

Community mobilisation and farmer needs assessment



LECTURER GUIDE

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Module 1: Community mobilisation

Pre-assessment

After reading through the module overview and introduction, complete the following pre-assessment in order to determine how experienced or comfortable you are with the topic of supporting agripreneurship. You will be asked to complete a post-assessment after you have worked through the learning content.

	Question	Self-assessment				
		Low		High		
1	I recognise that community mobilisation is important for successful extension.	1	2	3	4	5
2	I am able to choose and employ appropriate approaches to facilitate community mobilisation.	1	2	3	4	5
3	I am confident in my ability to design processes that facilitate community mobilisation involving women.	1	2	3	4	5
4	I am confident in my ability to design processes that facilitate community mobilisation involving the youth.	1	2	3	4	5

Answer: Learner's own answer.

Study unit 1: Culture and diversity including gender, youth and people with disabilities

Session 1.1: Understanding culture and diversity

Activity 1.1 Individual activity: Building an inclusive community

Answer the following in your own words.

1. Briefly explain why culture is important to consider in community mobilisation. (2)

Answer: Different cultures will determine different societal norms and this will influence the advice you will give the community in a specific situation.

2. Is the following statement true or false? If false, what is the correct statement?

- 2.1 It is important to include people from different cultures in the decision-making process in a community. (2)

Answer: True

3. Briefly explain how diversity can benefit or challenge a community. (2)

Answer: Different cultural groups will do things differently which gives the opportunity to use each culture's unique strengths to benefit the community when the groups work together. A challenge is that where there is diversity there is division and conflict.

Total: 6 marks

Session 1.2: Vision for inclusive local community

Activity 1.2 Individual activity: Relationships and diversity

Answer the following in your own words.

1. Is the following statement true or false? If false, what is the correct statement?

Different cultural groups living in the same area cannot form a relationship based on their shared environment. (2)

Answer: False. Different cultural groups living in the same area can form a relationship based on their shared environment.

2. What could be a good motivator to get people of different cultural groups living in the same community to build an alliance? (1)

Answer: People will be willing to work together if they know they will mutually benefit from the alliance.

3. Fill in the missing words.

Different cultural groups living in the _____ area with access to the same _____ will experience the same challenges. (2)

Answer: same; resources

Total: 5 marks

Session 1.3: Building a diverse and inclusive community

Activity 1.3 Individual activity: Community mobilisation

Answer the following in your own words.

1. Explain why dignity and hope are important in community mobilisation in a disaster situation. (2)

Answer: People who are recovering from disaster are dealing with a sudden extreme change in their situation. Treating them with dignity and giving them hope will motivate them to do everything they can to make the changes to recover from the shock.

2. Fill in the missing words.

A good team for community mobilisation must be _____ and the people should have the _____ and _____ to address all the different aspects of the action plan. (3)

Answer: diverse, skills, capabilities

3. Is the following statement true or false? If false, what is the correct statement?

Diversity in a community can help the whole community to solve common problems more effectively. (2)

Answer: True

Total: 7 marks

Session 1.4: Enhancing women and youth participation in productivity

Activity 1.4 Individual activity: Gender differences and youth participation

Answer the following in your own words.

1. Is the following statement true or false? If false, what is the correct statement?

Gender differences will influence community mobilisation because of defined gender roles present in a community. (2)

Answer: True

2. List three ways you can encourage youth participation in community mobilisation. (3)

Answer: Education, competitions and information days at schools.

3. Briefly explain why it is important to give support to women and youth in community mobilisation. (2)

Answer: Cultural norms cause women and youths to be excluded from owning land and making decisions. Women are excluded because of cultural norms on gender roles and youth are excluded because of their age.

Total: 7 marks

Summative assessment: Unit 1

Answer the following questions in your own words.

1. Briefly explain the relevance of culture and diversity in guiding a local community to develop a vision. (6)

Answer: Culture is a strong part of people's lives which influences their views, values, hopes, loyalties, worries and fears (2). Diversity in a community means there will be different ideas of what the vision should be because the problems experienced by people will differ according to their age, gender, income status and culture (2). When determining a community's vision, it is best to include all groups in the decision-making process so that the different needs within a diverse community will be realistically represented and addressed by the action plan you design for their situation (2).

2. Is the following statement true or false? If false, what is the correct statement?

Men and women have equal assets, access to resources and opportunities within a community. (2)

Answer: False. Women rarely own land, may have a lower education and their access to productive resources as well as decision-making tend to occur through the mediation of men.

3. Fill in the missing words

When building a _____ community, it is important to give all members of that community _____ and hope. If they feel that there is _____ for a better future they will be motivated to find _____ to the problems they face. (4)

Answer: diverse, dignity, hope, solutions

4. Briefly explain why it is important to support women and youth in community mobilisation. (10)

Answer: It is the norm for adult men to be the primary land owners in many communities (2). While women do grow food crops for household use, they will still rely on the majority of the household income to come from the men (2).

The youth, because of their age, will not have decision-making power within a community and will also not be able to own land of their own (2). They will most likely be included in a supportive role to carry out designated tasks to contribute to their households (2). Targeting and providing safety-net support for women and youth will enable them to contribute more to the community (2).

5. Is this statement true or false? If false, what is the correct statement?

To build a good team for community mobilisation you need to employ people with the skills and capabilities to understand community diversity. (2)

Answer: True

6. Briefly explain why diversity in a community mobilisation team benefits the community. (4)

Answer: If your team is diverse the members in the team will be able to better relate to the needs of different groups within a community (2). They can identify where conflicts might arise and choose the solution that will use each group's strengths to benefit the whole community (2).

7. Is this statement true or false? If false, what is the correct statement?

You do not need to understand gender differences in a community to know how to appropriately engage the members in the community before designing an action plan. (2).

Answer: False, you will need to understand gender differences so that you can engage the members with decision-making power within a community.

Total: 30 marks

Study unit 2: Livelihood assets assessment

Session 2.1: Gathering information

Activity 2.1 Individual activity: Assessments

Answer the following in your own words.

1. Fill in the missing words.

It is important to set _____ so that you will know what the community hopes to _____ from making changes. The _____ will depend on the situation. It is also important to consider if _____ objectives are the same as the community's objectives. (4)

Answer: objectives, accomplish, end, your

2. List the main resources you need in order to collect information for a livelihood assets assessment. (5)

Answer: Natural capital, human capital, social capital, physical capital and financial capital.

3. Is this statement true or false? If false, what is the correct statement?

Information on what resources are available to each household can be collected through different methods. (2)

Answer: True.

Total: 11 marks

Session 2.2: Sampling and assessment planning

Activity 2.2 Individual activity: Samples

Answer the following in your own words.

1. List the steps of planning an assessment in order. (5)

Answer: Preliminary data collection, preparation, fieldwork, data entry and interpretation, report of findings.

2. Is this statement true or false? If false, what is the correct statement?

The sampling method you choose will only be determined by the goals of the assessment. (2)

Answer: False. The sampling method you choose will be determined by the goals of the assessment as well as constraints on time, resources, access and security.

3. Choose the correct answer from the options below. The accepted rule for household food security and livelihood assessments when using purposive sampling is:

- a) 20-100 households
- b) 200-300 households
- c) 40-250 households
- d) 50- 150 households (1)

Answer: d. 50-150 households.

Total: 8 marks

Session 2.3: Core components of livelihood assets assessments

Activity 2.3 Individual activity: Context analysis, food security, and coping strategies

Answer the following in your own words.

1. Briefly explain what context analysis is and why it is important. (8)

Answer: Context analysis looks at information on the social, economic, political, environmental, demographic, historical and infrastructure aspects of an area and it will help you better understand the factors that influence livelihood systems.

2. List the factors that influence food security. (5)

Answer: Food availability, food access, food consumption, food utilisation and care practices.

3. Fill in the missing word. Coping strategies are the _____ that people take to manage their resources in times of hardship at household level. (1)

Answer: actions

Total: 13 marks

Session 2.4: Analysing results

Activity 2.4 Individual activity: Analyse and interpret data

Answer the following in your own words.

1. Fill in the missing words. Different sources of _____ need to be assessed together so that the _____ ranking reflects the concerns of the community to make sure that the core indicators of vulnerability are the _____ across all groups and zones. (3)

Answer: information, vulnerability, same

2. Is this statement true or false? If false, what is the correct statement?

Data analysis and interpretations should be done throughout the assessment process. (2)

Answer: True.

3. Briefly explain why it is important to identify principal causes of food insecurity and risks to livelihoods? (2)

Answer: It is important to distinguish between acute risk factors and chronic risk factors because the interventions will differ for each situation.

Total: 7 marks

Summative assessment: Unit 2

Answer the following questions in your own words.

1. Why are livelihood assets assessments useful? (4)

Answer: Livelihood assets assessments give a basic framework for the programme analysis, design, monitoring and evaluation of many organisations.

2. Briefly explain what factors will influence the sampling method you choose for your assessment. (5)

Answer: The sampling method will be determined by the goals of the assessment as well as constraints on time, resources, security and access.

3. Describe what bias is and explain why you need to consider bias in your data. (3)

Answer: Bias is the difference between an expected value and the true value of an estimated parameter. It must be considered so that you can choose the sampling method that will minimise it the most so that your assessment data will represent your sample population most accurately given the sample size.

4. Name the two main sampling methods to use for data collection and state which method will have a high chance of introducing bias into the results. (3)

Answer: Probability sampling and non-probability sampling. Non-probability sampling methods have a high chance of introducing bias into the results.

Total: 15 marks

Study unit 3: Problem solving approaches

Session 3.1: Defining problems and their root causes

Activity 3.1 Individual activity: Root causes

Answer the following in your own words.

1. Is this statement true or false? If false, what is the correct statement?

Defining a problem is necessary so that you know exactly what needs to be changed to make a situation better. (2)

Answer: True

2. Briefly explain why it is important to find the root cause of a problem. (1)

Answer: When you identify the reason the problem exists in the first place you can find a solution that will fix the problem permanently.

Total: 3 marks

Session 3.2: Participatory development of a basket of options

Activity 3.2 Individual activity: The importance of participatory development

Answer the following in your own words.

1. Briefly explain the importance of participatory development of different solutions. (2)

Answer: When you include all members of a community in finding solutions to the problems they have identified, you will get many different ideas to solve their particular problem in a practical and relevant way.

2. Fill in the missing words. Creative problem solving has the _____ of generating a _____ of possible solutions that you can _____ from to solve a particular problem. (3)

Answer: benefit, list, choose

Total: 5 marks

Session 3.3: Participatory selection of an appropriate solution

Activity 3.3 Individual activity: Feasible solutions

Answer the following in your own words.

1. List the five things you must consider when deciding if a solution is feasible. (5)

Answer: Can it be implemented in a reasonable time? Can it be done within cost limits? Will it work reliably? Will it use staff and equipment efficiently? Is it flexible enough to adapt to changing conditions?

2. Fill in the missing words. A solution is acceptable if the implementers _____ the solution, if they perceive it was worth their _____ and _____, if the risks are _____, if the solution _____ the people affected by the problem and if it benefits the _____ (6)

Answer: support, time, energy, manageable, benefits, organisation

Total: 11 marks

Session 3.4: Participatory implementation

Activity 3.4 Individual activity: Implementing a solution Answer the following in your own words.

1. Briefly explain why participatory implementation is important. (3)

Answer: The community will be affected by the plan you choose to implement to solve a problem. When the community participates in making the changes and putting the plan into action they will implement what they have agreed on and it will help them to solve similar future problems on their own.

2. List the questions you must ask when planning an action plan. (6)

Answer: What must be done? Who will do it? When will it be started? When will key milestones be completed? How will the necessary actions be carried out? Why are these actions a solution?

Total: 9 marks

Session 3.5: Participatory monitoring and evaluation

Activity 3.5 Individual activity: Effective monitoring

Answer the following in your own words.

1. Choose the correct answer to complete the sentence from the options listed below.

Monitoring and evaluation of an action plan is important because:

- a) It helps you track the progress of your intervention.
- b) It makes sure there is enough funding available for the intervention.
- c) It reduces conflict in the community.
- d) It makes division of labour easier in the community. (1)

Answer: a. It helps you track the progress of your intervention.

2. Is this statement true or false? If false, what is the correct statement?

Monitoring and evaluation is a linear process that does not need constant review of the plan and progress. (2)

Answer: False. Monitoring and evaluation is a cyclical process and constant review of the plan and progress serves to streamline the process to be most efficient in the given circumstances.

Total: 3 marks

Summative assessment: Unit 3

Answer the following questions in your own words.

1. What are the things you should consider to effectively solve a problem? (2)

Answer: To effectively solve a problem you need to define a problem and identify its root cause.

2. Explain how you would go about identifying a root cause of a problem, and state why it is important to address the root cause of a problem? (7)

Answer: The information collected through different surveys of household livelihood, food security, the geographical area and agricultural production systems will help identify the major problems the community faces and closer analysis of the specific problems will let you identify their root causes. When you address the root cause of a problem you are more likely to find a permanent solution to the problem and you can make sure that your intervention does not cause additional problems after implementation.

3. Explain the importance of involving the community in the planning, implementing and monitoring and evaluating of an intervention to solve their problems. (5)

Answer: Involving the community in the planning phase will generate a range of different possible solutions that will be relevant to their local situation. Participatory implementation is important in making sure that all the steps of the action plan are acceptable to the community who will have to do the work to make the changes to solve the problem, so that they see that the time and energy they put into achieving their goal is worth it. Participatory monitoring and evaluation helps assess whether the plan is practically feasible and the locals will be able to identify possible challenges and areas where the plan will need to be revised to make it more feasible.

Total: 14 marks

Study unit 4: Leadership development

Session 4.1: Leadership styles

Activity 4.1 Individual activity: Identify different leadership styles

Answer the following in your own words.

1. List the different leadership styles. (5)

Answer: Participative, transactional, transformational, servant and situational leadership.

2. Which leadership style is thought to be the best in a strong leader? (1)

Answer: Situational leadership.

3. Is this question true or false? If false, what is the correct statement?

Strong leadership is beneficial because it lets individuals in the community choose what activities they do during implementation of a plan. (2)

Answer: False. Strong leadership is beneficial because there will be no doubt of what needs to be done and who is responsible for each activity during implementation.

Total: 8 marks

Session 4.2: Communication skills

Activity 4.2 Individual activity: Appropriate communication styles for effective communication

Answer the following in your own words.

1. Name the communication style(s) you would use when reporting quantitative data results. (2)

Answer: Direct and systematic communication styles.

2. Fill in the missing words.

When you interact with someone face to face there are _____ communication methods in play.

These are _____, gestures, silence, _____ and use of _____. (4)

Answer: non-verbal, facial expressions, eye contact, use of space

3. Is this statement true or false? If false, what is the correct statement?

Effective communication is characterised by active listening, providing feedback and recognising barriers to understanding. (2)

Answer: True.

Total: 8 marks

Session 4.3: Leading and motivating community co-workers

Activity 4.3 Individual activity: Motivating co-workers

Answer the following in your own words.

1. Is this statement true or false? If false, what is the correct statement?

A successful leader is someone who does not need to work well with others because they make all decisions based on their own judgement. (2)

Answer: False. A successful leader is a good motivator of people because they provide vision and inspiration. They are good at gaining people's trust and building solid relationships.

2. List four common motivators for volunteers. (4)

Answer: Service, fellowship, networking and recognition.

3. Choose the correct answer from the options given below to answer the question.

Why are challenges a possibility when leading friends and colleagues?

- a) Leaders have limited decision-making power and friends or colleagues will make all the decisions.
- b) Leaders must make decisions based on their own judgement even if it disagrees with what friends or colleagues think.
- c) Friends cannot make good suggestions.
- d) Colleagues will not do what they should when their leader is part of their group normally. (1)

Answer: b. Leaders must make decisions based on their own judgement even if it disagrees with what friends or colleagues think.

Total: 7 marks

Session 4.4: Mentoring

Activity 4.4 Individual activity: The purpose of mentoring

Answer the following in your own words.

1. Briefly explain the purpose and application of mentoring. (3)

Answer: Mentorship supports an inexperienced person in enhancing their skill set and allows them to advance professionally. Mentorship can be useful in empowering women and youth to find and gain access to opportunities where they can actively participate in making positive changes in their community.

2. Is this statement true or false? If false, what is the correct statement?

In a mentorship relationship the mentor is there to make all the decisions on behalf of the community. (2)

Answer: False. A mentor is there in an advisory capacity and should let their mentee carry out tasks and make decisions independently.

3. Fill in the missing words. Sharing _____ and expertise is important in improving retention and recruitment, _____ morale, accelerating _____ development, encouraging _____ and increasing _____ knowledge. (5)

Answer: experiences, building, leadership, teamwork, community

Total: 10 marks

Session 4.5: Time management

Activity 4.5 Individual activity: Managing your time effectively

Answer the following in your own words.

1. Choose the correct answer from the options below to answer the question. What is time management? (1)

- a) A way to make more time for leisure activities.
- b) A stepwise plan of an intervention.
- c) A way to organise your tasks to make sure everything is completed in a reasonable timeframe.
- d) The time you need for a given task to be completed.

Answer: c. A way to organise your tasks to make sure everything is completed in a reasonable timeframe.

2. Why is effective time management beneficial? (2)

Answer: Managing your time effectively allows you to complete all the tasks that need to be completed in a way that will not put pressure on you or cause stress. When your time is planned well you become more productive and efficient in the time you have available to you.

3. List the four characteristics of effective time management. (4)

Answer: Prioritise tasks, set targets, set boundaries and identify your current time management habits.

Total: 7 marks

Session 4.6: Participatory goal setting and accountability

Activity 4.6 Individual activity: Effective goal setting

Answer the following in your own words.

1. Describe what the benefits of participatory goal setting are. (2)

Answer: By including the whole community in setting their goal, it will encourage everyone to agree on what they expect to achieve and everyone will know what needs to be done to achieve this goal.

2. Is this statement true or false? Is false, what is the correct statement?

Accountability means the leader will always take responsibility for their decisions and the consequences of those decisions. (2)

Answer: True.

3. List the five characteristics of effective goals. (5)

Answer: Effective goals must be shared, measurable, challenging, achievable and time specific.

Total: 9 marks

Session 4.7: Teamwork

Activity 4.7 Individual activity: Team-building and development

Answer the following in your own words.

1. List the four stages of team development in order. (5)

Answer: Forming, storming, norming and performing.

2. When building a team, which team-building strategies can you use and why? (4)

Answer: Provide structured activities that promote interaction of the members in the group to help them develop familiarity and positive communication. Actively involve all team members in planning and decision-making processes to have effective meetings.

Total: 9 marks

Summative assessment: Unit 4

Answer the following questions in your own words.

1. Describe all the steps you would consider when you develop an action plan. (15)

Answer: To develop an action plan, start by conducting different surveys to generate a contextual analysis of the area you are serving. Use surveys to generate a livelihood assets assessment of the community.

Engage the key stakeholders of the community, as well as the community as a whole, to find out what their needs are. Identify the problems that need solutions together and then look deeper to identify the root cause of each problem. Get the community members to actively participate in coming up with possible solutions and write down all the ideas. Set goals based on what they hope to achieve when implementing a solution.

Look at what and how many resources are available in the community and use this information to evaluate all possible solutions for feasibility . Use the contextual analysis to evaluate all possible solutions for acceptability. Give feedback to the community and include them in choosing the best solutions for their situation.

List steps of what needs to happen for the action plan to be implemented. Prioritise tasks in order of urgency

Allocate time and set deadlines for each task to be completed. Delegate tasks to people who are skilled and capable of doing the work and provide training and

mentorship where necessary. Before starting with the first steps of the plan, make sure to check all the proposed changes against all the data you have collected to prevent other problems from forming as a result of the changes.

Monitor and evaluate the progress of the activities on a regular basis. If something is not happening according to the allocated time schedule, evaluate what the reasons for this and revise the plan.

Total: 15 marks

Study unit 5: Farmer needs assessment

Session 5.1: Organisation

Activity 5.1 Individual activity: The organisation phase

1. Name the three phases of a needs assessment and briefly explain each one (6)

Answer: Exploration(1) – Determining the purpose of the needs assessment, identifying existing information and determining if more data needs to be collected(1)

Assessment(1) – analysing the information collected in the first phase and implementing the needs assessment plan (1)

Utilisation(1) – Sharing and using the results of the needs analysis(1)

Total: 6 marks

Session 5.2: Exploration

Activity 5.2 Individual activity: The exploration phase

1. Fill in the missing words

_____ data sources provide detailed information from a large sample size that would be _____ and unrealistic for you to collect _____. (3)

Answer: reliable, difficult, on your own

2. Name two sensitive topics that it may be difficult for people to discuss (2)

Answer: Any two of the following:

homelessness, bankruptcy and food insecurity.

Learner may also provide other reasonable answers

Total: 5 marks

Session 5.3: Assessment

Activity 5.3 Individual activity: The assessment phase

1. Define the following term (1)

1.1. Key informant:

Answer: an individual who provides important perspectives and firsthand knowledge of a situation

2. Why is it important to prepare for a personal interview? (1)

Answer: Preparation is extremely important because interviews can be challenging if you ask about highly personal topics.

3. What kind of data do personal interviews provide? (1)

Answer: Qualitative data

4. Name three items you should record before you conduct an interview (3)

Answer: Any three of the following:

Date, Time, Location, Participant pseudonym, Interviewer's name

5. Why is it important to reflect on an interview? (1)

Answer: it can provide context for the interview

6. What is a focus group? (1)

Answer: Focus groups are planned discussions to capture perceptions from a select group of people.

7. What is a common response within a focus group also called? (1)

Answer: A common theme

Total: 9 marks

Session 5.4: Utilisation

Activity 5.4 Individual activity: The utilisation phase

1. What is the difference between qualitative data and quantitative data? (2)

Answer:

Qualitative data provides perceptions, values and opinions (1) (Or any example or explanation that states that qualitative data cannot be measured)

While quantitative data provides quantities, amounts and percentages (1) (Or any example or explanation that states that qualitative data can be measured)

2. Why is it important to share your results with others in the community? (1)

Answer: Because needs assessments take time and resources

3. Name three ways you can share your findings (3)

Answer Any three of the following

Meetings

Reports

Newsletters

News reports

Summative

Total: 6 marks

Summative assessment: Unit 5

1. What are the three steps involved in the exploration phase of a needs assessment (3)

Answer: Determining the purpose(1), identifying existing information(1) and determining if more data needs to be collected (1)

2. What three questions should you ask yourself about the data sources in the exploration phase? (3)

Answer

1. What information do I need? What topics do I need information about? (1)

2. Will I be able to access county level data? (1)

3. How current do the data need to be? What's my cut-off date? (1)

3. Name three questions you can ask yourself when reflecting on an interview (3)

Answer: any three of the following:

What was the mood of the person being interviewed?

Were they engaged or distracted?

Did they have an agenda separate from the topic of interest?

What were the key findings from the interview?

4. What is a reasonable amount of time for an interview to last? (1)

Answer: Not more than 30 minutes

5. Name three possible uses of a focus group (3)

Answer: any three of the following:

needs assessment, program development, evaluation and marketing

6 Name five situations where focus groups would be useful. (5)

Any five of the following:

You need visual aids

You ask sensitive questions

You need a group to develop ideas

Interaction and "building on ideas" will provide useful information

One person shares and it triggers a memory for someone else.

Time to collect information is limited

People get along

7. What four questions must you answer when collecting quantitative data? (4)

Answer:

1. *How many people received the survey? (1)*
 2. *Was this a specific group of people or was the survey sent to a sample from the community? (1)*
 3. *How many people responded? (1)*
 4. *Describe the respondents by gender, race/ethnicity, age, location. (1)*
8. What four questions must you answer when collecting qualitative data? (4)
1. *How many people were invited to participate? (1)*
 2. *How many people attended? (1)*
 3. *How many people actively participated in the process? (1)*
 4. *If applicable, describe the respondents by gender, race/ ethnicity, age, location. (1)*

Total: 28 marks

Post-assessment

The post-assessment is to be done once you have read through the module and completed all the activities. Compare your answers to those in the pre-assessment to identify where knowledge has been gained and where improvements can be made.

Question		Self-assessment				
		Low		High		
1	I recognise that community mobilisation is important for successful extension.	1	2	3	4	5
2	I am able to choose and employ appropriate approaches to facilitate community mobilisation.	1	2	3	4	5
3	I am confident in my ability to design processes that facilitate community mobilisation involving women.	1	2	3	4	5
4	I am confident in my ability to design processes that facilitate community mobilisation involving the youth.	1	2	3	4	5

Answer: Learner's own answer

Global Forum for Rural Advisory Services (GFRAS) is about enhancing the performance of advisory services so that they can better serve farm families and rural producers, thus contributing to improved livelihoods in rural areas and the sustainable reduction of hunger and poverty. Rural advisory services help to empower farmers and better integrate them in systems of agricultural innovations.