOA) has identified a number of technology transfer objectives that lend itself to a mass media communication program. DOA and Diversified Agriculture Research Project (DARP) are well aware that a previous reduction of KVSNS has caused a gap between DOA programs and the extension field effort when it comes to technology transfer. DOA has envisioned mass media activities to fill this gap. At present, the DOA has planned to conduct a series of multimedia campaigns aimed at farmers to focus on safe use of pesticides, diversify crops in paddy during Meda and Yala seasons and promote the use of quality seed. As an initial step a baseline survey of farmers is conducted so that effectiveness of multimedia campaigns launched could be assessed later.

OBJECTIVES

The general objective of the survey is to establish bench mark of other field crops adoption and pesticide safety to measure against later on.

The specific objectives of this survey are to find out in;

(a) OTHER FIELD CROPS

1. How far farmers are adopting Other Field Crops (OFC) cultivation in paddy fields in Yala, the problems they face, the benefits they obtain and source of information being utilized by them.
2. The problems the non-OFC farmers are facing, the sources of information they are utilizing and what motivational factors are necessary to encourage them to adopt the practice.

(b) PESTICIDE SAFETY

1. The source from which the farmers purchase the pesticides and the source from which they receive pesticide information.
2. The extent to which the farmers read the pesticide container labels.
3. The methods farmers adopt to store pesticides.

4. The precautionary measures they adopt in spraying pesticides as well as how far protective clothing is being utilized.
5. The ways by which empty pesticide containers are being disposed.

(c) COMMUNICATION

1. The various mass media the farmers are exposed to and the effectiveness of these media in the dissemination of agricultural information.

METHODOLOGY

To promote effective implementation of the study, the hierarchy in the study area were fully informed about the objectives of the study and how it could be conducted. Special effort was made to inform everyone that the survey was being done by a neutral institute the DARP and that anonymity of individual response would be maintained.

The population consisted of all the farmers living in Sri Lanka excepting the Northern and Eastern province. In view of the various constraints time, money, and related factors 182 farmers were selected and 170 farmers were able to be interviewed. The list of Grama Niladari divisions was obtained excepting Northern and Eastern province and 52 GN divisions were randomly selected. Then using the electoral register for each particular GN division 20 householders were randomly selected from the list. From this lot the first three farmers were selected for each GN division. The total sample size was 170 (see annexure A).

Formal survey method and field observations were the methodology adopted in carrying out the study. The data were collected by personal interviews by three enumerators using a structured, pre - tested questionnaire (annexure B). The questionnaire were administered, in private, either in the farm or in the houses of the farmers. Cooperation was very good with interview times extending from 20 minutes to 35 minutes. With reference to questions involved with spraying pesticides, whenever a hired sprayer operator was involved the response was recorded from the farmer from his knowledge about the hired sprayer operator.

The data were transferred from the questionnaires to the code sheets for which a code book was prepared. The data were coded largely in ordinal and interval scales. Coding was checked at each stage and errors corrected. The data was then analyzed using lotus 1-2-3 and dBase statistics.

RESULTS AND DISCUSSION

The findings from the analysis of the data collected is presented below in terms of personnel attributes, other field crops, pesticide safety and communication.

Age of farmers

The average age of the main occupant of household was around 51 years (Table 1).

Sex

Only 6% of the sampled farmers were female which indicates that in Sri Lanka the male plays a major role in the farming enterprise.

Educational status of the farmers

The average educational level of the farmers was grade 7 or secondary level education (Table 2). Only 2% of the farmers had no schooling at all which indicates that literary level of the farmers is fairly high.

Occupation

Nearly 69% of the sampled farmers were full time farmers. Of the part - time farmers 28% were involved in business while 13% did labour jobs in addition to farming (Table 3).

Adoption of OFC in fields in Yala

Only 31 % of the farmers grew OFC in paddy fields in the Yala season. Most of the farmers (75 %) who grew OFC had an average experience of over five years (Table 4).

The main crops that were grown in the paddy fields by these farmers were mainly grain legumes, vegetables and condiments. Yams and drought resistant cereals are grown in lesser extent (Table 5).

The average extent cultivated with OFC was 0.7 acres previous to Yala 1991. In Yala 1991, 0.85 acres was cultivated. This indicates that the extent under OFC is fairly static (Table 6).

Mainly raised beds were established to grow OFC in paddy fields. It was also noted that supplementary irrigation was needed for 69% of the farmers who grew OFC in paddy fields (Table 7).

Of the farmers who grew OFC in paddy fields 81% of them faced problems of insufficient water supply, credit and input (Table 8).

Table 1: Age of farmers

Age	Frequency	Percentage
20 - 30	14	8.23
31 - 40	36	21.17
41 - 50	31	18.23
51 - 60	42	24.70
61 - 70	37	21.76
71 - 80	09	05.29
81 - 90	01	00.58
Total	170	100.00

Average = 50.9

SD = 14.1

Table 2: Educational status of farmers

Category	Frequency	Percentage
No schooling	4	2.35
Grade 1 - 5	59	34.70
Grade 6 - 8	52	30.58
Grade 9 - 10	41	24.11
Grade 11 - 12	12	07.05
Trained teacher	01	00.58
Degree	01	00.58
Total	170	100

Average = 7.38

SD = 3.17

Table 3: Part time occupation of farmers

Part time occupation	Frequency	Percentage
Businessman	15	28.30
Labourer	07	13.20
Carpenter	04	07.54
Teacher	04	07.54
Machine operator/ Technician	03	05.66
Watcher	03	05.66
Housewife	03	05.66
Others	14	26.41
Total	53	100.0

Table 4: Experience in growing OFC in paddy fields

Experience	Frequency	Percentage
No experience	00	00.0
1 - 5 Years	13	25.0
6 - 10 Years	11	21.1
11 - 15 Years	11	21.1
16 - 20 Years	08	15.3
> 20 Years	09	17.3
Total	52	100

Table 5: Crops grown in paddy fields

Crop	Frequency	Percentage
Condiments	32	61.6
Legumes	30	57.7
Vegetables	29	55.8
Yams	06	11.5
Cereals	02	03.8
Total	99	190.4

Multiple response column total is greater than 52

Table 6. Extent grown in before 1991 Yala and 1991 Yala

Extent (Ac)	Before Yala 1991 Frequency	%	Yala 1991 frequency	%
0.1 - 0.5	25	60.96	26	55.31
0.6 - 1.0	07	17.07	11	23.40
1.1 - 1.5	04	9.75	03	06.38
1.6 - 2.0	04	9.75	03	06.38
> 2.0	01	2.43	04	08.51
Total	41	100.00	47	100.00

Average=0.7 Ac (Before Yala 1991) Average=0.85 Ac (Yala 1991)

Table 7: Method of irrigation adopted by OFC farmers

Type	Frequency	Percentage
Flood	24	46.1
Rainfed	16	30.7
Pump water	10	19.2
Hand watering	02	03.8
Total	52	100

The benefits obtained by the adoption of growing OFC in paddy fields is realized by farmers in terms of higher income and utilization of less water (Table 9). Nearly 85% of these farmers were of the view that there was a ready market for their produce. However, a quarter of these farmers face post harvest problems in terms of poor transportation facilities and low prices.

Non adoption of OFC in paddy fields in Yala

About 60% of the sampled farmers who did not grow OFC in paddy fields during Yala mainly due to too much water (Table 10). The farmers who face too much water problems mainly fall in the low country wet zone agro climatic region. This indicates to us that the campaign should pay its attention more on the other climatic regions where it is more suitable to grow OFC in Yala. So, it should avoid promoting in areas where water - logging conditions prevail in Yala. The farmers who did not face water logging problems considered availability of water and inputs as motivation factors to the possible adoption of OFC in paddy fields in Yala. Most of the non OFC growers too, expressed that there is a ready market for OFC (Table 11).

Source of information on OFC

Nearly all the farmers who grew OFC in paddy fields stated that they were receiving information on OFC. Their main source were neighbouring farmers followed by DOA staff (Table 12). Radio played a lesser role in the dissemination of OFC information.

With reference to non OFC growers, although neighbouring farmers were the main source, farmers' fields in the vicinity too played quit a role (Table 13). This indicates that demonstrations in farmers' fields in the vicinity will provide success in the dissemination of OFC information. With reference to mass media its role in terms of radio in the dissemination of OFC information although low could be utilized effectively.

Purchase of pesticides

Almost all farmers (97%) resort to chemical control. Farmers mainly purchase pesticides from the pesticide dealers (Table 14) followed by co-operatives. ASC plays very little role. This indicates that one could utilize the pesticide dealers to assist in promoting pesticide safety measures to farmers.

Table 8: Problems faced by OFC growers

Problem	Frequency	Percentage
Not enough water	20	46.51
Limited capital	10	23.25
Pest/Diseases	07	16.27
Inputs	24	55.81
Others	07	16.27
Total	68	158.13

Multiple response column total is greater than 43.

Table 9: Benefits of growing OFC

Benefits	Frequency	Percentage
Higher income	41	95.34
Little water	35	81.39
Nutrition	02	04.65
Total	78	181.39

Multiple response column total is greater than 43

Table 10: Reason for not growing OFC in paddy fields

Response	Frequency	Percentage
Too much water	71	60.17
Not enough water	23	19.49
Not familiar	06	05.08
Others	23	19.49
Total	123	104.23

Multiple response column total is greater than 118

Table 11: Market for OFC responded by non OFC farmers

Market	Frequency	Percentage
Excellent:	26	22.03
Good	79	66.95
Poor	13	11.02
Total	118	100.00

Table 12: Sources of information utilized by OFC growers

Source	Frequency	Percentage
Other farmers	36	69.23
DOA staff	21	40.38
Radio	06	11.54
Private agro suppliers	06	11.54
Mahawel: agric. officers	05	09.61
Others	04	07.69
Total	78	149.99

Multiple response column total is greater than 52

Table 13: Sources of information utilized by non OFC growers

Source	Frequency	Percentage
Other farmers	87	85.29
From the fields grown with OFCs	36	35.29
Radio	18	17.65
Newspapers	08	07.84
TV	04	03.92
Others	07	06.86
Total	160	156.85

Multiple response column total is greater than 102

Discussion on effectiveness of pesticides

Almost half of the farmers (57.9%) discuss about the effectiveness of pesticides, mainly with neighbouring farmers followed by pesticide dealers and to a lesser extent DOA personnel (Table 15). It is mainly the trust (94%) that farmers have on the information source that decides whether the information is correct or not. So it is vary essential that any extension program must be geared to win the trust or confidence of farmers.

Source of new pesticide information

Other farmers play an important role as new source of information on pesticides followed by radio, private agro dealers and DOA personnel respectively (Table 16). Magazines, leaflets and posters play very minute role. It may be either that magazines & leaflets are not easily available or they do not carry much information on new pesticides. Regarding posters it may that they are not found in places where farmers usually go.

Label reading

About 85.7% of farmers do read the label and they mainly look for the dosage and the trade name (Table 17). The lesser percentage observed in reading the trade name is that the farmers reported that they indicate the pest problem to the shopkeeper and he prescribes the pesticide. So there is no necessity for them to read the trade name. The main reason for not reading the label by the balance farmers was that they knew the pesticide well (Table 18). From this it is clearly evident that farmers do not understand the importance of reading the other information found on the label which are very essential for pesticide safety as well as for effective use of pesticides.

Spraying pesticides

Some (40%) of the sampled farmers did spraying by themselves or a family member (10%) did the spraying. The balance farmers hired sprayer operators (Table 19).

Protective clothing

With reference to protective clothing worn during spraying there is much room for improvement to protect top of head, eyes, nose and mouth, hands and fingers, lower legs and feet (Table 20).

Table 14: Sources of pesticide purchase by farmers

Pesticide purchase source	Frequency	Percentage
Pesticide Dealer	139	84.2
Cooperatives	26	15.8
A.S.C	10	6.0
Merchants	1	0.6
Farmer Organizations	1	0.6
Total	177	107.2

Multiple response column total is greater than 165

Table 15. Discussion source for effectiveness on pesticides

Pesticide Discussion Source	Frequency	Percentage
Neighbour farmers	92	57.9
Shopkeeper	66	41.5
DOA personnel	35	22
Officers of ASC	6	3.9
Mahaweli officers	4	2.5
Sprayer operator	3	1.91
Agents of private company	2	1.3
Officers in co-op	1	0.6
Total	209	131.5

Multiple response column total is greater than 159

Table 16: Sources of new pesticide information

Sources of pesticide information	Frequency	Percentages
Other farmers	97	62.2
Radio	59	37.8
DOA staff	43	27.6
Private agro dealers	56	35.9
TV	28	17.9
Newspapers	12	7.7
ASC	7	4.5
Mahaweli extension officers	4	2.6
Sprayer operator	2	1.32
Leaflets	2	1.3
Magazine	1	0.6
Co-operative manager	1	0.6
Extension workers of private companies	1	0.6
Secretary of farmer organizations	1	0.6
Posters	0	0.0
Total	314	201.16

Multiple response column total is greater than 156

Table 17: Reading label instructions

Reading label instructions	Frequency	Percentage
Dosage	136	98.6
Trade name	65	47.1
Precautions	20	14.5
Toxicity symbols	8	5.8
Post-harvest interval	2	1.4
Expiry date	2	1.4
Total	233	168.80

Multiple response column total is greater than 138

Table 18: Reasons for not reading the label

Reasons for not reading the label	Frequency	Percentage
Already know	13	59.1
Difficult in reading	9	40.8
Total	22	100.0

Table 19: Sprayer operator

Sprayer operator	Frequency	Percentage
Hired	81	49.1
Farmer	66	40.0
Family member	16	9.7
Others	2	1.2
Total	165	100.00

A score of one was given for each item in the Table 20 if a farmer or sprayer operator adopted a protective gear and a score of zero if not adopted. The frequency distribution of the farmers and sprayed hired operators are given in Table 20 (a) and 20 (b). It is evident that farmers adopt 3 - 4 items in the protective gear while hired sprayer operators adopt 2 - 3 items.

Only 28% of farmers do have special clothing for spraying. Nearly 70% of the farmers wash their clothes immediately after spraying (Table 21) and 18% are washing them in the water sources such as river channel and tank.

Spraying time and duration

Most of the spraying is done during mid morning (Table 22) and the duration varied between 1-3 hrs. (Table 23).

Spraying method

Nearly 46% of the sprayer operators did spraying incorrectly leading to contamination. (Table 24).

Feeding during spraying

About 15% of the sprayer operators have lunch/tea break in the field during spraying operation.

Habits during spraying

Only 2.5% and 14% of farmers smoke and chew betel respectively during spraying operations (Table 25).

Washing of sprayers

Nearly all the farmers wash the sprayer near a water source. (Table 26). It is found that 77% wash them either at a house well or from a water source in the field. 76% of the farmers wash themselves immediately after spraying while another 23% after going home. All of them use water and soap to clean themselves.

Disposal of empty containers

Regarding disposal of empty containers majority (69%) of the farmers just threw away the empty pesticide containers whereas 20% have sold them to vendors for reusing (Table 27). This is a serious situation regarding pesticide hazards which has to be remedied immediately.

Table 20: Adoption of protective gear by sprayer operators
(Number of farmers = 163)

Protective part	Yes (Frequency)	%	No (Frequency)	%
Top of head	77	47.2	86	52.8
Eyes, nose & mouth	64	39.3	99	60.7
Neck, chest & upper arms	156	95.7	7	4.3
Lower arms	85	52.1	78	47.9
Hands & fingers	26	16.0	137	84
Waist and upper thighs	163	100.0	0	0.0
Lower legs	35	21.5	128	78.5
Feet	1	0.6	162	99.3

* Two farmers failed to respond

Table 20(a): Adoption of protective gear by farmer and family members

Score	Frequency	Percentage
01	01	01.2
02	15	18.07
03	22	26.5
04	21	25.3
05	10	12.04
06	11	13.25
07	03	3.61
Total	83	100.00

Table 20 (b) : Adoption of protective gears by hired sprayer operators

Score	Frequency	Percentage
01	05	06.32
02	17	21.51
03	20	25.31
04	13	16.45
05	12	15.18
06	07	08.86
07	05	06.32
Total	79	100.00

Table 21: Clothing treatment

Clothing treatment	Frequency	Percentage
Wash immediately	116	70.6
Wear till remainder of day	25	15.2
Change immediately	23	14
Total	164	100

Table 22: Spraying time

Spraying time	Frequency	Percentage
Early morning	1	0.6
Mid morning	145	88.41
Mid day	13	7.92
Mid afternoon	18	10.97
Before sunset	14	8.53
No particular time	9	5.48
Total	200	121.99

Multiple response column total is greater than 164

Table 23: Spraying duration

Spraying duration	Frequency	Percentage
30 min - 1 hr	8	4.87
1 - 2hrs	52	31.70
2 - 3hrs	58	35.36
3 - 4hrs	29	17.68
4 - 5hrs	10	6.09
5 - 6hrs	6	3.65
6 - 7hrs	1	0.6
7 - 8hrs	1	0.6
Total	164	100.00

Table 24: Wind protection application

Application	Frequency	Percentage
Towards winds	1	0.6
Away from the wind but in the sprayed area	75	45.73
Away from the wind not in sprayed area	59	35.97
No response	29	17.66
Total	164	100.00

Table 25: Habits adopted during spraying operations
(Number of farmers = 163)

Response	Yes	Percentage	No	Percentage
Smoking	04	2.5	159	97.5
Chewing betel	23	14.1	140	85.9

Table 26: Location of washing of sprayers

Location of washing sprayers	Frequency	Percentage
Field	83	50.6
House well	44	26.8
River/ channel/ tank	30	18.2
Nearest public well	2	1.2
No response	5	3.0
Total	164	100.0

Table 27: Disposal of empty pesticide containers

Disposal	Frequency	Percentage
Throwing	112	68.9
Selling/ giving away	36	20.0
Burying	15	9.1
Burning	02	1.2
Store in a field hut	1	0.6
Total	166	101.8

Multiple response column total is greater than 164.

Pre - harvest interval

It is found that 30% of the farmers agreed that spraying crops up to the harvest time increased the quality for market. Similarly 69.5% have heard others doing this. But 14% only expressed that this was a common practice. Nearly all the farmers were of the view that pesticide residues could occur in the market produce due to this practice.

Storing of pesticides

Farmers mostly store their pesticides either in the field or at home (Table 28). However, nearly 20% of the farmers purchase only the required amount of pesticides just before usage thus avoiding storage problems. Out of those who store at home nearly half of them store them unprotected from children (Table 29) whereas only 11% of these farmers tend to lock and keep the pesticides (Table 30).

Left over pesticides

The left over pesticides are either kept at home or in the field hut (Table 31).

Type of pesticides

In paddy, most of the farmers were spraying herbicides (64%) and with reference to insecticides 47% were dealing with organophosphorus compounds (Table 32). Organophosphorus compounds were mainly used in vegetables, legumes and condiments.

Radio channel

Majority of the farmers do listen to the radio. Compared to National Service more farmers listen to Commercial Service and Regional Service (Table 33). The reason for the regional service become popular may be due to clear reception and programmes are related to the region involving farmers of the area.

Radio programme

With reference to the type of programme listened, majority (85%) of farmers listen to the news, followed by agriculture programmes, dramas and entertainments respectively (Table 34).

Radio listening time and venue

With reference to listening time most of the farmers listened to the radio between 6.00 - 8.00 hours in the morning as well as 18.00 - 20.00 hours in the evening (Table 35) and mainly (98%) at home.

Table 28: Storage of pesticides

Pesticide storage	Frequency	Percentage
Home	70	42.7
Farm	50	30.5
Not stored but buy and use whenever required	32	19.5
Proximity to the house	21	12.8
Total	166	105.5

Multiple response column total is greater than 164

Table 29: Storage of pesticides at home

Pesticide storage (home)	Frequency	Percentage
Unreached by children	29	41.4
Enclosure	08	11.4
At an unprotected place in home	33	47.1
Total	70	100.0

Table 30: Locking of pesticides

Locking pesticides	Frequency	Percentage
Not locking at home	33	20.0
Lock and key at home	18	10.9
Outside the home	40	24.2
Unreached by others at home	42	25.5
Buy before spraying	32	19.4
Total	165	100.0

Multiple response column total is greater than 164

Table 31: Left over pesticides

Storage of left over pesticides	Frequency	Percentage
Nothing left over	46	28.04
In another hut	39	23.78
Home	45	27.43
Outside the house	13	07.92
In the field	21	12.80
Total	164	100.00

Table 32: Type of pesticides

Pesticide	Frequency	Percentage
Organophosphorus	77	46.7
Organochlorine	03	1.8
Carbamate	35	21.2
Synthetic pyrethroid	01	0.6
Herbicides	106	64.2
Unspecified compounds	21	12.7
Total	243	147.2

Multiple response column total is greater than 164.

Table 33: Preference of radio channel by farmers

Channels	Frequency	Percentage
Commercial service	136	84.5
Regional service	88	54.7
National service	50	31.1
Total	274	170.3

Multiple response column total is greater than 161

Table 34: Type of programmes listened by farmers

Programme listened	Frequency	Percentage
News	137	85.1
Agricultural programmes	75	46.6
Entertainments	64	39.8
Dramas	62	38.5
Advertisements	62	38.5
Cultural programmes	36	22.4
Any programme	06	3.7
Sports	05	3.1
Religious Programmes	02	1.2
Quiz programmes	01	0.6
Total	450	279.5

Multiple response column total is greater than 161

Table 35: Listening time of Radio

Time	Frequency	Percentage
06 - 08 hrs	58	36.0
08 - 10 hrs	07	04.3
10 - 12 hrs	05	03.1
12 - 14 hrs	29	18.0
14 - 16 hrs	05	03.1
16 - 18 hrs	12	07.5
18 - 20 hrs	125	77.6
After 20 hr	63	39.1
No special time	03	01.9
Total	302	190.7

Multiple response column total is greater than 161

But only (32%) of the farmers listen to agricultural programmes. Of the farmers who,listen to agricultural programmes only 73% listen to DOA agric programmes. Out of the DOA programmes YFC quiz was most popular (Table 36). This may be because of the farm family members being involved in the programme as well as it carries awards apart from much publicity to these programmes

Regarding agricultural radio programmes, of the farmers who listened to it, felt that it was useful, interesting, understandable and accurate. They felt that the length of the programme is just right and programme presenter rated high (Table 37).

Television

About 69 % of farmers watch television and nearly all of them watch television at night only either at home or at neighbours house (Table 38). Of the farmers who did not watch TV, the main reason was that they do not possess one or not accessible to one.

News and tele dramas are the favourite TV programmes (Table 39). Only 7.3% of farmers who watch TV have seen DOA programmes such as Krushi Sanvada and Govithenai Divimagai. It may be that there is less agricultural programmes in the TV or that enough publicity has not been given. Those farmers who saw agricultural programmes nearly all were of the view that the programmes were useful, interesting, in understandable language, accurate and the presenter was good. Regarding the length of the TV programme there was diverse opinion. They were undecided regarding timing of the message too.

Of the farmers who watched TV programmes felt that there was not much difference between Radio and TV. Nearly 37% of farmers received information on agriculture from non DOA programmes from TV & Radio. Commercial advertisements followed by news stories were the main programmes from which they received agricultural information.

Cinema

It is seen that only 3.5% of the farmers go for cinemas. Only one farmer was able to recall agricultural cinema clips.

Newspapers

Nearly 71.8% of farmers do read newspapers. The main reason for not reading newspapers by the other farmers is the unaccessibility to newspapers and difficulty in reading due to eye defects. (Table 40).

Table 36: Farmers listening to DOA agric programmes
(Number of farmers = 52)

Agricultural programme	Yes	%	No	%
YFC Competition	24	46.1	28	53.9
Saraboomi	06	11.5	46	88.5
Krushu Thoraturu	05	9.6	47	90.4
Kandurata Puwath	05	9.6	47	90.4
Krushu Rata	02	3.9	50	96.1
Govi Deta	02	3.9	50	96.1
Ape Govithana	02	3.9	50	96.1
Keth Bima	01	1.9	51	98.1
Sara Ketha	01	1.9	51	98.1
Govi Bima	00	0.0	52	100
Govi Gedera	00	0.0	52	100
Govi Getalu	00	0.0	52	100

Table 37: Quality of agricultural radio programmes
(Number of farmers = 52)

Quality		Good		Undecided		Bad	
		Frequ -ency	%	Frequ -ency	%	Frque -ncy	%
Usefulness		48	92.3	04	7.7	00	0.0
Interesting		47	90.4	05	9.6	00	0.0
Language		50	96.2	01	1.9	01	1.9
Accuracy		38	73.1	14	26.9	00	00
Length	Just right	32	61.5	07	13.5		
	Short					11	21.2
	Long					01	1.9
Presenter		46	88.5	06	11.5	00	0.0
Message timing	Too early	09	17.3	41	78.8		
	Too short					00	0.0
	Too long					02	3.8

Table 38: TV venue

Venue	Frequency	Percentage
Home	89	76.1
Neighbour's	28	23.9
Total	118	100

Table 39: TV programmes

Programme	Frequency	Percentage
Tele dramas	103	88.0
News	101	86.3
Agricultural programmes	34	29.1
Advertisements	32	27.4
Entertainments	31	26.5
Cultural programmes	30	25.6
Spots	10	8.5
Films	03	2.6
Quiz programme	01	0.8
Any programme	03	2.6
Medical programmes	01	0.8
Total	349	298.3

Multiple response column total is greater than 117

Table 40: Reasons for not reading newspapers

Reason	Frequency	Percentage
Difficult to read due to eye defects	14	28.57
Illiterate	04	08.16
Inaccessibility	17	34.69
No time to read	14	28.62
Total	49	100.0

English and Tamil newspapers were unpopular among the farmers. In the Sinhalese newspapers "Divayina" was popular followed by "Dinamina", "Sri Lankadeepa" and "Silumina" (Table 41).

Nearly half of the farmers who read newspapers purchase them while the balance farmers read the newspapers either by borrowing from their neighbours or reading at boutiques (Table 42). The main venue of reading newspapers were home or boutique (Table 43). Only about 36% of the farmers read newspapers every day while 27% read during weekends and a lesser amount of them read 3 - 4 days a week (Table 44).

Only about 7% of the farmers who read newspapers were aware of the DOA supplement (Table 45) and they felt that it was useful, interesting, understandable, believable, fairly accurate and of reasonable length.

Only (8.8%) of farmers could recollect agricultural information that they have recovered from mass media and the message they were able to recollect is given in Table 46.

With reference to farmer's preference to source of information communication with public sector ranked the highest followed by radio and other farmers (Table 47).

Table 41: Reading Sinhala newspapers

Newspapers	Frequency	Percentage
Divayina	76	62.29
Dinamina	44	36.06
Sri Lankadeepa	44	36.06
Silumina	40	32.78
Irida Divayina	33	27.04
Any other paper	01	0.81
Total	238	195.08

Multiple response column total is greater than 122

Table 42: Purchasing newspapers

Purchase	Frequency	Percentage
Reading at boutique/ library/ saloon	44	36.04
Newspaper stand	32	26.22
Delivered to home	29	23.77
Reading from friend/ neighbour	19	15.57
Total	124	101.63

Multiple response column total is greater than 122

Table 43: Place of newspaper reading

Place of reading	Frequency	Percentage
Home	65	53.27
Boutique	58	47.54
Neighbours	03	2.45
Library	03	2.45
At the temple	01	0.81
Saloon	01	0.81
Total	131	107.37

Multiple response column total is greater than 122

Table 44: Frequency of reading newspapers

Reading newspaper	Frequency	Percentage
Everyday	44	36.1
Weekends	33	27.0
3 - 4 days a week	28	23.0
When going to the boutique	08	6.6
When going to the town	06	4.9
When going to the saloon	01	0.8
Once in a way	02	1.6
Total	122	100.0

Table 45: Awareness of DOA supplement

Response	Frequency	Percentage
No	114	93.4
Divayina	04	3.3
Dinamina	04	3.3
Total	122	100.0

Table 46: Agricultural information received through Mass media

Response	Frequency	Percentage
Information on agro chemicals	08	0.5
Information on herbicides	02	12.5
Application of straw as fertilizers	02	12.5
Chilli cultivation	01	6.25
Identification of pest and diseases	01	6.25
An application method of fertilizers	01	6.25
Burning the beds before planting seeds in vegetable cultivation	01	6.25
Total	16	100.0

Table 47: Ranking of sources of information according to farmers' preferences

Information source	Rank 1		Rank 2		Rank 3		Total score	Mean score
	Freq	%	Freq	%	Freq	%		
1. Radio/ TV	20	11.8	83	53.9	40	40.8	266	1.564
2. Newspapers	01	0.6	18	11.7	31	31.6	70	0.412
3. Other farmers	50	29.4	21	13.6	08	8.2	200	1.176
4. Private businessmen	09	5.3	19	12.3	08	8.2	73	0.429
5. Public sector people	90	52.9	13	8.4	11	11.2	307	1.805
Total	170	100	154	100	98	100	916	

CONCLUSIONS AND RECOMMENDATIONS

OFC GROWERS

Only one third of the sampled farmers grew OFC in paddy fields and it was found that the extent OFC grown previous to Yala 1991 and Yala 1991 was rather static. Of the farmers who grew OFC two thirds were growing the crops under supplementary irrigation. Higher income and less water requirement were the benefits they derived from this practice. However, they faced constraints such as insufficient water supply, credit and inputs such as labour, planting material and fertilizers which are the factors for non increase in extent by these farmers although they agreed that there was a ready market for the produce. Some of them faced marketing problems due to poor transport facilities and drop in prices in certain places. The main crops that were grown by these farmers fell into the category of condiments, legumes and vegetables. Yams and drought resistant cereals played a minor role.

Neighbouring farmers and DOA personnel played a major role in the dissemination of OFC information. The supply of seed materials undertaken by the DOA, may be one reason for being a source of information. Radio did not play much a role due to the diversity of crops which means more messages to be covered in a relative short broadcasting time. Posters and magazines played a negligible role. However, steps could be taken in terms of broadcasting events of OFC demonstrations and successes as agricultural news items to encourage the farmers to listen to agricultural radio programmes.

NON OFC GROWERS

The main reason for non adoption of OFC during Yala in the wet zone areas was too much water. So the campaign should avoid water logging areas in the wet zone. The farmers in the other areas considered availability of water and inputs as motivational factors. With reference to sources of information utilized by non OFC growers, farmers' fields in the vicinity played quite a role other than neighbouring farmers which indicates that there is wide scope to create awareness and interest among the non adopters by having successful demonstrations in their areas. Full scale demonstrations of a larger scale may be useful for the farmers to evaluate the practice in terms of farm size, water availability, capital, inputs etc. Here too, radio could play a greater role.

PESTICIDE SAFETY

Nearly all the farmers resort to pesticides and they mainly purchase them from pesticide dealers. So pesticide dealers could be included to assist the campaign to promote the pesticide safety among the farming community. They could be helpful in pasting pesticide safety posters in their shops, distributing flyers when farmers purchase pesticides and also make available cheap protective gears for sprayer operators.

It was found that farmers mainly discuss with neighbouring farmers and shopkeepers regarding the effectiveness of pesticides but when it comes to new information on pesticides, apart from neighbouring farmers, radio, private agro dealers and DOA personnel play quit a role. The reason may be due to commercial advertisements in the radio and shopkeepers advertising their product while the farmer seeks the DOA personnel when pesticides fail to response.

With reference to reading the label farmers mainly look for the dosage only. Therefore, the campaign should stress the instructions and symbols on the label and the importance of reading each of them.

As nearly half of the farmers hired sprayer operators the campaign should also look to see that pesticide safety messages reach these hired sprayer operators. Regarding protective gear worn during spraying, farmers tend to neglect to protect the head, hands and fingers, lower legs and feet. So the campaign should focus more on the importance of protecting the above parts.

Most farmers wash the clothes they wore for spraying operation. It is also notable that they spray from 1 - 3 hours and mainly during mid morning which is advisable. However, nearly half of the farmers were found to spray away from the wind but in the sprayed area. So our campaign should include group demonstrations on proper method of spraying to crops considering the sprayed area. Only a small percentage of farmers smoke or chew betel during spraying operations. More than two - thirds of the farmers are not disposing off empty pesticide containers in the proper way. So the campaign should highlight the proper disposal of empty pesticide containers as a major concern in the campaign. It should also look into the pre harvest interval. Only a small percentage of farmers store the pesticides under lock and key. So the campaign should include that pesticides should be kept under lock and key as one of the pesticide safety messages.

RADIO

Farmers listen more to regional and commercial channels. As commercial channels are costly expanding of regional stations as well as setting up more regional broadcasts will promote more dissemination of agricultural messages in the farming community.

Most farmers listen to the news. So attempts should be made to incorporate more current agricultural events taking place in the country as news item or agricultural spot news should either be broadcast just after or before news.

The prime radio listening time of farmers is between 6 - 8 am in the morning as well as 6 - 8 in the evening. All agricultural radio programmes should be timed between this period.

With reference to agricultural radio programmes YFC quiz was most popular. It seems that there is less publicity or less awareness among the farming community of the other agricultural radio programmes. So wide publicity should be given regarding the broadcasting time of other agricultural radio programmes.

Generally, in radio programmes, apart from the news, farmers mainly listen to dramas, entertainments and advertisements. This indicates that the agricultural radio programmes should have variety in it to attract the listeners at the same reinforcing the message.

TELEVISION

Television was assumed to be of little importance in reaching farmers but this study shows that more than 2/3 of the farmers watch TV although only a small percentage are aware of agricultural programmes. By including more agricultural TV programmes and giving more publicity about the time these telecast would assist in effective dissemination of agricultural information.

CINEMA

Only a small fraction of the farmers go to the cinema. As such cinema clips do not seem much promising in the dissemination of agricultural messages.

NEWSPAPERS

Although three - fourth of the farmers do read newspapers only one third read them every day while nearly two - third of them read during weekends. This may be the reason for the poor response of the awareness of DOA news paper supplement. Steps should be taken to publish the supplement during weekends if possible although the cost incurred will be much higher.

SOURCE OF AGRICULTURAL INFORMATION

Farmers look forward more to meet the DOA personnel followed by radio and other farmers as their source of information. So steps should be taken to include more farmer forums and utilization of the radio to disseminate agricultural information to the farming community.

LEAFLETS, MAGAZINES AND POSTERS

Very poor response was received regarding the awareness of leaflets, magazines and posters carrying agricultural information among the farming community. So necessary action has to be taken to increase the sale outlets of the magazines and leaflets. Regarding posters, identification of the places where farmers usually meet in the village has to be done and posters should be placed in those places to create an awareness of the agricultural message being disseminated. It can also be the boutiques where farmers flock to read the newspapers.

POSSIBLE INDICATORS FOR MONITORING

1. Percentage increase in OFC
2. Percentage increase in growing yams
3. Awareness percentage of OFC
 - Banners
 - Posters
 - Flyers
 - Radio spots
 - Demonstrations
4. Percentage reaching OFC messages disseminated by the campaign
5. Reading label
 - Increase in reading the number of items on the label
 - Increase in reading other items on the label
 - Interpreting the symbols & colours in the label correctly
6. Protective gear
 - Increase percentage in wearing protective gear
 - Increase in overall score for protective gear
7. Disposal of empty pesticide containers
 - Increase in the percentage of burying or burning empty pesticide containers
8. Pesticide storage
 - Increase in the percentage keeping pesticides under lock and key
9. Radio
 - Increase in the awareness of DOA programmes and recollecting messages.

10. TV

Increase in the awareness of DOA programmes and recollecting messages

11. Newspapers

Increase in the awareness of DOA programme and recollecting messages

12. Source of information

Ranking source of information preferred should change from interpersonal to mass media

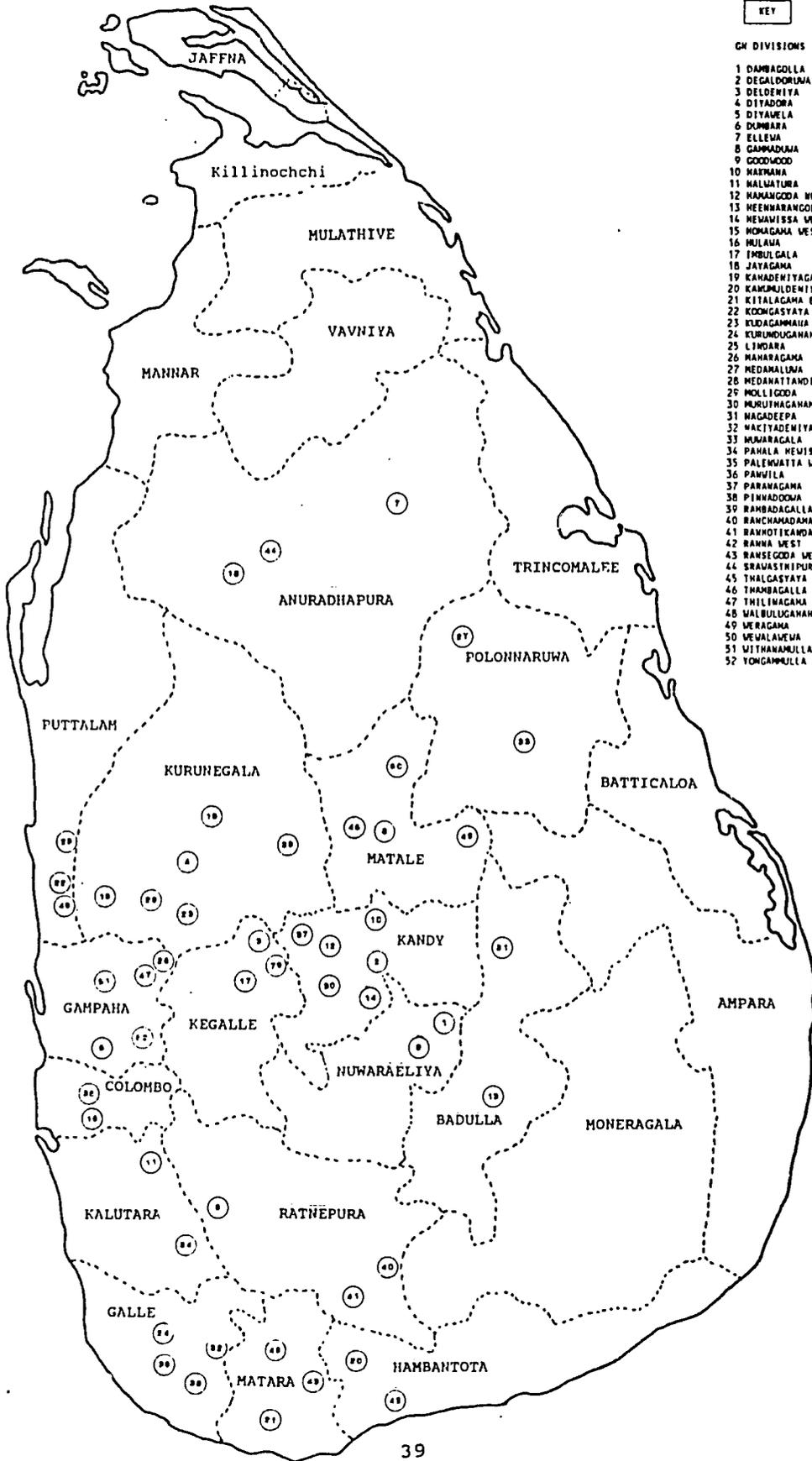
BASELINE SURVEY - SELECTION OF FARMERS

DISTRICT	AGA DIVISION	ASC	GN DIVISION	NO. OF FARMERS
BADULLA	RIDIEMALIYADDA KALTELA	REDIEMALIYADDA ETEMPITIYA	NAGADEEPA HEENARANGOLLA	4 4
KURUMEGALA	KOTAMEHERA RIDIEGAMA UDUBADDAMA KULIYAPITIYA DAMBADENIYA PANNALA	MAHAGIRILLA RAMBADAGALLA UDUBADDAMA MEWAGAMA DAMBADENIYA HAMANGALLA	HULAWA RAMBADAGALLA KAHADENIYAGAMA DIYADORA KUDAGAMMAHA MAHARAGAMA	4 3 3 4 4 3
ANURADHAPURA	NOCHCHIYAGAMA ANURADHAPURA GALENBI -NDUNUMEWA	NOCHCHIYAGAMA SRAWASTHIPURA GALENBINDUNUMEWA	JAYAGAMA 260 SRAWASTHIPURA ELLEWA	3 3 4
POLOWNARUWA	DIMBULAGALA THAMANKADUMA	GIRANDURUKOTTE SEVAGAMA	NUMARGALA MEDAMALUWA	4 4
PUTTALAMA	NATTANDIYA MADAMPE MADAMPE	TABBOWA MADAMPE MUNNESWARANA	MEDANATTANDIYA THAMBAGALLA KOONGASYAYA	4 4 3
RATNEPURA	KOLONNA EMBILIPITIYA AYAGAMA	KOLONNA TIMBOLKETIYA AYAGAMA	RANHOTIKANDA RANCHAMADAMA DUNJARA	3 4 3
KALUTARA	BULATHSINHALA WALALLAWITA	BULATHSINHALA PALAWATTA	HALWATURA PAHALA HEWISSA	3 3
GALLE	BADDEGAMA KARANDENIYA AKMEEMANA YAKKALAMULLA	IHALA LELWELA KARANDENIYA PINNADOOMA YAKKALAMULLA	PANWILA KURUNDUGAHA -HATHEPMA PINNADOOMA NAKIYADENIYA NORTH	3 2 3 4
MATARA	DEVUNDARA MULATIYANA THIRAGODA	DANDENIYA MULATIYANA YATIYANA	WALBULUGAHAHENA RANSEGODA WEST KITALAGAMA EAST	4 4 3
HAMBANTOTA	TANGALLA WALASMULLA	NETOLPITIYA WALASMULLA	RAWNA WEST KANUMALDENIYA SOUTH	3 3
GAMPAHA	MINUWANGODA MAHARA WAKE MEERIGAMA MEERIGAMA	HABODALE MALWATU HIRIPITIYA WAKE LINDARA PALLEWELA	WITHANAMULLA PAHALA YONGAMMULLA DIYAWELA LINDARA THILINAGAMA	3 3 3 3 3
COLOMBO	HOMAGAMA PILIYANDALA (KESBEWA)	HOMAGAMA KESBEWA	HOMAGAMA WEST PALENWATTA WEST	3 3

APPENDIX A. (continued)

DISTRICT	AGA DIVISION	ASC	GN DIVISION	NO. OF FARMERS
KAMPY	KUNDASALE	GUNNEPARA	DEGALDORUMA	4
	PATHA HEWAHETA	PATHA HEWAHETA (MARASSAMA)	HEWAWISSA WEST	2
	THUMPANE	GALAGEDARA	PARAHAGAMA	4
	HARISPATTUMA	KATUGASTOTA (YATIWAWELE)	HAMANGODA NORTH	2
	UDUMMARA	PETIYAGODA (THALAWATURA)	MURUTHAGAHAMULA	2
MATALE	MADADUMBARA (THELDENIYA; MINIPE (HASALAKE)	UDISPATTUMA	HAKMAMA	4
		MORAYAYA	WERAGAMA	4
MUMARA ELIYA	DAMBULLA	DAMBULLA	MEMALAWEWA	2
	MATALE	PALAPATHWELE	TALGASAYAYA	3
	AMBANGANGA KORALAYA	HUNUKETAELA	GAMMADUMA	2
NUMARA ELIYA	HANGURANKETHA	MANDARANNUMARA	GOODWOOD	3
	WALAPANE	NILDANDAHINNA	DAMBAGOLLA	3
KEGALLE	MAMANELLA	BEMINIWATTA	MOLLIGODA	3
	RAMBUKKANA	PINNEWELA	DELDENIYA	4
	GALIGAMMA	GALIGAMMA	IMBULGALA	4

BASELINE SURVEY - SELECTION OF GN DIVISIONS



A COMMUNICATIONS SURVEY
OF PADDY FARMERS

TO DETERMINE A BASE LINE ASSESSMENT OF THEIR KNOWLEDGE, ATTITUDES,
AND PRACTICES TOWARDS GROWING OTHER FIELD CROPS IN PADDY FIELDS
DURING YALA, THEIR SAFE USE OF PESTICIDES, AND THEIR USE OF MEDIA
TO OBTAIN AGRICULTURAL INFORMATION

////////////////////////////////////

B I O D A T A

Date: _____ Time In: _____ Time Out: _____

District: _____

Name: _____

Address: _____

Location of Field: _____

Occupation: _____

Age: _____ Sex: M/ _____ F/ _____

Years of Schooling: _____ (check Seed Market Survey)

////////////////////////////////////

ASK THIS QUESTION FIRST:

DO YOU GROW ANY OTHER FIELD CROPS IN YOUR PADDY LANDS
DURING THE YALA SEASON?

NO _____

(Continue with # 1)

YES _____

(Skip to # 5)

////////////////////////////////////

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/2

FOR THOSE WHO DO NOT GROW OFC'S

1) WHY DON'T YOU GROW ANY OTHER CROPS IN YOUR
PADDY FIELDS DURING THE YALA SEASON?

TECHNICAL PROBLEMS:

- 1 -TOO MUCH WATER _____
- 2 -NOT ENOUGH WATER _____
- 3 -POOR SOIL _____
- 4 -NOT FAMILIAR _____

FINANANCIAL PROBLEMS:

- 5 -NO CAPITAL _____
- 6 -TOO RISKY _____
- 7 -NO MARKET _____

INPUT PROBLEMS:

- 8 -TIME _____
- 9 -LABOR _____
- 10 -SEEDS _____
- 11 -FERTILIZER _____
- 12 -PESTICIDES _____
- 13 -PLANTING MATERIALS _____

OTHER REASONS:

- 14 _____
- _____

2) WHAT WOULD IT TAKE TO CONVINCE YOU TO GROW OTHER CROPS
IN YOUR PADDY FIELDS DURING YALA?

- 1 -AVAILABILITY OF PLANTING MATERIALS
AT RIGHT TIME _____
- AVAILABILITY OF OTHER INPUTS: _____
- 2 -FERTILIZER _____
- 3 -AGRO CHEMICALS _____
- 4 -AVAILABLE CREDIT _____
- OTHER: _____
- 5 _____
- 6 _____
- 7 _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/3

3) A) HAVE YOU EVER RECEIVED ANY INFORMATION ABOUT GROWING OTHER CROPS IN PADDY FIELDS?

- 1 NO _____
- 2 YES _____

B) FROM WHERE

- 1 TV _____
- 2 RADIO _____
- 3 NEWSPAPER _____
- 4 MAGAZINE ARTICLE _____
- 5 LEAFLETS & PAMPHLETS _____
- 6 POSTERS _____
- 7 OTHER FARMERS _____
- 8 DOA EXTENSION PERSONNEL _____
- 9 PRIVATE AGRO INPUT SUPPLIERS _____
- 10 OTHERS: _____
- 11 _____
- 12 _____
- 13 _____
- 14 _____

41 4) WHAT KIND OF MARKET DO YOU THINK THERE IS FOR GROWING OTHER FIELD CROPS?

- 1 EXCELLENT/GOOD _____
- 2 AVERAGE _____
- 3 POOR/NONE _____

////////////////////////////////////
 (SKIP TO # 14 SAFE USE OF PESTICIDES)
 //////////////////////////////////////

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/4

FOR THOSE WHO DO GROW OFC'S

5) HOW MANY YEARS EXPERIENCE DO YOU HAVE GROWING OTHER FIELD CROPS IN PADDY FIELDS DURING YALA?

- 1 1-5 YRS _____
- 2 5-10 YRS _____
- 3 10-15 YRS _____
- 4 15-20 YRS _____
- 5 20-25 YRS _____
- 6 25-30 YRS _____
- 7 OVER 30 _____

6) PLEASE TELL US ABOUT THE OTHER FIELD CROPS YOU GROW IN PADDY FIELDS DURING YALA SEASON:

Crops grown in Paddy lands Before 1991 Yala/acres: 1991 Yala/acres

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/5

7) DID YOU EVER ENCOUNTER ANY PROBLEMS IN GROWING THESE CROPS?

A) NO

B) YES EXPLAIN:

TECHNICAL PROBLEMS:

- 1 -TOO MUCH WATER
- 2 -NOT ENOUGH WATER
- 3 -POOR SOIL
- 4 -NOT FAMILIAR

FINANCIAL PROBLEMS:

- 5 -LIMITED CAPITAL
- 6 -VERY RISKY
- 7 -LIMITED MARKET

LIMITED INPUTS:

- 8 -TIME
- 9 -LABOR
- 10 -SEEDS
- 11 -FERTILIZER
- 12 -PESTICIDES
- 13 -PLANTING MATERIALS

14 -OTHER REASONS/

8) WHAT BENEFITS DO YOU FEEL YOU OBTAIN GROWING THESE CROPS IN PADDY FIELDS?

- 1-HIGHER INCOME
- 2-INCOME SPREADS OUT DURING SEASON
- 3-BETTER NUTRITION
- 4-LITTLE WATER REQUIRED
- 5-SAVES MONEY BY NOT HAVING TO BUY SUCH VEGETABLES AT MARKET
- 6-OTHER/

7-

8-

9) WHAT KIND OF MARKET DO YOU FIND FOR YOUR OFC'S?

- 1-GOOD
- 2-FAIR
- 3-POOR

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/6

10) HAVE YOU EVER RECEIVED ANY INFORMATION ABOUT GROWING OTHER CROPS IN PADDY FIELDS?

A) NO
YES

B) /FROM WHERE

- 1-TV
- 2-RADIO
- 3-NEWSPAPER
- 4-MAGAZINE ARTICLE
- 5-LEAFLETS & PAMPHLETS
- 6-POSTERS
- 7-OTHER FARMERS
- 8-DOA EXTENSION PERSONNEL
- 9-PRIVATE INPUT SUPPLIERS
- 10-OTHER SOURCES/

11-

12-

11) HOW DO YOU GO ABOUT PREPARING YOUR LAND TO GROW OTHER FIELD CROPS IN PADDY FIELDS?

- 1-FLAT BED
- 2-RAISED BEDS
- 3-RIDGES & FURROWS

12) HOW DO YOU IRRIGATE YOUR CROPS? (OFC)

- 1-FLOOD IRRIGATE FIELD WHEN WATER IS AVAILABLE
- 2-PUMP WATER
- 3-RAINFED ONLY

15) FROM WHERE DO YOU OBTAIN PESTICIDES?

- 1-PESTICIDE DEALERS _____
- 2-NEIGHBOR _____
- 3-COOPERATIVE _____
- 4-A.S.C. _____
- OTHER SOURCES: _____
- 5- _____
- 6- _____

16) A) HAVE YOU EVER DISCUSSED HOW TO USE PESTICIDES WITH OTHERS BEFORE YOU USE THEM?

- 1-NO _____
- (SKIP TO # 17)
- 2-YES _____

B) WITH WHOM?

- 1-OFFICER OF DOA _____
- 2-NEIGHBORS OR OTHER FARMERS _____
- 3-SHOP KEEPER _____
- 4-OTHER/ _____
- 5- _____

C) HOW DO YOU KNOW THEIR INFORMATION IS CORRECT?

- 1-I TRUST THE SOURCE _____
- 2-I HOPE THEY'RE CORRECT _____
- 3-BECAUSE THAT'S THEIR JOB/SPECIALTY _____
- 4-OTHER _____

17) A) HAVE YOU EVER RECEIVED ANY INFORMATION ABOUT HOW TO USE PESTICIDES ON YOUR FARM?

- 1 NO _____
- 2 YES _____

B) FROM WHERE

- 1 TV _____
- 2 RADIO _____
- 3 NEWSPAPER _____
- 4 MAGAZINE ARTICLE _____
- 5 LEAFLETS & PAMPHLETS _____
- 6 POSTERS _____
- 7 OTHER FARMERS _____
- 8 DOA EXTENSION PERSONNEL _____
- 9 PRIVATE AGRO INPUT SUPPLIERS _____
- 10 OTHERS: _____
- 11 _____

18) WHAT KIND OF INFORMATION DO YOU LOOK FOR ON THE LABEL OF A PESTICIDE CONTAINER?

A) I DONT READ LABEL _____

WHY NOT?

1- I CAN'T READ: _____

2- I ALREADY KNOW HOW TO USE _____

LABEL DIFFICULT TO READ

3-LETTERS TOO SMALL _____

4-TOO MUCH INFORMATION _____

5-DONT UNDERSTAND SYMBOLS _____

6-DONT UNDERSTAND COLOURS _____

7-DIFFICULT TO UNDERSTAND _____

OTHER REASONS:

7- _____

(SKIP TO # 20)

B) I READ THE LABEL BUT I DO NOT FOLLOW THE INSTRUCTIONS. _____

C) I LOOK FOR

- 1- WHAT CHEMICAL TO SELECT-
- 2- HOW TOXIC IT IS _____
- 3- HOW TO MIX _____
- 4- HOW TO PROTECT BODY FROM POISONING _____
- 5- SPRAYING METHOD _____
- 6- WHEN TO SPRAY _____
- 7- POST SPRAY/POST HARVEST INTERVAL _____

19) A) ARE YOU ABLE TO UNDERSTAND THE LABEL CLEARLY?

- 1-NO _____
- 2-YES _____

B) WHY NOT?

- 1-I CANT SEE LETTERS CLEARLY _____
- 2-I CANT UNDERSTAND SYMBOLS _____
- OTHER: _____

- 3- _____
- 4- _____

20) A) DO YOU DO THE SPRAYING YOURSELF?

- 1-NO _____
- 2-YES _____

B) WHO DOES?:

- 1-SOMEONE HIRED _____
- 2-OTHER FAMILY MEMBER _____
- OTHERS/ _____

- 3- _____
- 4- _____

21) PLEASE LOOK AT THIS PICTURE AND TELL ME WHAT PART OF THE BODY IS COVERED AT THE TIME PESTICIDES ARE BEING USED ON YOUR FARM:

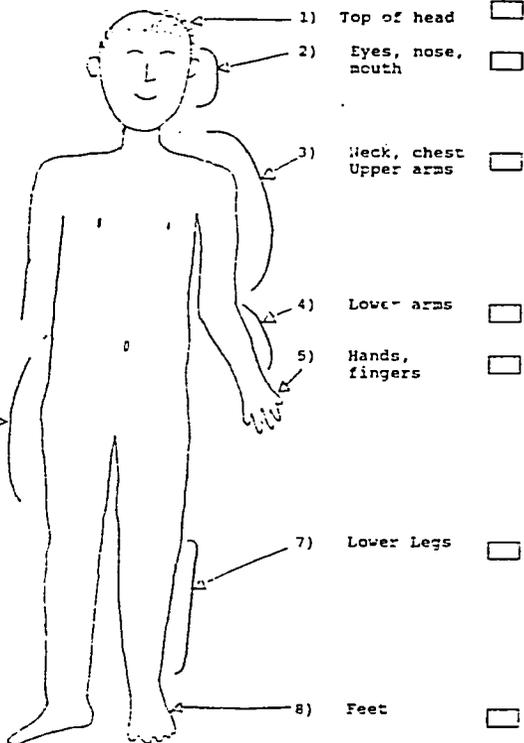


CODE FOR QUESTION 21

46

6)

Waist, Upper thighs



OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/14

22) IS THERE CLOTHING WORN ONLY FOR USING PESTICIDES?

- 1-NO _____
- 2-YES _____

23) AFTER WORKING WITH PESTICIDES, WHAT IS DONE WITH THE CLOTHING THAT IS WORN?

- 1-KEEP THEM ON FOR REST OF WORK _____
- 2-CHANGE THEM IMMEDIATELY ON SITE _____
- 3-WASH THEM IMMEDIATELY AFTER USING _____
- 4-KEEP THEM ON FOR REMAINDER OF DAY _____
- 5-WEAR THEM FIELD TO HOUSE, THEN CHANGE _____
- OTHER: _____

6- _____

7- _____

24) A) WHERE ARE PESTICIDE CHEMICALS STORED WHEN NOT BEING USED?

- 1-IN FIELD _____
- 2-IN BUILDING ON FARM _____
- 3-IN HOME _____

B) WHERE IN HOME?/IDENTIFY

- 1- _____
- 2- _____

C) ANY OTHER PLACE STORED?/IDENTIFY

- 1- _____
- 2- _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/15

25) WHAT METHOD IS USED TO KEEP THE PESTICIDE CHEMICALS SEPARATED FROM OTHERS PERSONS AND ITEMS IN THE HOUSEHOLD?

- 1-NOTHING _____
2-LOCK AND KEY _____

OTHER METHOD?

3- _____

4- _____

26) WHAT IS DONE WITH THE LEFT OVER PESTICIDES?

- 1-NOTHING LEFT OVER....USED IT ALL UP _____

2-STORE IN FIELD HUT _____

3-STORE AT HOME _____

-OTHER _____

4- _____

5- _____

27) SPRAYING ACTIVITY

A) WHAT TIME OF DAY IS SPRAYING DONE?

1-EARLY MORNING BEFORE SUNRISE _____

2-MID MORNING _____

3-MID DAY/NOON _____

4-MID AFTERNOON _____

5-RIGHT BEFORE SUNSET _____

6-NOT ANY PARTICULAR TIME _____

B) FOR HOW MANY HOURS AT A TIME DURING THE DAY DOES SPRAYING ACTIVITY OCCUR?

1- 30 MINUTES TO 1 HOUR _____

2- 1-2 HOURS _____

3- 2-3 HOURS _____

4- 3-4 HOURS _____

5- 4-5 HOURS _____

6- 5-6 HOURS _____

7- 6-7 HOURS _____

8- 7-8 HOURS _____

9- 8-9 HOURS _____

10- LONGER THAN 9 HOURS _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/16

C) WHEN ENTERING THE FIELD TO BEGIN SPRAYING, IS WIND DIRECTION CONSIDERED AS PART OF SPRAYING METHOD?

- 1-NO _____
2-YES _____

D) WHAT IS THE METHOD APPLIED TO SPRAY IN CONSIDERING WIND DIRECTION?

1-WALKING TOWARD WIND _____

2-WALKING AWAY FROM WIND _____

3-WALKING IN A MANNER THAT AVOIDS SPRAY ON THE BODY OR WALK IN TO SPRAYED CROP _____

OTHER CONSIDERATION/EXPLAINED:

5- _____

6- _____

E) WHEN ENGAGED IN SPRAYING, DO YOU OR OTHERS EVER TAKE A LUNCH OR TEA BREAK?

- 1-NO _____

2-YES _____

F) WHEN ENGAGED IN SPRAYING WORK, WHAT IS THE LOCATION WHEPE TEA OR LUNCH IS TAKEN?

1-IN FIELD WHERE SPRAYING _____

2-IN FIELD, AWAY FROM SFRAED AREA _____

3-AT HOUSE _____

-OTHER LOCATIONS/DESCPIRE: _____

4- _____

5- _____

28) A) SPEAKING OF WASHING UP, WHERE NORMALLY DO SPRAYERS WASH AFTER WORKING WITH PESTICIDES?

1-DONT WASH UP _____

(SKIP TO # 31)

2 WASH UP: _____

B) WASHING LOCATION.....

1-IN FIELD _____

2-AT HOUSE _____

3-AT OTHER BUILDING _____

OTHER LOCATION/DESCRIBE: _____

4- _____

5- _____

29) WHEN, AFTER SPRAYING, DO YOU OR OTHERS WASH?

1-IMMEDIATELY AFTER SPRAYING _____

2-BEFORE GOING INTO HOUSE _____

3-BEFORE GOING TO BED _____

4-DONT WASH AT NIGHT, INSTEAD, _____

WASH NEXT MORNING _____

-OTHER TIMES/DESCRIBE: _____

5- _____

6- _____

30) WHAT IS NORMALLY AVAILABLE TO USE WHEN WASHING UP AFTER USING PESTICIDES?

1-SOAP AND WATER _____

2-SOAP, WATER & RAG _____

3-WATER ONLY _____

4-RAG ONLY _____

OTHER DEVICE/EXPLAIN: _____

5- _____

6- _____

48

31) SMOKING AND CHEWING:

A) WHAT BRAND OF CIGARETTES DO YOU OR OTHERS SMOKE WHILE WORKING WITH PESTICIDES?

1-DONT SMOKE _____

2-DONT SMOKE WHILE _____

WORKING WITH PESTICIDES _____

3-SMOKE..... _____

BRAND _____

B) HOW MANY BETELS DO YOU OR OTHERS CHEW DURING THE COURSE OF SPRAYING?

1-DONT CHEW BETEL _____

2-DONT CHEW BETEL WHEN WORKING _____

WITH PESTICIDES _____

3-CHEW 1 TO 2 _____

4- 2 TO 3 _____

5- MORE THAN 3 _____

32) WHAT IS DONE WITH EMPTY PESTICIDE BOTTLES?

A) GET RID OF THEM BY:

1-BURNING IT _____

2-BURYING IT _____

3-THROWING IT AWAY _____

4-SELLING IT _____

5-GIVING IT AWAY _____

-OTHER MEANS: _____

6- _____

7- _____

B) REUSE IT BY:

1- _____

2- _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/19

- 33) A) HAVE YOU EVER HEARD THAT SPRAYING CROPS RIGHT UP TO HARVEST TIME WILL IMPROVE YOUR CROPS FOR MARKET? (APPEARANCE)
- 1-NO _____
 2-YES _____
- B) HAVE YOU EVER HEARD OF ANYONE DOING THIS?
- 1-NO _____
 2-YES _____
- C) WOULD YOU SAY THIS PRACTICE IS COMMON OR UNCOMMON?
- 1-UNCOMMON _____
 2-COMMON _____
- C) DO YOU THINK IT'S POSSIBLE THAT THERE COULD BE LEFTOVER PESTICIDES ON CROPS IF CROPS ARE SPRAYED AND HARVESTED IN THIS MANNER?
- NO _____ YES _____

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OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/20

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COMMUNICATIONS

- 34) DO YOU LISTEN TO THE RADIO?
- A) NO _____
 WHY NOT?
- 1-DONT HAVE A RADIO _____
 2-NOT ENOUGH TIME IN DAY _____
 3-TOO BUSY WITH WORK _____
 4-TOO BUSY WITH FAMILY _____
 5-DONT LIKE RADIO _____
 6-I AM NOT NEAR A RADIO _____
 -OTHER REASONS _____

7- _____

8- _____

(SKIP TO # 41)

B) YES _____

- 35) WHAT CHANNELS DO YOU LISTEN TO?
- 1-NATIONAL SERVICE _____
 2-COMMERCIAL SERVICE _____
 3-REGIONAL SERVICES _____

- 36) WHAT KIND OF PROGRAMMES DO YOU LISTEN TO?
- 1-NEWS _____
 2-SPORTS _____
 3-CULTURAL PROGRAMS _____
 4-ENTERTAINMENT _____
 5-DRAMAS _____
 6-AGRICULTURAL PROGRAMS _____
 7-ADVERTISEMENTS _____
 -OTHER PROGRAMS DESCRIBED: _____

P- _____

9- _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/21

37) WHEN DO YOU NORMALLY LISTEN TO THE RADIO?

B E T W E E N.....

- 1-6AM TO 8AM _____
- 2-8AM TO 10AM _____
- 3-10AM TO 12 NOON _____
- 4-12 NOON TO 2PM _____
- 5-2PM TO 4PM _____
- 6-4PM TO 6PM _____
- 7-6PM TO 8PM _____
- 8-AFTER 8PM _____

38) WHERE DO YOU NORMALLY LISTEN TO THE RADIO?

- 1-AT HOME _____
- 2-AT NEIGHBORS HOUSE _____
- 3-IN THE FIELD WHEN WORKING _____
- 4-OTHER LOCATION/DESCRIBE: _____

4- _____

5- _____

39) A) DO YOU EVER LISTEN TO ANY OF THE DEPARTMENT OF AGRICULTURE RADIO PROGRAMMES?

1-NO _____

(SKIP TO # 41)

2-YES _____

B) DO YOU LISTEN TO..... (NO=1, YES=2)

- 1-GOVI DATHA ___ Mon, 6:45-7:15pm by Mahanuwara
- 2-KRUSHI RATA ___ Fri, 8:30-8:45pm by Rajarata
- 3-ETH BIMA ___ Fri, 7:40-7:55pm by Mahanuwara
- 4-YFC COMPETITION ___ Thu, 5:30-6pm by commercial service
- 5-SARABOOMI ___ Thu, 7-7:15pm by commercial service
- 6-GOVI GETALU ___ Fri, 7-7:15pm by national service
- 7-SARAKETHA ___ Mon, 6:45-7:15pm by commercial service
- 8-GOVI BIMA ___ Fri, 7:45-8pm by Mahanuwara
- 9-GOVI GEDRA ___ Sun, 8:15-8:30pm by Mahanuwara
- 10-KRUSHI TORATURA ___ Daily, 5:30-6pm by Rajarata
- 11-KANDURATA PUWATH ___ Daily, 7:30-7:40pm by Mahanuwara
- 12-APE GOVITEHA ___ Fri, 7:30-7:45, m by Mahanuwara

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/22

40) I WANT TO ASK YOU SOME QUESTIONS ABOUT THE WAY AGRICULTURAL INFORMATION IS PRESENTED TO YOU BY THE DEPARTMENT OF AGRICULTURE'S RADIO PROGRAMMES:

A) HOW USEFUL DO YOU FIND THE INFORMATION YOU GET BY LISTENING TO THESE PROGRAMMES ON RADIO?

- 1-USEFUL _____ 2-NOT USEFUL _____ 3-NOT SURE _____
- ANY OTHER COMMENT: _____

B) HOW INTERESTING DO YOU FIND THE PROGRAMMES AS PRESENTED?

- 1-INTERESTING _____ 2-NO INTEREST _____ 3-NOT SURE _____
- ANY OTHER COMMENT: _____

C) HOW MUCH DO YOU UNDERSTAND THE LANGUAGE OF THE COMMENTARY OF THE PROGRAM BEING PRESENTED ON THE RADIO?_

- 1-I UNDERSTAND _____ 2-ITS DIFFICULT TO UNDERSTAND _____
- 3-NOT SURE _____
- ANY OTHER COMMENT: _____

D) HOW ACCURATE DO YOU FEEL THE INFORMATION IS THAT YOU HEAR ABOUT AGRICULTURE ON THE RADIO PROGRAMMES?

- 1-ACCURATE _____ 2-NOT ACCURATE _____ 3-NOT SURE _____
- ANY OTHER COMMENT: _____

E) HOW DO YOU FIND THE LENGTH OF THE RADIO AGRICULTURAL PROGRAMS?

- 1-TOO LONG _____ 2-/TOO SHORT _____ 3-JUST RIGHT _____
- 4-NOT SURE _____

F) HOW WOULD YOU RATE THE PROGRAM PRESENTERS?

- 1-GOOD PRESENTER(S) _____ 2-POOR PRESENTER(S) _____
- 3-NO COMMENT _____
- ANY OTHER COMMENT: _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/23

G) HOW DO YOU FEEL THE INFORMATION BEING PRESENTED TO YOU OVER RADIO IS TIMED TO YOUR CULTIVATING SEASON?

- 1-INFORMATION ON TIME TO MAKE DECISIONS
- 2-INFORMATION TOO LATE TO MAKE DECISIONS _____
- 3-INFORMATION TOO EARLY, I FORGET _____
- 4-NOT SURE _____ /NO COMMENT _____

H) SINCE YOU LISTEN TO THE RADIO, DO YOU EVER FIND IT DIFFICULT TO UNDERSTAND OR ENJOY THE PROGRAMME WHEN YOU CANT SEE IT?

- 1-NO _____ 2-YES _____ 3-NO DIFFERENCE'
- COMMENT: _____

41) DO YOU WATCH TELEVISION?

A) NO _____
WHY NOT? _____

- 1-DONT HAVE A TV
- 2-NOT ENOUGH TIME IN DAY _____
- 3-TOO BUSY WITH WORK _____
- 4-TOO BUSY WITH FAMILY _____
- 5-DONT LIKE TV _____
- OTHER REASONS _____

6- _____

7- _____

(SKIP TO # 47)

B) YES _____

42) WHAT KIND OF PROGRAMMING DO YOU NORMALLY LIKE TO VIEW?

- 1-NEWS _____
- 2-SPORTS _____
- 3-CULTURAL PROGRAMS _____
- 4-ENTERTAINMENT _____
- 5-TELE DRAMAS _____
- 6-AGRICULTURAL PROGRAMS _____
- 7-ADVERTISEMENTS _____
- OTHER PROGRAMS DESCRIBED: _____

E- _____

S- _____

51

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/24

43) WHEN DO YOU NORMALLY VIEW TELEVISION?

- 1-MORNING _____
- 2-MID DAY _____
- 3-AFTERNOON _____
- 4-NIGHT _____

44) WHERE DO YOU NORMALLY VIEW TELEVISION?

- 1-AT HOME _____
- 2-AT NEIGHBORS HOUSE _____
- OTHER LOCATION/DESCRIBE: _____

3- _____

4- _____

45) A) DO YOU EVER WATCH ANY OF THE DEPARTMENT OF AGRICULTURAL TELEVISION PROGRAMMES?

1-NO _____

(SKIP TO # 47)

2-YES _____

B) DO YOU VIEW.....? (NO=1, YES=2)

- 1-KRUSHI SANWADA Day?/ _____ Time?/ _____
- 2-GOVITHENAI DIVIMAGI Day?/ _____ Time?/ _____

46) I WANT TO ASK YOU SOME QUESTIONS ABOUT THE WAY AGRICULTURAL INFORMATION IS PRESENTED TO YOU BY THE DEPARTMENT OF AGRICULTURE'S TELEVISION PROGRAMMES:

A) HOW USEFUL DO YOU FIND THE INFORMATION ON THE TV?

- 1-USEFUL _____ 2-NOT USEFUL _____ 3-NOT SURE _____
- ANY OTHER COMMENT: _____

B) HOW INTERESTING DO YOU FIND THE PROGRAMMES AS PRESENTED?

- 1-INTERESTING _____ 2-BORING _____ 3-NOT SURE _____
- ANY OTHER COMMENT: _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/25

C) HOW DO YOU FIND THE LANGUAGE OF THE COMMENTARY OF THE PROGRAM BEING PRESENTED ON TV?

1-UNDERSTANDABLE _____ 2-DIFFICULT TO UNDERSTAND _____
3-NOT SURE _____
-ANY OTHER COMMENT: _____

D) HOW ACCURATE DO YOU FIND THE INFORMATION BEING PRESENTED?

1-ACCURATE _____ 2-NOT ACCURATE _____ 3-NOT SURE _____
-ANY OTHER COMMENT: _____

E) HOW DO YOU FIND THE LENGTH OF THE TV AGRICULTURAL PROGRAMS?

1-TOO LONG _____ 2-/TOO SHORT _____ 3-JUST RIGHT _____
4-NOT SURE _____

F) HOW WOULD YOU RATE THE PROGRAM PRESENTERS?

1-GOOD PRESENTER(S) _____ 2-POOR PRESENTER(S) _____
3-NO COMMENT _____
-ANY OTHER COMMENT: _____

G) HOW DO YOU FEEL THE INFORMATION BEING PRESENTED TO YOU OVER TV IS TIMED TO YOUR CULTIVATING SEASON?

1-INFORMATION ON TIME TO MAKE DECISIONS _____
2-INFORMATION TOO LATE TO MAKE DECISIONS _____
3-INFORMATION TOO EARLY, I FORGET _____
4-NOT SURE _____ /NO COMMENT _____

H) DO YOU THINK HAVING PICTURES TO SEE ABOUT AGRICULTURE IS BETTER THAN HEARING ABOUT IT ON RADIO?

1-YES _____ 2-NO _____ 3-NOT REALLY MATTER _____
-ANY OTHER COMMENT: _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/26

47) A) OTHER THAN THE DEPARTMENT OF AGRICULTURE'S RADIO AND TV PROGRAMS, DO YOU EVER GET ANY OTHER INFORMATION ABOUT AGRICULTURE ON RADIO AND TV?

1-NO _____

(SKIP TO # 48)

2-YES _____

B) THROUGH WHAT OTHER KIND OF PROGRAMMING?

1-COMMERCIAL ADVERTISEMENTS _____
2-NEWS STORIES _____
3-SPECIAL CULTURAL PROGRAMMES _____
4-FOREIGN PROGRAMS _____
5-OTHER: _____

48) DO YOU GO TO THE CINEMA?

1-NO _____

(SKIP TO # 50)

2-YES _____

49) A) DO YOU RECALL ANY SPECIAL KIND OF SHORT FILMS CLIPS LIKE ADVERTISEMENTS DISPLAYED BEFORE OR DURING THE MAIN FILM FEATURE IS SHOWN?

1-NO _____

(SKIP TO # 50)

2-YES _____

B) CAN YOU DESCRIBE WHAT YOU REMEMBER SEEING? _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/27

50) DO YOU READ ANY NEWSPAPERS?

1-NO _____

(CONTINUE WITH #51)

2-YES _____

(SKIP TO # 52)

51) WHY DONT YOU READ NEWSPAPERS?

1-CANT READ _____

2-DONT LIKE NEWSPAPERS _____

3-NOT ENOUGH TIME IN DAY _____

4-TOO OCCUPIED WITH OTHER THINGS _____

-OTHER REASONS GIVEN: _____

5- _____

6- _____

(SKIP TO # 58)

52) WHAT SRI LANKA NEWSPAPERS DO YOU READ?

A) ENGLISH NEWSPAPER

1-DAILY NEWS _____

2-ISLAND _____

3-SUNDAY OBSERVER _____

4-SUNDAY TIMES _____

B) SINGHALA NEWSPAPER

1-DINAMINA _____

2-DIVAYIYA _____

3-SILUMINA _____

4-SRI LANKADEEPA _____

5-IRIDA DIVAYIYA _____

C) TAMIL NEWSPAPER

1-VIRAKESARI _____

2-THINAKARAN _____

OFC/PESTICIDE SAFETY/COMMUNICATION SURVEY/28

53) FROM WHERE DO YOU OBTAIN YOUR NEWSPAPER?

1-NEWSPAPER STAND _____

2-DELIVERED TO HOME _____

3-MAIL SUBSCRIPTION _____

4-LIBRARY _____

5-FRIEND/NEIGHBOR _____

6-OTHER SOURCE _____

54) WHERE DO YOU NORMALLY READ THE PAPER?

1-AT HOME _____

2-AT BOUTIQUE _____

3-AT NEIGHBORS _____

4-COMMUNITY READING ROOM _____

5-LIBRARY _____

6-OTHER PLACE _____

55) WHEN DO YOU NORMALLY READ THE PAPER?

1-EVERY DAY _____

2-ONLY ON WEEKENDS _____

3-AT OTHER TIMES _____

WHEN?

56) A) HAVE YOU EVER SEEN THE AGRICULTURAL DEPARTMENT'S ONE PAGE SUPPLEMENT THAT APPEARS IN THE DIVAYIYA OR DINAMINA NEWSPAPER EVERY LAST FRIDAY OF THE MONTH?

1-NO _____

(SKIP TO # 58)

2-YES _____

B) WHICH ONES DID YOU SEE?

1-DIVAYIYA _____

2-DINAMINA _____

57) I WANT TO ASK YOU ABOUT YOUR OPINION ABOUT THE INFORMATION FROM THE ARTICLES THAT APPEARS IN THE DEPARTMENT OF AGRICULTURAL SUPPLIMENTS:

A) USEFULNESS

1-USEFUL _____ 2-NOT USEFUL _____ 3-NO COMMENT _____
-ANY OTHER COMMENT: _____

B) INTEREST

1-INTERESTING _____ 2-BORING _____ 3-NO COMMENT _____
-ANY OTHER COMMENT: _____

C) UNDERSTANDABLE

1-UNDERSTANDABLE _____ 2DIFFICULT _____ 3-NO COMMENT- _____
-ANY OTHER COMMENT: _____

D) ACCURACY OF INFORMATION WRITTEN ABOUT

1-ACCURATE _____ 2-NOT CORRECT _____ 3-NO COMMENT- _____
-ANY OTHER COMMENT: _____

E) CREDIBILITY

1-BELIEVABLE _____ 2-NOT BELIEVABLE _____ 3-NO COMMENT _____
-ANY OTHER COMMENT: _____

F) LENGTH OF ARTICLE

1-GOOD LENGTH _____ 2-TOO LONG _____ 3/TOO SHORT _____
4-NO COMMENT _____

G) TIMELINESS TO NEED FOR INFORMATION

1-INFORMATION GIVEN WHEN I NEED IT _____
2-INFORMATION LATE _____
3-INFORMATION TOO EARLY FOR MY USE _____
4-NO COMMENT _____
-ANY OTHER COMMENT: _____

58) A) CAN YOU RECALL THE LAST TIME YOU EVER GOT ANY INFORMATION ABOUT CULTIVATING YOUR CROPS ON THE RADIO, TV OR THE NEWSPAPER?

1-NO _____

(SKIP TO # 59)

2-YES

B) WHAT WAS THE INFORMATION YOU REMEMBER?

1- _____

2- _____

3- _____

59) PLEASE RANK THE TOP THREE PREFERENCES YOU HAVE IN RECEIVING AGRICULTURAL INFORMATION

A) BROADCAST RADIO/TV 1 _____ 2 _____ 3 _____

B) NEWSPAPERS 1 _____ 2 _____ 3 _____

C) OTHER PEOPLE 1 _____ 2 _____ 3 _____

D) PRIVATE BUSINESSES 1 _____ 2 _____ 3 _____

E) PUBLIC SECTOR PERSONNEL 1 _____ 2 _____ 3 _____

THANK YOU VERY MUCH!

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END OF SURVEY

ENUMERATORS COMMENTS:

OBSERVATION CHECK LIST
FOR PESTICIDE SAFETY

Instructions to Enumerators:

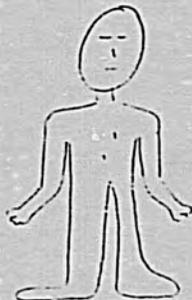
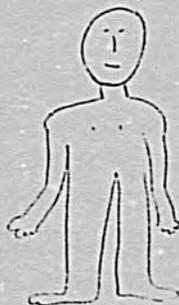
Whenever you are able to observe the farmer's field before, during, or after the survey, take a moment to record on this form, what you observed:

1) SPRAYING:

Numbers of people spraying: _____

Your recollection of whether or not applicators wore any kind of protection:

(shade in diagrams)



55

OBSERVATION FORM
continued
p2

2) ENVIRONMENTAL RISKS WHEN SPRAYING:

ANIMALS NEAR SPRAY AREA
WATER SOURCE NEARBY
SPRAYING DONE NEAR SCHOOL, OTHER HOUSE,
OR OTHER PUBLIC BUILDING
OTHER PEOPLE, CHILDREN NEARBY

3) STORAGE:

NONE OBSERVED
SEPARATE AREA
LOCKED
WARNING SIGN
NEAR FOOD
NEAR DRINK

4) SOAP AND WATER:

NONE SEEN
SEEN

5) CLEANLINESS OF AREA

EMPTY CONTAINERS LYING ON GROUND
CHEMICAL SPILLS OBSERVED
OVERALL IT LOOKS CLEAN

6) CHEMICAL DISPOSAL SITE LOCATION

NEAR DRINKING WATER
NEAR FOOD
REFRESHMENT DRINKS SEEN NEARBY
ANIMALS NEAR SITE
CHILDREN SEEN PLAYING NEARBY

7) ANY OTHER COMMENTS?

