

14
Learnings
from the
Infomediary Campaign

in
2014





Development Communication Division
Philippine Rice Research Institute
Central Experiment Station
Maligaya, Science City of Muñoz, 3119 Nueva Ecija



www.infomediary4d.com | www.pinoyrice.com



0920 911 1398

14 LEARNINGS

from the
INFOMEDIARY CAMPAIGN
in 2014



The Infomediary Campaign is an initiative to more deeply engage young people in agriculture. Led by PhilRice, this campaign is being implemented in close collaboration with the Technical Vocational Unit of the Bureau of Secondary Schools of the Department of Education. In 2014, the campaign also partnered with the Climate Change Adaptation and Food Security (CCAFS) of the Consultative Group on International Agricultural Research. From its piloting in three secondary schools in Aurora and Sultan Kudarat Provinces in 2013, the campaign is now being executed in close to 100 schools nationwide.





DESIGN & LAYOUT

Pete Mar Villalino | Jayson Berto



LEARNING

1

Context-specific communication strategies, online or offline, must be meticulously carried out in conveying rice production technologies.



LEARNING

2

A platform that is easy-to-use will be appreciated quickly. This is the case with the PhilRice Text Center.



LEARNING

3

Internet-based platforms will be appreciated if they are promoted properly and the mechanisms to allow usage are in place.



LEARNING 4

Offline means of communication will remain valuable.



LEARNING

5

One major Infomediary Campaign activity is needed to facilitate recall of the key messages of the campaign.



LEARNING

6

Scheduled properly (in the morning, in groups, fun way, or in the afternoon as they no longer have to clean themselves for their next class), field work can be an easy strategy for the students to appreciate rice farming.



LEARNING



Easy-to-grasp topics like general information on Climate-smart Agriculture were shared more by the students than the complex ones like adaptation mechanisms.



LEARNING



A variety of edutainment (education and entertainment) activities enhance understanding and sharing of rice production technologies.



LEARNING
9

Hardworking teachers are central to the success of the campaign.



LEARNING
10

A significant association exists between gender and the act of sharing. Young ladies are more likely to share than young men.



LEARNING



Parents must be engaged so they become allies in promoting cost-reducing and yield-enhancing rice production technologies in their community.



LEARNING 12

Coordination between the Crop Production and the Internet Computing Fundamentals teachers is crucial for the success of this campaign.



LEARNING

13

The easiest way to become an infomediary is for the students to share the PhilRice Text Center (PTC) number (0920-911-1398) to farmers. PTC is an SMS platform that responds to all queries on rice and rice-based farming systems.



LEARNING

14

Reinforcing the key messages of the campaign during field days can lead to increased chances of technology adaptation or adoption.



More
learnings?

PANATA NG ISANG INFOMEDIARY

Ako ay isang infomediary
Anak ako ng magsasaka
Pinahalalagan ko ang pagtatanim
pagkat ito, ang sa amin ay bumubuhay

Dahil ako ay isang infomediary
pagsasaka'y itataguyod ko

Tutulong ako sa pagpapalaganap ng tama at
napapanahong impormasyon
upang makatulong sa aking magulang
at umunlad ang kanilang pagsasaka

Magbabasa ako ng mga babasahing
tungkol sa pagpapalayan

Uugaliin kong bumisita sa Pinoy Rice Knowledge Bank
Sa tuwing ako ay gagamit ng internet

Magiging aktibong texter ako sa PhilRice
Text Center

Pagsusumikapan kong hanapan ng kasagutan
ang mga katanungan sa pagpapalayan ng aking
mga magulang o sinumang mangangailangan nito

Higit sa lahat, hihikayatim ko ring maging
infomediary ang aking mga kaibigan

Dahil ako ay isang infomediary,
isasabuhay ko ang tungkuling ito sa
abot ng aking makakaya

Bata man din sa larangan ng pagsasaka,
ipapakita ko na ako ay may magagawa.

