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NAAP Objectives
Appendix A

NAAP Objectives

General Objective

To accelerate rice farmer utilization of Azolla as an organic nitrogen fertilizer in order to meet one-half of the nitrogen requirements for irrigated lowland rice production in the Philippines.

Specific objectives

1. To identify suitable Azolla strains for each of the 12 administrative regions of the country.
2. To establish the cultural requirements of each Azolla strain in the different regions.
3. To multiply and distribute seeding materials of suitable Azolla strains to the regional centers, provinces, municipalities and barangays.
4. To produce enough Azolla seeding materials for one million hectares of riceland over five years.
5. To encourage farmers to use Azolla as fertilizer on their farms.
6. To monitor problems and constraints in the use of Azolla as fertilizer by individual farmers.
General NAAP objective:
To accelerate the utilization of Azolla as an organic nitrogen fertilizer by rice farmers in the next five years. The target is utilization of enough Azolla to meet one-half of the nitrogen requirements for irrigated lowland rice production in 1982-87.

General communication objective:
To encourage rice farmers to use Azolla as fertilizer on 1,000,000 hectares of riceland in 1982-1987.

Specific communication objectives:
1. To inform rice farmers and their families about the usefulness of Azolla to them.
2. To teach farmers and extension workers the correct culture, propagation and utilization of Azolla.
3. To continuously update crop subject matter specialists and agricultural teachers on the latest research information on Azolla.
4. To inform Ministry of Agriculture (MA), UPLB and other administrators as well as NAAP researchers on what is being done in the Azolla program.
5. To inform media practitioners and the general public about Azolla and its uses and what is being done in the NAAP.
6. To integrate Azolla information in agricultural high school and university courses.
7. To monitor perceptions and problems on the culture, propagation and utilization of Azolla as seen by all the participants in the Azolla program.
8. To establish regular communication linkages among the participants in the Azolla program.

Who need information on Azolla and on what is being done in NAAP in order to achieve program objectives:

1. Present rice farmers in the 12 regions
2. Families of rice farmers in the 12 regions
3. Extension workers in the 12 regions
4. Crop subject matter specialists of MA
5. Rice researchers of UPLB, MA, other colleges and universities
6. MA, UPLB and other administrators
7. Future rice farmers
8. Agricultural teachers and trainors
9. Commercial and other government agencies involved in the program
10. Media practitioners
11. General public

Extension and communication strategies:

1. Regional training of agricultural trainors and technicians on the value, culture, propagation and utilization of Azolla.
2. Farmer seminars on the value, culture, propagation and utilization of Azolla and the availability of supportive services.
3. Integration of Azolla information in M99 activities and communication materials.
4. Production and distribution of multi-media teaching aids to be used by trainors in the regional training courses and by extension workers in the farmer seminars.
5. Production and distribution of multi-media communication materials for direct use of farmers, extension workers, trainors, teachers, administrators, media practitioners and the general public.

6. Institution of feedback, monitoring and other communication linkages among the participants in the Azolla program.

7. Establishment of an Azolla information bank.

Specific communication activities for 1982-1983:

1. Informal survey on present farmer level of knowledge on Azolla and perceived problems on its use.

2. Production and distribution to extension workers and other interested persons of a short introductory publication on Azolla and its uses.

3. Photographic documentation for present and future use of the 1982 activities in the testing and identification of suitable Azolla strains in the National Inoculum Center.

4. Preparation of prototype radio plugs on the value of Azolla to farmers.

5. Preparation of Azolla demonstration plot materials for the center sites.

6. Production for use by extension workers as a teaching aid at farmer seminars of a slideset on the culture, propagation and utilization of Azolla in lowland rice farming.

7. Conduct of an Azolla logo design contest.

8. Preparation of a press kit for media practitioners on the basic facts about Azolla and its uses.
9. Preparation of charts, graphs, flipcharts, transparencies and other visual and audio-visual materials on Azolla for training and promotional purposes.

10. Initial preparations for the production and distribution by extension workers to rice farmers at municipal and barangay seminars of a short circular on the culture and utilization of Azolla in lowland rice farming. The circular will be produced in the major Philippine dialects.

11. Monitoring of perceptions and problems on the culture, propagation and utilization of Azolla.

12. Initial activities for the setting up of an Azolla information bank.

Appendix B-2

Proposed Communication Plan for 1984

National Azolla Action Program

NAAP Objective

Judging from staff discussions, the NAAP general objective for 1984 is still to accelerate the distribution and utilization of Azolla as lowland rice fertilizer. Developments in 1983 would seem to indicate, however, that promoting the use of Azolla as livestock feed and as fertilizer and feed for backyard vegetable gardens and ponds might well be secondary objectives in 1984.

General Communication Objective

Accordingly, the general communication objective of NAAP in 1984 is still to facilitate the exchange of information pertinent to the production, distribution and utilization of Azolla among users; the NAAP staff (researchers, administrators, extensionists, support personnel); Ministry of Agriculture and UPLB administrators; information brokers like media people, agricultural teachers and field technicians; potential resource donors; and the general public.

Past and Proposed Communication Strategy

For about a year after the start of NAAP in late 1982, the focus of the communication program was to build awareness of the utility of Azolla as a relatively inexpensive fertilizer among lowland rice farmers and MA technicians. This was intended to lay the groundwork for the release of more substantive information on Azolla, following the usual information campaign methodology and pending the availability of inoculum for distribution to farmers as well as of research information attuned to
Philippine local conditions. A photodocumentation service for NAAP was also begun and communication support given to training, field testing, propagation and administrative activities.

In the second half of 1983, as needed information was obtained from field trials and from initial farmer users and as the supply of inoculum increased, the first educational leaflets were produced alongside of the promotional materials. Because of personnel and travel constraints, the planned assessment of level of Azolla knowledge and of the prevailing situation among present and would-be users of Azolla was not done.

For 1984, the proposed general strategy is to intensify not only the production but also the distribution of educational and promotional materials for a wider range of users while at the same time strengthening the communication links among the various participants in the NAAP program.

Specific Communication Objectives

On the basis of previous activities, consultations with NAAP administrators and minimal information from the field, these specific communication objectives are proposed for 1984:

1. To continue to apprise potential Azolla users and possible financial supporters of NAAP about the utility of Azolla as a part or full substitute for inorganic fertilizers and imported feeds.

2. To teach on a more widespread scale Azolla end users and their information sources the specifics of Azolla culture under varying field conditions.

3. To provide the means for information exchange among researchers, field technicians and administrators on new research findings on Azolla, user problems and opinion regarding its culture and utilization, administrative matters and other NAAP concerns.
4. To strengthen feedback from end users and field technicians regarding specific needs and problems relating to Azolla.

5. To facilitate the inclusion of Azolla information in the training materials of schools, development agencies and other training institutions.

6. To continue to provide communication back-up to administrative, research, and information storage and retrieval activities.

Towards achieving these same objectives, the extension group has proposed an annual project review, monthly program seminars and periodic field colloquia. It would also help considerably if the area operations plan and subcenter staff would consider as part of their functions regularly passing on to the extension and communication groups the perceptions and problems about Azolla coming from farmer users, technicians and other people with whom they come in contact during their field activities.

Proposed Communication Materials

To complement, supplement and maximize the previously mentioned face-to-face extension activities, the communication objectives for 1984 are proposed to be translated into the following materials:

1. A quarterly, multilithed, 2- to 4-paged newsletter principally for NIC and subcenter full- and part-time staff, MA and UPLB administrators, MA and other field technicians.

2. Prototype of a slideset in Pilipino and in English on the steps in the culture and propagation of Azolla intended for farmers, NAAP visitors and other interested individuals.

3. Translations of the tatluhan, dalawahan and isahan leaflets into Bicol, Cebuano, Ilokano, Ilonggo, Hiligaynon, Pangasinense and Pampanggo for distribution to farmers.
4. Prototypes of five radio plugs informing farmers and the public about the three ways of using Azolla as fertilizer.

5. Prototype of a poster promoting the use of Azolla as fertilizer and animal feed.

6. News and photo releases on Azolla for distribution as needed to newspapers, magazines and other interested agencies.

7. Prototype of a video presentation on the NAAP program in general and on Azolla culture and use.

8. Other communication materials in response to late-breaking or unprogrammed needs of the NAAP program during the year.

Other activities

In addition to producing these materials, the communication group will undertake the following:

1. See to the wider distribution of the previous and proposed NAAP publications and other communication materials to former NAAP trainees, end-users, technicians, subcenter staffs, policy makers and the general public.

2. Assist in the revision and distribution of Azolla lessons.

3. Negotiate with subcenter personnel regarding the direct delivery of radio materials to the regions concerned.

4. Monitor the utilization of the communication materials and conduct situationers on the users of these materials.

5. Maintain the photodocumentation file of the strain testing and identification, propagation and other activities of the NAAP program.
Appendix C

Communication Materials Produced, 1982-1986

1. Publication No. 1: Introduction to Azolla and its Uses - 1,000 copies
2. Publication No. 2: Azolla Trial Demonstration Instructions and Data Sheets - 2,000 copies
3. Labels and stickers for the trial/demonstration kits - 3,000 copies
4. Signboards indicating the 4 treatments in the trial/demonstration plots in 12 sites - 2,500 copies
5. Trial/demonstration billboards identifying the Azolla trial/demonstration sites - 288 pieces
6. Thirty-second to one-minute radio plugs introducing Azolla as organic fertilizer for rice - 8 plugs
7. Translations of one radio plug into 8 major dialects: Tagalog, Bicolano, Ilocano, Cebuano, Hiligaynon, Pangasinense, Pampango and Muslim - 8
8. Lessons on communication of Azolla technology to be used in training of trainers and FMT's - 4
9. Publication No. 3: Using Azolla for Masagana 99 Rice Culture - 2,000 copies
10. A 10-minute promotional/motivational colored slideset with taped narration on the National Azolla Action Program - 5 sets
11. Publication No. 4: The National Azolla Action Program - 2,000 copies
12. About 1,000 colored slides documenting the activities of NAAP and NIC at UPLB and the regional and ACAP school subcenters.
13. Stationary for the National Azolla Action Program
14. Publication: Paggamit ng Azolla bilang Abono para sa Masagana 99: Paraang Isahan - 1,000 copies
15. Publication: Paggamit ng Azolla bilang Abono para sa Masagana 99:
   Paraang Dalawahan - 1,000 copies
16. Publication: Paggamit ng Azolla bilang Abono para sa Masagana 99:
   Paraang Tatluhan - 1,000 copies
17. Posters on the utilization of Azolla - 1,000 copies
18. Azolla Notes (a quarterly publication on recent advances in Azolla
    research) - 2,000 copies per issue
19. Videotape on the use of Azolla as green manure in rice culture
    (jointly produced with the Bureau of Agricultural Extension)
20. 1986 calendar which illustrates the use of Azolla - 1,000 copies
    Rice Culture - 150 copies
22. Publication: Field Problems of Azolla - 1,000 copies
23. Publication: Training manual: Pagpaparami at Paggamit ng Azolla
    sa mga Palayang Mayroong Patubig - 150 copies
24. Press releases on NAAP activities