Evaluate Your ICT in Ag Efforts

Information Communication Technology (ICT) has tremendous power to strengthen our Agricultural Extension efforts. However, many ICT efforts are unsuccessful as they neglect elements that help build success. Use "**AID**" (**Awareness, Interest, Doable**) to evaluate your ICT program.

Major points involved*	Self-evaluation	Any actions required?
Awareness. Do people easily know about your information?		
Do you have clarity of your target audience?		
What range of communication channels are used to deliver your message, and how relevant are those channels to your audience(s)?		
Interest. Do people want to learn more?		
Evidence that the information is proven valid and addresses specific needs and interests of the audience		
How have you built linkages and trust (i.e., are you really a source of credible proven content)?		
How are you appealing at an aspirational (emotional) level?		
What mechanisms do you have to actively collect feedback, and how are you responding to emerging needs and audience responses to your information?		
Doable. Can people easily try it?		
Is there evidence that your information is easy to apply and has obvious benefit?		
Is there evidence that your information can be easily understood and tested?		

* The above factors were identified after consultation with a number of leading ICT in Ag implementers.

Reference: Bell, M. 2015. ICT – Powering Behavior Change in Agricultural Extension. MEAS Brief. October 2015, U C, Davis. 19 pp.

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