



Learning from the South?

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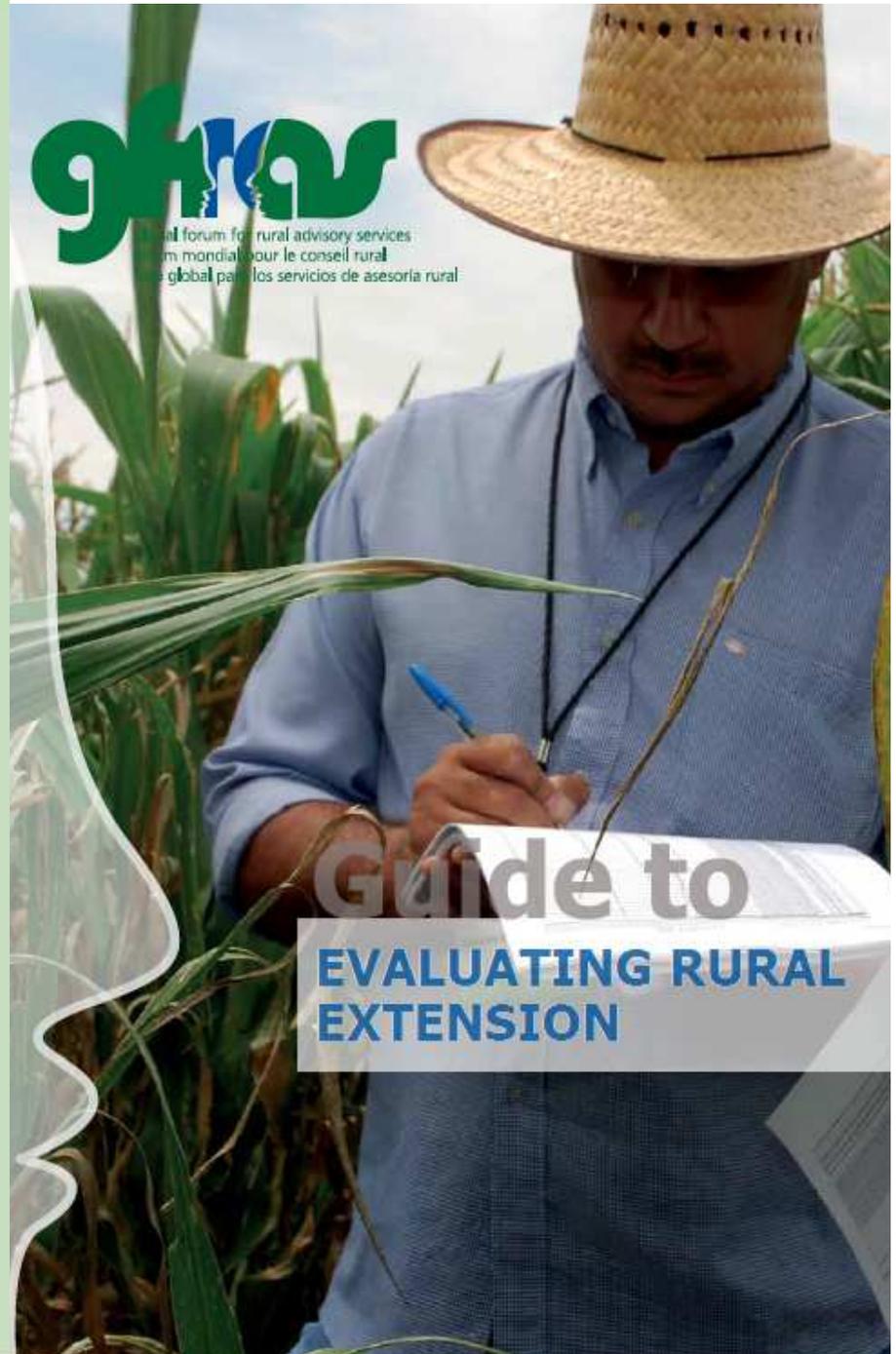
Meta-Evaluation of Extension Evaluation Case Studies



**Barry Pound, Sabine Gündel,
Adrienne Martin and Essie Apenteng**
(using a matrix developed by Ian Christoplos)

2011

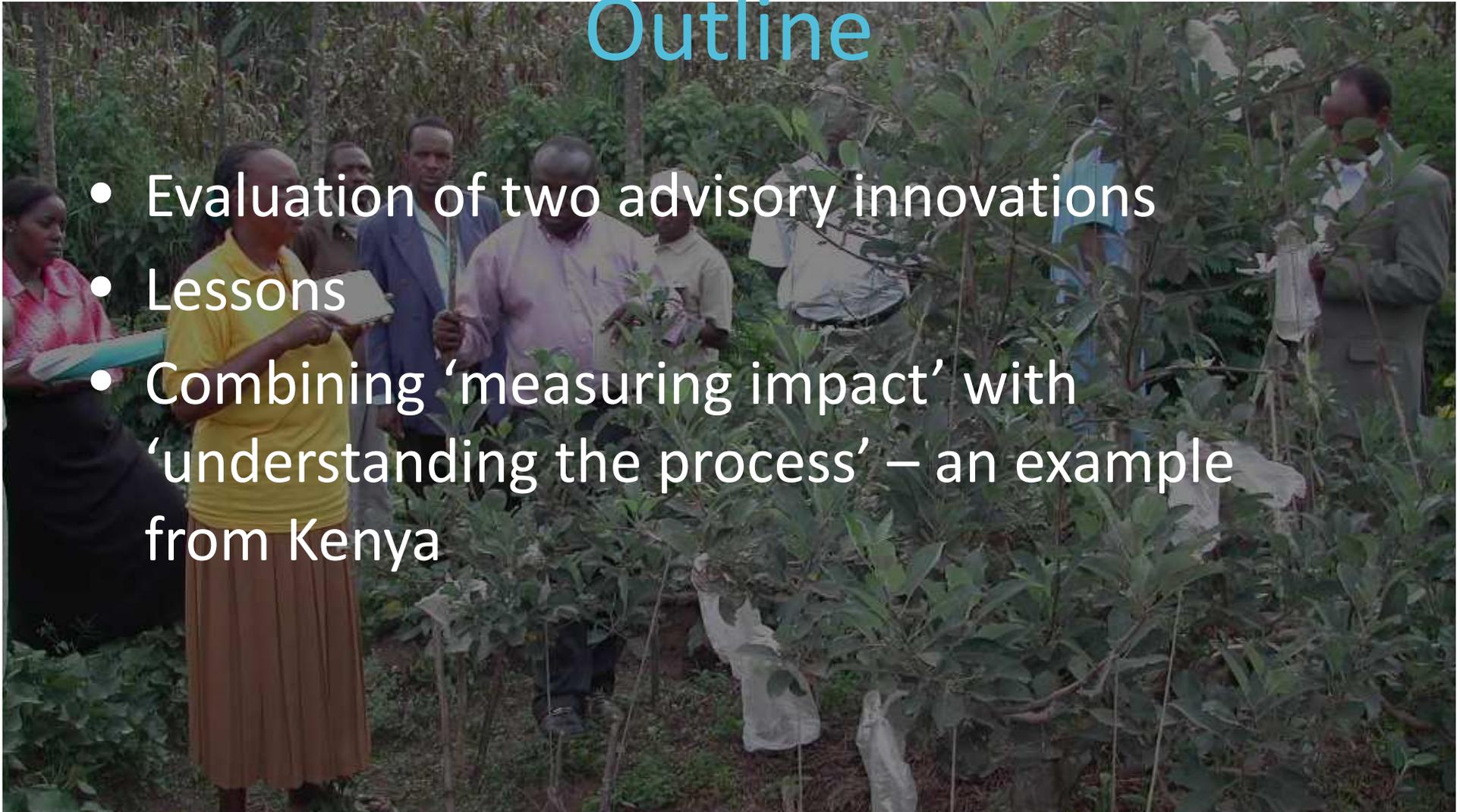
www.g-fras.org



Guide to EVALUATING RURAL EXTENSION

Outline

- Evaluation of two advisory innovations
- Lessons
- Combining 'measuring impact' with 'understanding the process' – an example from Kenya



Two advisory innovations

- ‘Training and Visit’ extension
 - 1975 to 1998
 - more than 50 countries in Asia and Africa
 - over \$4 billion in loans from World Bank
- ‘Farmer Field Schools’
 - 1989 to now
 - more than 90 countries in Asia, Africa and Latin America
 - promoted by FAO and IFAD

Common elements

- enthusiastically promoted
- linked to funding opportunities
- successful in specific contexts and scales
- lots of project evaluations and reports
- no systematic evaluation of the approach
- 20+ years to find out that overall impact of the approach is limited
- but that's not the whole story

Evaluation reviews

- Anderson, JR, Feder, G, and Ganguly, S (2006) *The Rise and Fall of Training and Visit Extension: An Asian Mini-drama with an African Epilogue*. World Bank Policy Research Working Paper 3928, May 2006.
- Waddington, H, and White, H (2014). *Farmer field schools: from agricultural extension to adult education. Systematic review summary 1*. 3ie (International Initiative for Impact Evaluation).

Decline and fall of T&V

- too expensive from recurrent budgets
- scale of implementation
- weak links with research institutions
- lack of accountability
- weak incentives to provide effective service
- conceptual flaws – implicit linear, top-down theory of change
- complex agro-ecological contexts
- need for *timely, independent, and rigorous evaluative studies*

FFS lessons

- FFS have changed practices and raised yields in pilot projects
- FFS have not been effective when taken to scale
- level of facilitation skills difficult to sustain beyond pilots
- (in IPM FFS) better use of pesticides has rarely diffused beyond FFS participants
- FFS *should be used selectively to solve particular problems in particular contexts*

Common features

- pilot success vs. more sanguine later verdicts
 - scale
 - resource intensity and quality
 - early evaluations lack rigour in design and method
- time: impacts may decrease over time
- pro-change bias
- political economy of project funding
- institutional commitment

Are we serious about evaluation?

- Funds for evaluation
- Baseline data
- Results framework (absent in most GFRAS case studies)
- Terms of reference
- Theory of change
- Time scale
- DAC principles: *relevance, effectiveness, efficiency, impact and sustainability*
- Evaluate what is important, not what is easy

Improving evaluation

- select methods appropriate to objectives
 - measure impact *or* understand process *or* learning for actors and stakeholders
 - dangers of RCTs (apart from ethical issues):
 - key elements of ‘treatment’ cannot (and should not) be standardised
 - ‘leakage’ cannot be contained – and is an important part of how innovation on farms happens
- systematic reviews
 - show up (lack of) rigour in many evaluations
 - but advisory intervention is not a medical treatment
 - can help answer ‘in what circumstances can it work?’

Evaluating *Shamba Shape Up*

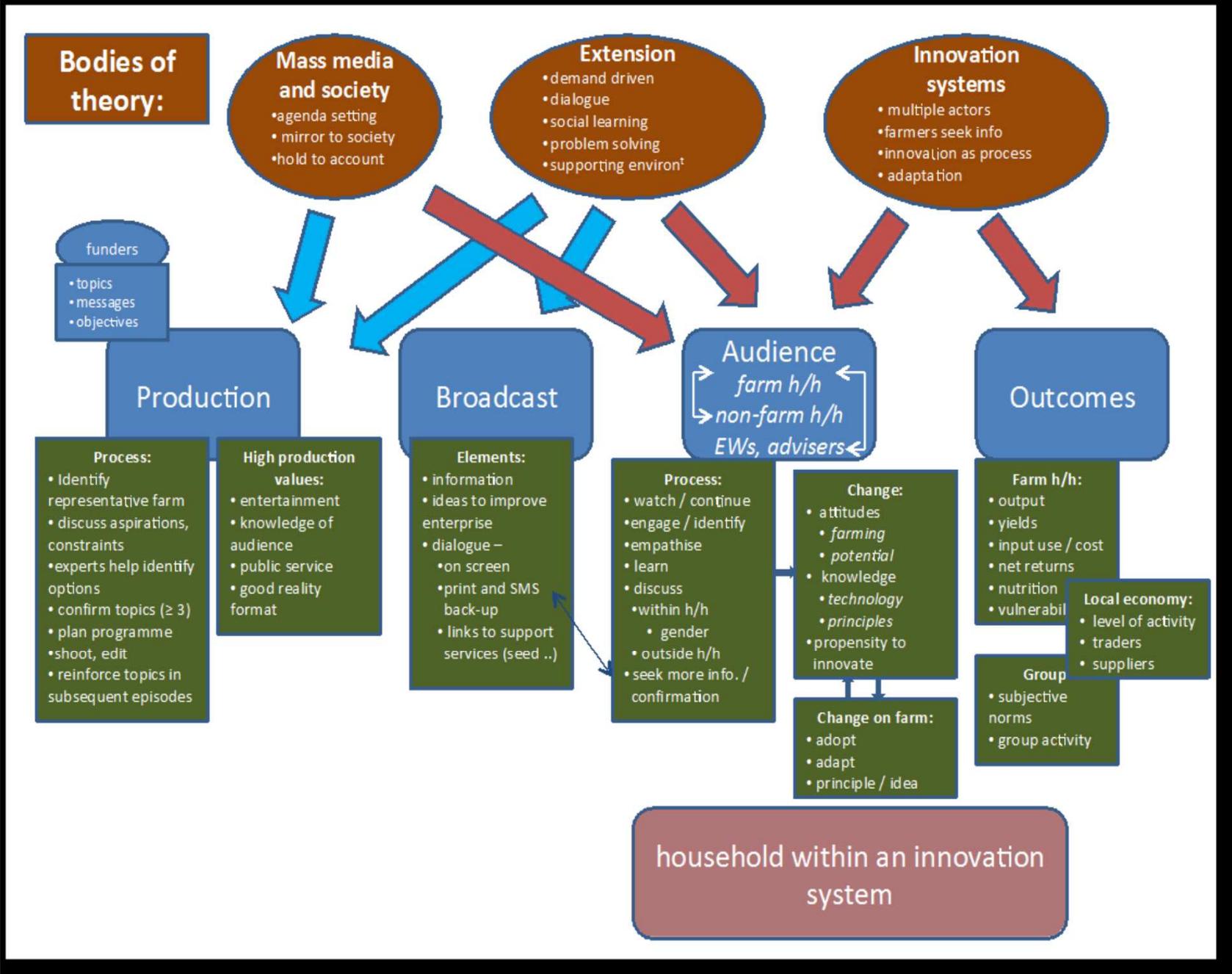
- combining measurement with understanding
- engaging with funders to shape the TOR
 - impact on the Kenyan economy
 - how does edutainment television work?
- building a theory of change that was intellectually rigorous
- using mix of methods appropriate to the two objectives
 - random sample survey of viewers and non-viewers
 - participatory qualitative methods

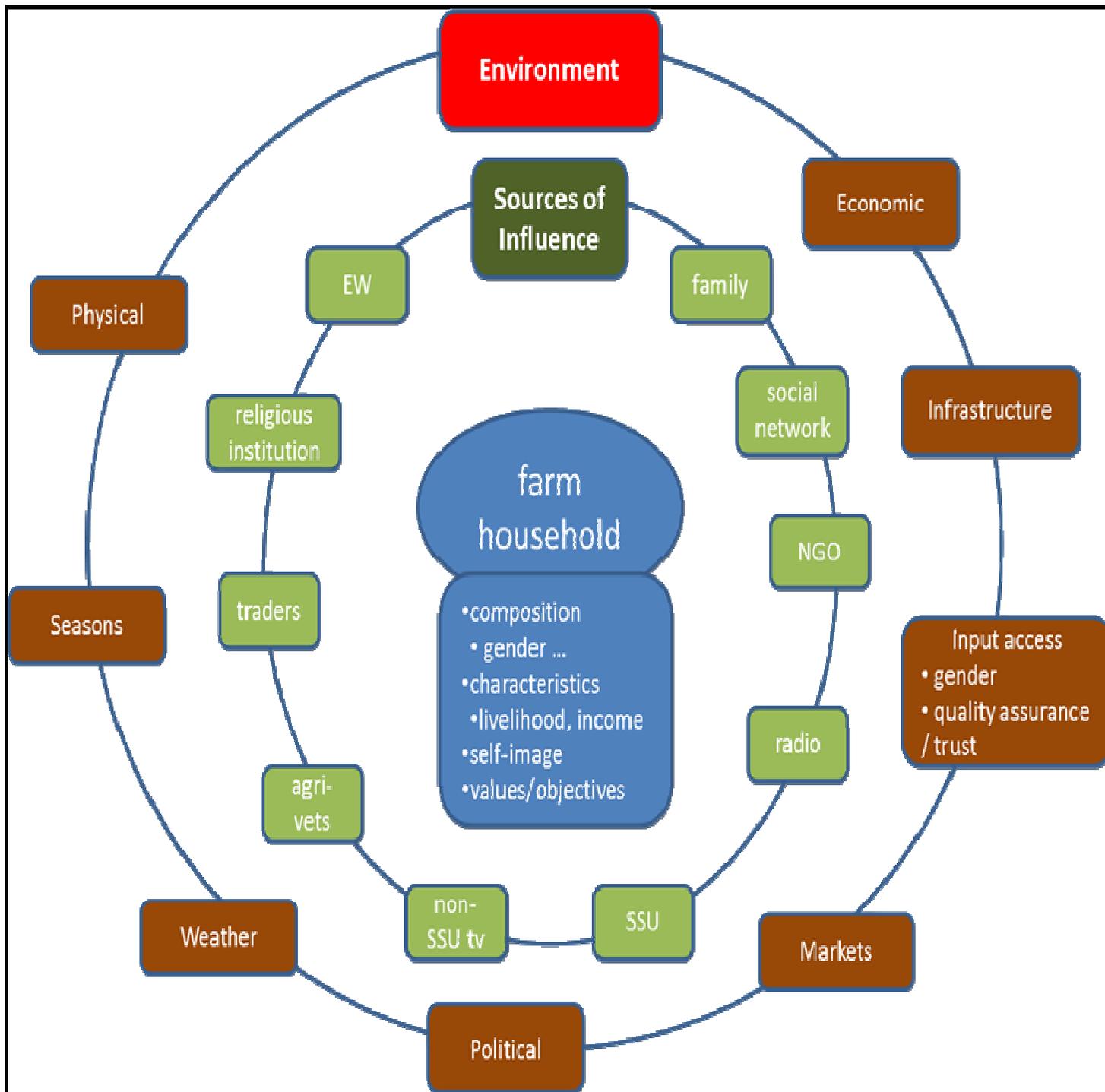
Context

- Shamba Shape Up (SSU) is an ‘edutainment’ programme, broadcast mainly in Kenya but also in parts of Tanzania and Uganda; produced by Mediae in Kenya (www.mediae.org)
- SSU format involves farm ‘make-over’
- Design of SSU was informed by three bodies of theory:
 - Mass media and society
 - Agricultural and rural extension
 - Innovation systems



Theory of change





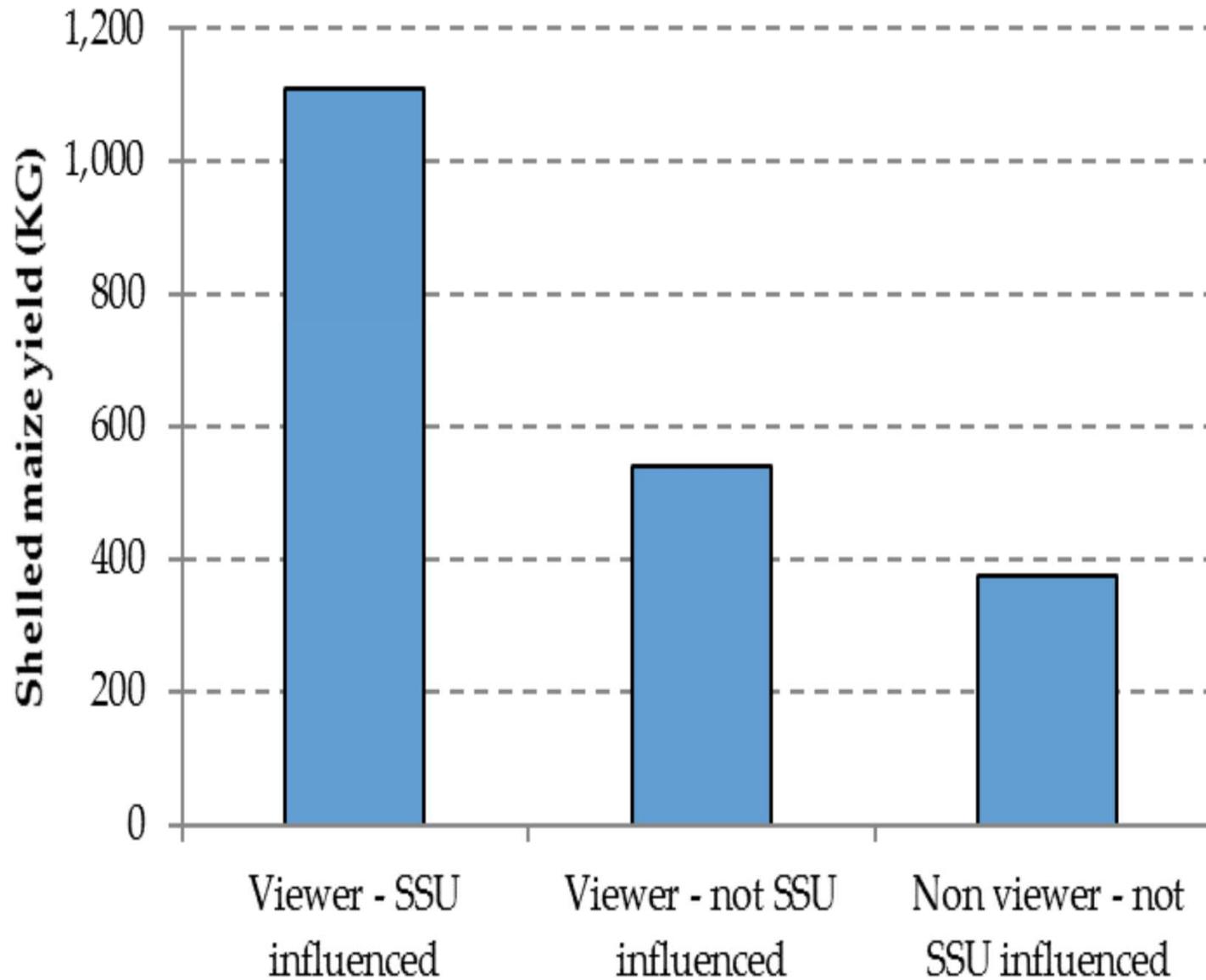
Findings – quantitative listing survey

- TV viewers = 948,388 (32.5%); households owning a working TV = 637,851 (22%). These figures varied between counties
- A third of those with working TVs were powering them using solar / battery power
- 368,407 households (12.6%) were estimated to have watched SSU in the four weeks prior to the survey (39% of those that watched TV)
- Almost half of viewers watch SSU with neighbours / friends or in a public place – communal viewing is popular

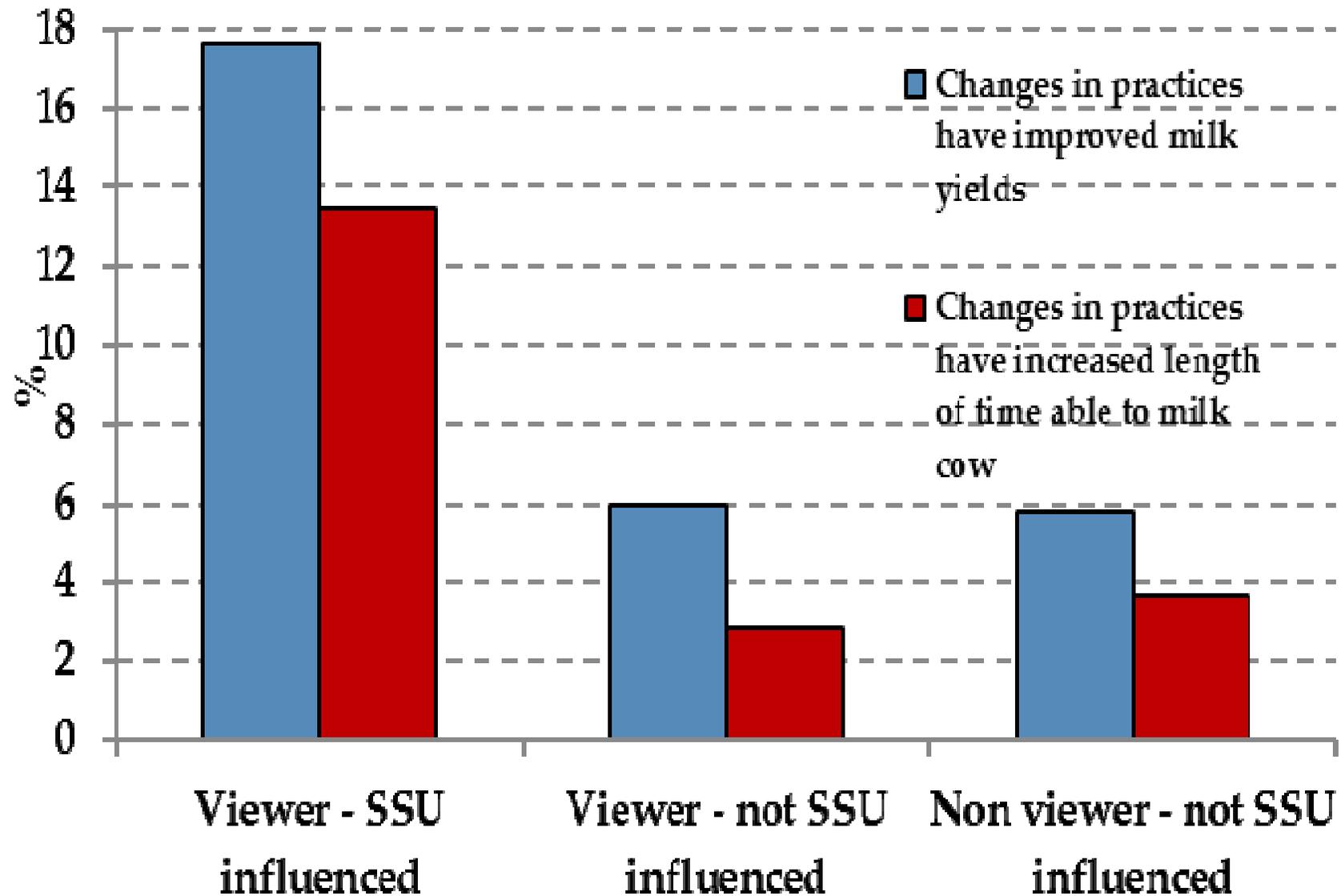
SSU impact – main quantitative survey

- The overall number of households benefiting from SSU is estimated to be 428,566 (14.7% of the households in the study area)
 - Those households specifically reporting that they had made changes to their maize or dairy practices as a result of SSU or who reported that they had benefited from SSU through increased profit or improved household food situation
- 188,569 households (44%) that benefited are those living on less than \$2.5 per day
- Statistically estimated benefit for maize farmers was \$0.6m (negligible)
 - *variability; established practices; recall of seasonal data*
- Statistically estimated benefit for dairy farmers was \$24m (significant)
 - *greater scope for improvement; market access; recall less of a problem*

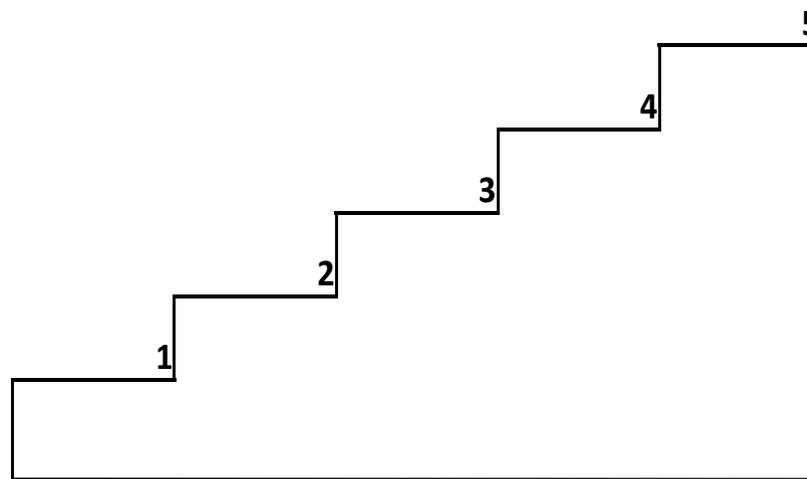
Comparison of maize yields



Improvements in milk yields



Perceptions



	1	2	3	4	5	Mean
I believe Shamba Shape-up has had a positive effect on my profit	1.0	12.3	15.6	46.4	24.7	3.81
I think Shamba Shape-up has had a positive impact on my household food situation	1.6	11.8	16.0	45.5	25.1	3.81
I have made changes to my farm because of watching Shamba shape-up	1.8	12.7	16.9	46.1	22.5	3.75

Participatory qualitative research



Participatory budgets

Scale: 1 acre

PARTICIPATORY BUDGET

BK PFM 04

UVIS? GuluE variety	December	January	February	March	April	May	June-July	Net Balance
Activities	1. 1 st Digging 2. Supervision	1. 2 nd Digging 2. Supervision	-	1. Fine tilling 2. Planting 3. Fertilizer application	1. 1 st Weeding	Harvesting		
Inputs	ox-plough 700 x 1	ox-plough 700 x 1 = 700		Hired labour 2 people x 200 = 400 Group = 500 - 15000 Stkg bag = 3 800	Hired group labour = 800 (12 members)	Hired group labour = 800		
Outputs								
Family labour	Supervision 2 hrs					4 1/2 bags @ 7500 33,750  x 4 = 5 x 7500		
Balance	(700)	(700)	(0)	(5100)	(800)	32,950		42 hrs
Traditional variety "Nafuts"								25,650
Activities	1 st Digging			2 nd digging Planting	Weeding	H	Harvesting	
Inputs					Hired labour 8 people x 2 days x 200 = 3200		Hired labour 2 people x 2 days x 200 = 800	
Outputs							2 bags @ 7500 = 15000	
Family labour	1 person 4 hrs x 6 days 24 hrs			1 person 4 hrs x 6 days 24 hrs	1 person x 2 day x 5 hrs = 10 hrs		1 person x 2 days 10 hrs	68 hrs
Balance	0			0	(3200)		14,200	11,000

Participatory budget results

- More than one comparison
- SSU viewer influenced with and without change in practice
 - Gross margins for maize farmers per acre quadrupled in Muranga and doubled in Nakuru
 - Gross margins for dairy farmers per cow increased by 40% and in Muranga by 82%
- SSU influenced changes v non-SSU influenced changes
 - Gross margins for maize farmers more than doubled for SSU influenced households whilst changes in non-SSU influenced households increased gross margins by 24%
 - Gross margins for dairy farmers per cow increased 60% for SSU influenced compared to 14% for non-SSU influenced changes
- Gender
 - In maize – men were increasing their spend on inputs to a greater extent and were seeing marginally better results than women
 - In dairy – women were doubling their gross margins and men increasing theirs by 50%

So what does this mean for the farmer?

- Viewers reported a range of effects of the programme, beyond the impact on output and profitability
 - Improved food security and nutrition
 - This led to money that was spent on food being available for school fees, clothing and fuel
 - Increased confidence in their management ability
 - Enhanced social status
 - Re-investment of increased income in other, off-farm, livelihood activities
 - e.g. investing in new stock
 - Investment in enterprise
 - Building improved cattle sheds, better AI services, use of dairy meal

How is Shamba Shape Up influencing farmers?

- Viewers find the programmes enjoyable
- Viewers are able to empathise with the programme participants
- The programme is aspirational
- Reminds them of practices they have already learnt
- The programme has become an important part of farmers' information and innovation systems, operating as a trusted source of information presented in a format that engages their interest and emotions, encourages discussion and provides opportunity for follow-up and interaction
- Most viewers feel that they get useful information from the programme and that it helps them to make decisions on their own farms
- Farmers are watching the programme in groups and discussing what they see (as are extension workers)

Conclusions



- Viewers enjoy the broadcasts
- Theory of change is supported by the findings
 - SSU does more than offer ideas and information; it engages the audience in a process by which featured farm families reach decisions and implement improvements
- Viewers identify with the problems faced in the broadcast
 - They care about the families shown and feel involved with them
- SSU helps farmers to make decisions on their own farms
 - Learn things that they can try out
- The programme has become an important part of farmers' information and innovation systems
 - Operating as a trusted source of information presented in a format that engages their interest and emotions, encourages discussion and provides opportunity for follow-up and interaction