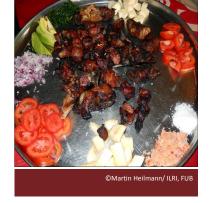
'You have an SMS': Innovative knowledge transfer for agriculture and health



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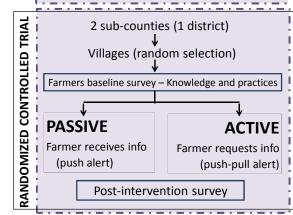
Background

Education and knowledge are crucial to empowerment. In developing countries, knowledge transfer to communities in rural areas has been traditionally challenged by limited accessibility, lack of resources and low literacy levels. The large mobile phone coverage in rural areas in low income countries offers a unique opportunity for knowledge dissemination to rural households. We present two examples of projects exploring the use of mobile technologies for knowledge dissemination.

· mPig Production of health and agriculture Pilot testing approaches for enhanced knowledge and behavior change among nutrition sensitive messages to farmers (multi-country) pig producers (Uganda) **Country landscape Country assessments** Collecting nutrition profile of population at Project outputs from wide research projects (CRP Livestock & Fish and CRP Agriculture country level for Nutrition & Health) Country content frameworks **Knowledge gaps** Identification of domains where **SITUATIONAL** Systematic review of reports for improvements are needed **ANALYSIS** identification of knowledge gaps by farmers Factsheets containing evidence based Identification of evidence based information information on the domains of interest. to address the knowledge gaps (review of **FACTSHEETS** Produced by local partners for localisation literature). DEVELOPMENT of content. SMS conveying nutrition sensitive 'Simple, Actionable, Memorable' (SAM) **MESSAGE** messages on agriculture and health issues SMS developed addressing knowledge gaps. **DEVELOPMENT**

Points for reflection

- Ultimate aims: increased knowledge that leads to behavior change
 - Need LOCALLY SPECIFIC content: more actionable = higher impact
 - Need SIMPLE messages
 - Need delivery method that enhances learning and action
- Sustainability need to consider potential business models and willingness to pay





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