

PN 15W 456
8/2/92

MULTI MEDIA CAMPAIGN PLAN

Presented to
PROVINCIAL DEPUTY DIRECTORS OF AGRICULTURE

Multi Media Campaign Coordinating Team

H Gamage/ADD/TTD
K Marjotte/ADD/TTD
R Wijekoon/ADA/TTD
P Weerakody/ADA/TTD
S Gnanachandran/ADA/TTD
D Kulnie/DARF

Gannoruwa
September 4, 1992

DIVERSIFIED AGRICULTURE RESEARCH PROJECT

P O Box 57, Peradeniya.

DEPARTMENT OF AGRICULTURE

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

DEVELOPMENT ALTERNATIVES INC.

September 4, 1992

To: Provincial Deputy Directors
Department of Agriculture

Fm: DD/TTD, and
Multi Media Campaign Coordinating Team
Department of Agriculture
Peradeniya

A handwritten signature in black ink, appearing to be 'M. J. L.' with a horizontal line underneath.

RE: Update of Multi Media Campaigns at "Seasonal Progress Review Meeting", ISTI, Gunnaruwa

You will recall on June 3, 1992, we had the pleasure of learning about your needs for communication support at a meeting we held jointly at ISTI, Gunnaruwa. The feedback offered through a questionnaire you filled out, helped guide us as we put together the final plan that we share with you in the attachment.

Having recently received final approval for funding the campaigns, we have just formed a Multi Media Campaign Coordinating Team to guide the progress and effect of our campaigns for the next 12 months.

The beginning campaign, "Safe Use of Pesticides", is intended to help solve a problem national in scope. It was also a topic that was unanimously identified by all DD's in your feedback. The campaign, to be coordinated by the TTD campaign team, requires each of you to help disseminate a select number of print media to post in locations we can mutually identify today.

While activities are about to commence in our first campaign, we invite your participation in helping to guide the other campaigns that are still in the formative stages.

We thank you for your assistance and mutual support.

cc: DARP
PMU
Multi Media Campaign Team Members

1DARP Technical Area 3.5: "MULTI MEDIA CAMPAIGNS"

Activities: Conduct a series of multi media 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. Production and dissemination of mass media materials will be coordinated with ongoing provincial extension programs in field. Activities will include conducting a baseline survey of farmers, production and dissemination of mass media and print materials to support field extension activity, and end with a series of evaluations and reports on the effectiveness of the campaigns.

Division: TTD

Background: DOA has identified a number of technology transfer objectives that lend itself to a mass communication program. DOA and DARP are well aware that a previous reduction of KVSN has caused a gap between DOA programs and the extension field effort when it comes to technology transfer. DOA has envisioned mass media as helping to fill in this gap, but just how effective this investment of resources will be remains to be tested. Overall the strengthening of DOA's communication planning will allow for improved management of its resources.

Benefits: Proposed technologies to be introduced to farmers in this campaign have greater likelihood of adoption when the use of mass media supports the ongoing field extension programs. Such a comprehensive communication program would also be a wise investment of DARP project funds. Communication Unit in TTD will also have experiences and campaign results that will help them develop more coordinated communication activities that will help support provincial field extension delivery throughout all seasons.

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FORMATION OF MULTI MEDIA CAMAIGN COORDINATING TEAM

- H. Gamage/ADD/TTD (Manager)
- K. Mankotte/ADA/TTD (Print Media)
- R. Wijekoon/ADA/TTD (AV & Graphics)
- P. Weerakkody/ADA/TTD/FBS (Broadcast Radio & TV)
- S. Gnanachandran/ADA/TTD (Feedback & Evaluation)
- D. Kuhnle/DARP

IDENTIFICATION OF CAMPAIGNS AND REVISED TIME TABLE

- | | |
|------------------------------|----------------------------|
| 1: "Safe Use of Pesticides" | Period: Aug 1992-July 1993 |
| 2: "Cultivation in Meda" | Period: Dec 1992-Apr 1993 |
| 3: "OFC in Paddy" | Period: Mar 1993-Aug 1993 |
| 4: "Quality Seeds Promotion" | Period: Mar 1993-Sep 1993 |

RATIONALE
for the
MULTI MEDIA COMMUNICATION CAMPAIGNS

CAMPAIGN # 1

SAFE USE OF PESTICIDES

Objective: To increase awareness levels of pesticide applicators of the importance of protecting themselves and others from pesticide contamination.

Method: This campaign will be carried out during period August 1992 to July 1993. Prior to the campaign, a number of pesticide applicators will be surveyed and observed to assess KAP in pesticide safety. These farmers will be interviewed in conjunction with other farmers for the first campaign. During the campaign, the use of radio and TV discussion shows, quiz shows and spot announcements ("flashes"), along with newspaper supplement pages, posters and banners will create awareness of pesticide dangers and pose some solutions against pesticide contamination. Ongoing field extension programs during this time should include instruction on correct methods of using agro chemicals, supported through variety of leaflets and booklets. Focus of campaign will be on six major topic areas from which messages will be designed:

1. understanding label on pesticide chemical containers
2. protecting body during pesticide activity
3. safe storage of agro chemicals
4. safe disposal of and proper clean up of pesticide containers, equipment, and chemicals
5. unsafe hygienic habits during pesticide activity
6. unsafe number of hours working with pesticides

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CAMPAIGN # 2

MEDA CULTIVATION

Objective: To get paddy farmers to gain additional income with minimum input by growing a shortaged other field crop immediately after harvesting Maha crop in February. The crop will be established without land preparation using inverted T seeder. It is also expected to raise this crop with minimal utilization of irrigation water. The seeds will be planted in moist soil and will use stored soil moisture to support the crop for the first 2 weeks or so. If no rain occurs, a life saving irrigation will be made from a water source.

Method: The campaign will begin just prior to harvesting Maha crop (December-January), so farmers could prepare themselves with necessary seeds, etc. Campaign period will be December, 1992 - April 1993. An assessment of present situation will be made in November 1992 simultaneously with evaluation of safe use of pesticides campaign. In December 1992-January 1993, posters and banners will be displayed in potential areas throughout the country. A special news paper supplement will carry necessary technical information and promotional articles in December 1992 or January 1993. Radio and TV programmes will also carry a promotional drive using spots, quizzes and discussions. An information leaflet will be distributed in January 1993.

CAMPAIGN # 3

PROMOTION OF CROP DIVERSIFICATION IN PADDY LANDS DURING YALA

Objective: To encourage paddy farmers nationally to grow ofc's in suitable paddy fields during Yala.

Method: Campaign will be carried out between March 1993 to August 1993. Campaign will cover the entire country except the North and part of Eastern Province. Objectives:

1. Increase in # farmers cultivating ofc's in paddy fields.
2. Increase in # farmers knowing the advantages and economic benefits of cultivation of ofc's in paddy fields.
3. Increase in # farmers changing their attitude more favourably toward crop diversification in paddy fields.
4. Increase in # farmers understanding, and perhaps, practicing number of components to improved technologies in land preparation, plant protection, water management, and post harvest handling.

CAMPAIGN #4

PROMOTING THE BENEFITS TO FARMERS OF PRODUCING & USING QUALITY SEED

Objective: To promote the production and use of good quality seeds for farmers to improve their own seed, increase yields, and allow for expansion of markets.

Method: This campaign will promote and describe the technology of using quality seed for paddy, ofc and vegetables. The campaign will run between March and September 1993 and will combine the use of mass media and print materials to support the major topic areas, as follows:

- 1) Identifying and selecting quality seed
- 2) Types of quality seed farmers can produce on their own (ie. self pollinated vs. open pollinated crops)
- 3) Using certified seed
- 4) Storing seed
- 5) Cleaning & processing seed
- 6) How farmers and groups can produce & use quality seed and get it certified
- 7) Sources of obtaining quality seed

Activities will commence in January 1993 with an informal pre-test of the knowledge, attitudes and practices of farmers nationally about the use of quality seed. Base line data, available from results of a recent Seed Market study contains information that can form the basis of "before campaign" status of farmers who currently practice the production and use of quality seeds. Radio and TV spots will be produced and broadcast produced and broadcast in early 1993. Broadcast and posters will promote the importance of using quality seed. Newspaper articles and leaflets, covering the technologies in more detail, will also be produced and produced and disseminated in conjunction with the mass media. A post test of communication impact will be made sometime in March 1993 to determine farmers status on use of quality seed.

PESTICIDE SAFETY

PRINT MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93
<p>2 BANNERS</p> <p>"PESTICIDES ARE DANGEROUS"</p> <p>400 - Sinhala</p> <p>50 - Tamil</p> <p>① DARP Print — by 1 oct</p> <p>② Deliver to Provincial Staff — by 1st week oct</p> <p>③ PROVINCIAL STAFF 15AUS — 20 OCT (X)</p> <p>④ DISPLAY — 20 OCT (X)</p> <p>throughout Campaign</p>													
													END

FESTICIDE SAFETY

PRINT MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93
<p><u>NEWSPAPER</u> <u>Supplement</u> ON Pesticide SAFETY Topics (IN Sinhala)</p> <p>① Issue Published 28 Aug → (X)</p> <p>② 2nd Issue WRITTEN (to be determined)</p> <p>③ 2nd Issue Published (to be determined)</p>													

PESTICIDE SAFETY

PRINT MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93
<p>1 issue <u>"Agriculture"</u> <u>MAGAZINE</u></p> <p>Published (END OF August)</p> <p>Future Issues covering Pesticide SAFETY topics</p>	(to be determined)												

PESTICIDE SAFETY

PRINT MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93
<p><u>1 LEAFLET</u> "PESTICIDE SAFETY" 25,000 - Sing. 5,000 - Tamil</p> <p>① Camera Ready Copy to DARP ② DARP Print ③ Distribute to Provincial Offices ④ Prov. Disseminate</p>													
		28 Aug.											
		ⓐ											
				by 10 Oct									
				ⓑ									
				END OCT									
				ⓐ									
				END OCT									
				ⓐ									

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PESTICIDE SAFETY

BROADCAST MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93	
<u>RADIO SPOTS</u>				BCST	BCST			BCST	BCST					
① "READ LABEL"	—	S C R I P T	P R O D U C E	①	①	→		①	①					
② "PROTECT BODY"	—			②	②	→		②	②					
③ "SAFE STORE"	—			③	③	→		③	③					
④ "SAFE DISPOSAL"	—			④	④	→		④	④					
⑤ "PERSONAL hygiene"	—			⑤	⑤	→		⑤	⑤					

COST:

PRODUCTION : @ Rs 5,000 x 5 = Rs 25,000

Broadcast : 1 x daily @ 61,000/mo @ x 4 mo = Rs 244,000

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PESTICIDE SAFETY

BROADCAST MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93
8 RADIO Quiz Shows "All Pesticide SAFETY Topics"													
				PLAN →		BCST							
				ORGANISE →		1st	2nd	3rd	4th	5th	6th	7th	8th
				SCRIPT →									

COST: 8 Productions + Broadcast @ Rs 10,000 = Rs 80,000
 Fuel costs for travel to 8 sites @ 2,000 = Rs 16,000

TOTAL
 Rs 96,000

PESTICIDE SAFETY

BROADCAST MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93
<p><u>2 TV SPOTS</u> PRIME TIME ONE MINUTE</p> <p>① PERSONAL PROTECTION - LABEL - Body - hygiene</p> <p>② ENVIRONMENT PROTECTION - Label - Disposal - Store</p>	—	S C R I P T	P R O D U C E	BCST 4x (1/week)	BCST 4x	Best 4x	~	~	~	Best 4x	Best 4x	Best 4x	

COST: PRODUCTION - @ Rs 10,000 x 2 Prog - = Rs 20,000

5 TELECASTING - 6 mos x 2 spots x 4 TELECASTS/mo = 8800 = Rs 422,400

PESTICIDE SAFETY

BROADCAST MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93
2 <u>TV INTERVIEW</u> PROGRAMS 30:00 PRIME TIME						(MEDA)	(OFC)						
① PERSONAL Protection	_____							- SCRIPT - PRODUCE - BCST 1X					
② ENVIRONMENTAL Protection	_____									- Script - Produce - BCST 1X			

COST: Production + Telecast @ 15,000/ea = 1x 30,000

OFC

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BROADCAST MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93
TV INTERVIEWS													
1 -													
2 -													

COST : PRODUCE + TELECAST @ 15,000

R 30,000

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BROADCAST MEDIA	AUG 92	SEP 92	OCT 92	NOV 92	DEC 92	JAN 93	FEB 93	MAR 93	APR 93	MAY 93	JUN 93	JUL 93	AUG 93
TV INTERVIEWS 1- <u>MEDA</u> Cultivation 1- Quality <u>SEEDS</u> Promotion													

COST: Production + Telecast, Prime time - @ \$15,000 X 2 = \$30,000

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FIELD ASSESSMENT PLAN

- 1) Initial Base Line Survey:
 - Pesticide Safety "before" campaign
 - OFC "before" campaign
 - Communication Effectiveness "before all campaigns"

Date: July-September 1992

- 2) Assessment #1:
 - Pesticide safety campaign message reception, ongoing
 - Meda Cultivation "before" campaign

Suggested Date: November-December 1992

- 3) Assessment #2:
 - Quality Seeds existing data
 - Quality Seeds "before" campaign
 - Pesticide safety campaign message reception, ongoing
 - Meda cultivation "after" campaign

Suggested Date: February-March 1993

- 4) Assessment #4
 - Pesticide Safety "after" campaign
 - OFC "after" campaign
 - Communication Effectiveness impact assessment, after all campaigns

Date: July 1993

- 5) Assessments #5
 - Quality Seeds "after"

Date: September 1993

SUBSEQUENT REPORTS WILL FOLLOW

MASS MEDIA BUDGET

1) BROADCAST RADIO Budget: Rs 753,000

"Pesticide Safety":

6 spots, prime time + 8 quiz shows..... (Rs. 365,000)

"OFC", "Meda Cultivation" and Quality Seeds

Balance left for spots, quiz shows
and programming to be determined.....(Rs. 388,000)

2) BROADCAST TELEVISION Budget: Rs. 805,000

"Pesticide Safety":

2 spots, prime time + 2 interviews..... (Rs. 472,400)

"OFC", "Meda Cultivation" and Quality Seeds

4 interviews..... (Rs. 120,000)
Number of prime time spots..... (Rs. 212,000)

TOTAL BROADCAST RADIO & TV: Rs. 1,558,000

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3) PRINT MEDIA Budget: Rs. 3,020,000

Newspaper Ads

16 @ Rs. 10,000, all topics..... (Rs. 160,000)

Leaflets:

240,000 copies @ Rs. 2..... (Rs. 480,000)

IPC booklet:

1500 copies @ Rs. 100..... (Rs. 150,000)

Big Onion booklet #1:

1,000 copies @ Rs. 100..... (Rs. 100,000)

MASS MEDIA BUDGET

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PRINT MEDIA: (continued)

Big Onion booklet #2:

30,000 copies @ Rs. 13..... (Rs. 390,000)

Soya booklet:

30,000 copies @ Rs. 15..... (Rs. 450,000)

Sweet potatoe booklet:

10,000 copies @ Rs. 10..... (Rs. 100,000)

Chili booklet:

30,000 copies @ Rs. 13..... (Rs. 390,000)

Banners:(all campaigns)

1,440 copies @ Rs. 450..... (Rs. 640,000)

Posters: (all campaigns)

32,000 copies @ Rs. 5..... (Rs. 160,000)

TOTAL PRINT:

Rs. 3,020,000

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TOTAL MASS MEDIA BUDGET:

Rs. 4,578,000

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BUDGET

1)	Conduct a baseline field survey before campaigns:	Rs 200,000
	-approx. 3 enumerators -fuel for vehicles for field work -subsistence for enumerators -survey instruments	
2)	Print & Broadcast Materials for Production & Dissemination:	Rs 4,578,000
	(see details in this plan)	
3)	Conduct field surveys during & after campaign:	Rs. 200,000
	-(same as "before" surveys)	
4)	Conduct Meda Surveys	Rs. 200,000
5)	Conduct Seeds Surveys	Rs. 200,000
<hr/>		
	Estimated Total:	Rs. 5,378,000