



Module 5: Adult Education for Behaviour Change

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Summary

Module Overview

Rural advisory services are called to help stimulate behaviour change amongst the clients they serve. However, change is not an easy process. There are many components which can influence change, one of those being the educational training received. Agricultural extension professionals provide much of the educational training to farmers about new and existing agricultural and environmental practices. Educating farmers within the agricultural innovation system requires the extension professional to be well equipped to provide programming that meets the needs of the learner, facilitates behaviour change and ultimately leads to the adoption of innovations. This module will provide an introduction to behaviour change and some of the factors that can influence it. Secondly, it provides an overview of important concepts for the facilitation of learning. You will also learn what factors to consider in order to develop a successful training programme. Finally, this module will explain why evaluation is vital in education programmes

Module Performance Outcomes:

Upon completing the module and its activities, you will:

1. Explain the basics of behaviour change within the AIS context and your role in that process.
2. Identify the various components that impact the facilitation of learning.
3. Describe and apply the steps in proper training development.
4. Explain the importance of learning assessments and describe the various methods of assessing training programmes

Unit I: Understanding Behaviour Change (through the Diffusion of Innovations Theory)

- Describe the challenges of behaviour change;
- Explain the components influencing the adoption of innovations;
- Discuss criticisms surrounding behaviour change theories.

Unit II: Facilitating Learning for Behaviour Change

- How we learn (Different between passive and active learning)
- Factors that influence learning.
- The importance of motivation in learning and behaviour change.
- The Difference between Adults and youth learners

Unit III: Training Design for Behaviour Change

- Knowing your audience (Collecting information about clients to meet their needs)
- Design training programme for optimum information transfer
- Different approaches for facilitating learning.

Unit IV: Evaluating your educational programme

- The Importance of client satisfaction
- Appropriate methods to evaluate learning and training programme.