



Module 2. Extension Approaches and Tools

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Summary

Module Overview

Extension as a science and profession has evolved over the past few decades in response to challenges. Extension professionals must be aware of the changing tools and approaches to extension and be able to assess and select the appropriate tools and approaches to suit the conditions they work in. As an extension professional, you will deal with many challenges such as supporting farmers to adapt to climate change, helping farmers to access high-value markets, organising farmers into groups, dealing with issues related to natural resource management and marketing. It is more important than ever before to professionalise extension services, and efforts are underway to put standards and certification in place.

In this module, you will learn about the role of extension in innovation and development. An overview of the history of extension, its development and its status as a science and profession will be investigated with the second half of the module focusing on the tools and approaches available to you as an extension practitioner, and how apply them.

Target audience: Extension programme managers and field agents who take decisions on approaches and methods

Module Performance Outcome:

After completing this module, you will be able to:

1. Describe the role of extension in innovation and development and how it has changed over the years;
2. List and explain the major extension approaches;
3. List and explain the features of different tools and select appropriate ones based on programme goals and local context; and
4. Make informed decisions and identify the appropriate approaches and tools to fit local conditions in response to changing contexts.

Units

Unit I: Innovation and Development in Extension

- The role of extension in stimulating change (The value of extension).
- Contribution of different disciplines to the extension science (Extension as a science).
- Contribution of research and scientific journals to the improvement of extension services
- Explain the importance of extension as a profession; and
- Describe the role of a code of conduct in improving public confidence.

Unit II: Major Extension Approaches and Tools

- Evolution and features of extension approaches
- Reforms in extension and advisory services
- Features and purpose of different extension tools
- Understand when and where to use different tools
- Selecting the appropriate approaches and tools to your specific context