

Project/Program Management Training Workshop
Day 3 Q&A
May 23-25, 2022

May 25, 2022: Day 3: Communication & Follow-Up

Questions Related to Session I I: Outreach, Communications, and Publications

1. (Janet Chapman, j.chapman@tanzdevtrust.org) We are writing posts about the impact in Tanzania for <https://mboniyavijana.org/our-plantvillage-partnership/> - what is the best way to get summary information about the number of farms surveyed, % with diseases etc.?
 - a. live answered
2. (Janet Chapman, j.chapman@tanzdevtrust.org) And get information about the impact on yield of the various cassava diseases etc.
 - a. 0
3. (Janet Chapman, j.chapman@tanzdevtrust.org) And do you have any good examples of such blogs and newsletters from partner organizations please?
 - a. Perhaps this is something we can do via superset to allow reports to be run? What do you think Derek or Edward?
4. (Janet Chapman, j.chapman@tanzdevtrust.org) It would be amazing to be able to report those stats each month, and even more so if the (hopefully) increase in clean farms could be quantified in terms of increased yield/money raised..
 - a. 0
5. (Anonymous Attendee) @ Mercyline Tata How can you simplify the complex or technical information?
 - a. When communicating, the most important thing is defining your audience appropriately. This helps you understand the best language to use. As a general rule, use the simplest language. Avoid big words and jargon that will require additional definitions.
6. (Dr. Moustapha Moussa, moustimou@yahoo.fr) Hi Dear Callista, and team. Thank you so much all, for hosting such a great learning workshop! One question: with the increased use of cell phones and tablets and related items as unique digital communication tools currently used by the rural community and project implementation partners for most interactions, including for networking, knowledge sharing, videos and related visuals making, as well as for data collection and storage, how do you see resolution of challenges faced by above mentioned actors, in terms of constant/or regular uninterrupted provision/or supply of power/energy for digital tools in remote villages (e.g. in some African villages with no regular or efficient supply of alternative sources of energy)?

- a. 0
7. Amidou BIYEN: j'aimerais savoir si les messages par video ou audio sont soumis a une évaluation pour s'assurer qu'un mot, un passage, un item, une posture, ..., ne toucherait pas la sensibilité, les moeurs, les representations d'une partie de la communauté. pour moi, le message passe facilement et s'intègre si et seulement si tout le monde se retrouve dans le message. (I would like to know if the messages by video or audio are subject to an evaluation to ensure that a word, a passage, an item, a posture, ..., would not affect the sensitivity, the mores, the representations of part of the community. for me, the message passes easily and integrates if and only if everyone finds themselves in the message.)
 8. Janet Chapman: Greatly looking forward to this <https://www.eventbrite.co.uk/e/how-plantvillage-helps-tanzanian-farmers-adapt-to-climate-change-tickets-342063279477>
 9. Solome Kwagala: Challenges are expected and the best way to deal with them is by letting the resistant ones confirm the authenticity of our work from the early adopters. Once they realize that the intervention is working, they will become inquisitive and adopt later on.
 - a. Dr. David Hughes: Very true Solome. Early adopters are key to all changes in society
 10. Nancy Onyango: <https://www.the-star.co.ke/news/big-read/2022-02-01-disease-detecting-app-helps-busia-revive-cassava-farming/>

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