



SC-IDEAL-MG-RFA-2019-01: “Using podcasts as part of a collaborative learning approach to bring about social behaviour change within the farming communities of Karamoja - a pilot study”

Dissemination Plan

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INTRODUCTION

The “Using podcasts as part of a collaborative learning approach to bring about social behaviour change within the farming communities of Karamoja” project is piloting the use of podcasts in a collaborative learning environment, in bringing about the behaviour of record keeping among smallholder farmers in Karamoja, Northern Uganda. The collaborative elements of the project include both listening and learning in groups (during “listening sessions”); and inviting two household members (in nearly all instances a husband and wife) to attend each listening session.

The project has delivered a series of four listening sessions, with five rural farmer groups in Moroto district, Karamoja, each comprising 14 individuals from 7 households (a total of 70 individuals).

The project outputs vary in content and form. They include both the learning materials developed for the farming households during the project; and the project reports. Both types of content have value to different audiences in the region and beyond: The former for knowledge sharing and training of other farming communities; and the latter for agencies, governments, NGOs and radio stations wishing to use podcasts to bring about behaviour change in the future.

This Dissemination Plan outlines the means and methods by which the project outputs, and related learning, can best be shared and disseminated to relevant audiences, in order to maximise opportunities for learning from and about the podcasts by all relevant audiences. In this way, all project outputs will be accessible and can be utilised by other development organisations (and radio stations) in future - for both direct use of the podcasts and materials; and indirect learning about how collaborative learning/podcasts can support behaviour change, informing other podcast related projects that may be undertaken in future.

The specific outputs of the project that will be disseminated include:

KEY LEARNING MATERIALS		PROJECT REPORTS (PDF)
PODCAST RECORDINGS (MP3)	PRINTABLE LEARNING RESOURCES (PDF)	
Podcast recordings in English	Podcasts scripts	Final evaluation report
Podcast recordings in Karamojong	Podcast recordings	Formative research review
	Record books	Baseline report
	Trainer Manual	Collaborative Learning Plan
	Key Information Sheets	

Because none of the outputs contain sensitive or personal information, and permission has been secured from our partner radio station to share the podcasts, all project outputs can be disseminated freely. Attendance lists (containing names and locations of participants) shall not be published.

Due to their varying formats and relevance to different audiences, the outputs will be packaged in different ways, with their dissemination involving a range of partner organisations and networks. These partners have been identified because we believe them to be a trusted source of information, with a strong existing outreach to the international development community. They have (in nearly all instances¹) already agreed to share specific project outputs.

Because the podcasts will be hosted in our own website (and linked to by other organisations' platforms), we will be able to monitor the number of downloads made over time. Our website shall also invite questions and feedback, via our Contact Us page, about the use of podcasts in bringing about behaviour change amongst other rural communities, with the aim of building relationships and mutual learning with similar projects in the future. As and when information develops via such dialogues, this could be presented in the Farm Recording Section of the ATTI website.

The dissemination plan includes a summary of how the outputs have been distributed to officers and farmers by our key partner Agritechtalk Africa during the course of the project. Of relevance to the dissemination of these podcasts, and other recorded content, to farming communities in future, is that ownership of relevant equipment (radios and mobile phones) is often dominated by men. During this project, we were able to ensure that all participating women heard the podcasts during listening sessions. However, we did receive reports from the women that their ability to re-listen to them at home, was sometimes impaired by their husbands taking the radio sets that had been given to the households by the project, away for the day. This is something that other projects disseminating recorded content to similar communities need to be mindful of.

Progress against these different dissemination actions will be reported in the project's Final Evaluation Report.

Except where conducted as part of this project, the means of dissemination are all online, so do not require additional financial resources. These are presented in detail in the table below and can be summarised as:

¹ Still awaiting confirmation from Karamoja Google Group

DISSEMINATION PLAN

ORGANISATION CONDUCTING DISSEMINATION	FORMAT	DETAILS	DESCRIPTION	NOTES	TARGET AUDIENCE
AgriTechTalk International (ATTI)	Website	Farm Recording Resources Page: http://www.agritechtalk.org/farm_recording.php	Podcast recordings	MP3 files – can be played directly from the website, and also downloaded	Agency, gov and NGO staff; radio stations
			Printable learning resources	PDFs – can be opened and downloaded directly from the website	Agency, gov and NGO staff; radio stations
			Project reports	PDFs – can be opened and downloaded directly from the website	Agency, gov and NGO staff
	Facebook	ATTI and AAI Facebook page: https://www.facebook.com/aainternationalagritechtalk	Narrative about the project and links to the Farm Recording Resources Page on the ATTI website		Agency, gov and NGO staff
	Direct email to ATTA team	As project resources were developed, they were discussed, edited and shared between the ATTI and ATTA teams	Podcast recordings	MP3 files sent by email	ATT field team
			Printable learning resources	PDF files sent by email	ATT field team
Project reports			PDF files sent by email	ATT field team	
Farm Radio International	Barza Wire	Farm Radio International's news service, sharing stories about rural communities in Africa: https://wire.farmradio.fm/	Narrative about the project and links to the Farm Recording Resources Page on the ATTI website		Agency, gov and NGO staff and radio station staff
USAID	FSN Network	Resource database of USAID's global online community for food security & nutrition practitioners: https://www.fsnnetwork.org/resource	Narrative about the project and links to the Farm Recording Resources Page on the ATTI website		Agency, gov and NGO staff

Karamoja Google Group	Direct Email by ATTI and ATTA team	Network of NGOs and other actors, working in development in Karamoja	Narrative about the project and links to the Farm Recording Resources Page on the ATTI website		Karamoja officers
Ugandan International NGO Country Director mailing list	Direct Email by ATTI and ATTA team	Network of Country Directors of International NGOs operating in Uganda	Narrative about the project and links to the Farm Recording Resources Page on the ATTI website		Ugandan NGO officers
Local radio stations	Direct Email by ATTI and ATTA team	At the outset of the project, the ATTA team created a contact list of Karamoja radio stations	Narrative about the project and links to Barza Wire and the Farm Recording Resources Page on the ATTI website		Local radio station staff
AgriTechTalk Africa (ATTA)	Direct distribution	Memory cards installed on small radios, distributed to each of the 35 participating hh's during the project along with printed record books and key information sheets	Podcast recordings	MP3 files	Participating Karamoja farmers
	Direct distribution	Distribution of printed materials to participating farmers	Key Information Sheets and Records Books	Hard copies	Participating Karamoja farmers
	Direct distribution	Memory cards with recorded podcasts distributed to 50 officers and lead farmers for playing on their mobile phones. They will be encouraged to share these further via relevant Whatsapp groups that they are part of	Podcast recordings	MP3 files	Karamoja field officers and lead farmers
	Direct distribution	Distribution of printed materials to local officers	Key Information Sheets and Records Books	Hard copies	Karamoja field officers