



# PAP

Pacific Agriculture Policy

## Periodic Survey Report

JUNE 2016

Measuring the use, accessibility and  
popularity of Agriculture Policy Banks  
(APBs)



Pacific  
Community  
Communauté  
du Pacifique



INTRAACP  
Agricultural Policy Programme

PAPP  
Pacific Agriculture Policy Project

### Agriculture Policy Banks (APBs) are supported by:

The European Union (EU) supported Pacific Agriculture Policy Project (PAPP), implemented by the Land Resources Division (LRD) of the Pacific Community (SPC), in partnership with the ACP (African, Caribbean, Pacific) EU Technical Centre for Agricultural and Rural Cooperation (CTA).

## Contents

---

<b>1.0 SUMMARY .....</b>	<b>3</b>
1.1 Introduction and Objectives.....	3
1.2 Responses .....	3
1.3 Context .....	3
<b>2.0 AT A GLANCE .....</b>	<b>4</b>
2.1 Key Insights .....	4
2.2 Recommendations to Strengthen the APBs .....	4
<b>3.0 KEY DATA TRENDS COMPARABLE ACROSS COUNTRIES .....</b>	<b>5</b>
3.1 Surprising Benchmark .....	5
<i>DIAGRAM 1: Awareness of policies before the APBs. ....</i>	<i>5</i>
<i>TABLE 1: APB Survey Question 1 .....</i>	<i>6</i>
3.2 Easier Access to Agriculture Policies .....	6
<i>DIAGRAM 2: APBs make it easier to access policies. ....</i>	<i>6</i>
<i>TABLE 2: APB Survey Question 3 .....</i>	<i>7</i>
3.3 Comparing Access “Before and After” .....	7
<i>TABLE 3: APB Survey Question 2 .....</i>	<i>7</i>
3.4 Usefulness .....	8
<i>DIAGRAM 3: Survey respondents found APBs to be useful. ....</i>	<i>8</i>
3.5 Recommending the APBs to others .....	8
<b>4.0 SUGGESTED CONTENT AMENDS.....</b>	<b>9</b>
4.1 Summary .....	9
4.2 Details of User Requests for Additional Resources in the APBs.....	10
<i>DIAGRAM 4: APB Survey question five. ....</i>	<i>10</i>
<i>DIAGRAM 5: APB Survey question six. ....</i>	<i>11</i>
<b>5.0 OUTREACH IDEAS.....</b>	<b>12</b>
5.1 Summary .....	12
5.2 Outreach to Specific Audiences .....	12
<i>DIAGRAM 6: APB Survey results for questions seven and eight.....</i>	<i>13</i>
5.3 Considerations to tailor the Outreach Plan for each country .....	14
<b>6.0 APPENDICES .....</b>	<b>15</b>

# 1.0 SUMMARY

---

## 1.1 Introduction and Objectives

The development of online libraries for Pacific Island agriculture policies, known as Agriculture Policy Banks, are the result of a collaboration between the Pacific Community (SPC) and its European Union (EU) supported Pacific Agriculture Policy Project (PAPP) and the Intra-ACP (African, Caribbean, Pacific) Project for the Technical Centre for Agricultural and Rural Cooperation (CTA). The policy banks, developed in 2015, are one of the many agriculture knowledge management initiatives supported by PAPP.

With new Agriculture Policy Banks (APBs) in place and more preparing to launch across the 15 Pacific ACP countries, including Timor-Leste, it was timely in mid-2016 to review the initial implementation stage and reflect on successes and lessons learned. Insights for this review were gleaned from the *APB Survey* and also from the *Regional Workshop on Developing Knowledge Management (KM) Capacity for Improved Agriculture Information, Research and Policy Banks in the Pacific*.

This first *APB Periodic Survey Report* collates and analyses insights gathered from the APB Survey and Regional Workshop. These insights will provide an evidence-base to guide future planning for APBs, including more bank launches and promotional Outreach Plans. Also, as more countries launch their banks they may replicate the APB Survey to produce data trends comparable over time and across countries.

## 1.2 Responses

The data and information contained in this first *APB Periodic Survey Report* combines the APB Survey results from two countries, combined with feedback from the Regional Workshop attended by 10 nations.

For the survey there were 21 respondents from 56 invitations (37.5% response rate being well above the 25% online survey standard<sup>1</sup>), all of whom have been involved in the APB project. Of those, 10 were from Solomon Islands and 11 were from Vanuatu (three females and 18 males). Survey respondents were from a range of organisation types including: department of agriculture, commodities export, technical mission, forestry, and a grower group.

At the Regional Workshop more than 30 people provided inputs about the APBs. Invitations to attend the workshop were sent to all 15 PAPP countries and 10 accepted: Vanuatu, Tonga, Niue, Cook Islands, Solomon Islands, Federated States of Micronesia, Papua New Guinea, Timor Leste, Fiji and Samoa. Attendees had a mix of agricultural, information and communication career backgrounds.

## 1.3 Context

During the Regional Workshop, held in Fiji from 31 May to 3 June 2016, participants provided comments, ideas and opinions about the APBs. These insights were provided during presentations, feedback sessions and group activities. All feedback was documented in the workshop's summary report (Appendix 6.5).

The APB Survey targeted users of the APBs in Vanuatu and Solomon Islands, which were the first two countries to launch their comprehensive banks. The one-week survey was held from Wednesday 25 May to Tuesday 31 May 2016, ending on the first day of the Regional Workshop as a strategic way to cross-reference and aggregate online and interpersonal responses.

The 10-question survey was created using the online *Survey Monkey*<sup>TM</sup> format. However, 10 of the 21 respondents replied in hard copy format, and this was attributed to their poor internet connection. Also, the survey was only translated into Bislama, for Vanuatu, because for Solomon Islands the in-country advice was that Pidgin is more a spoken language and English is best for a written survey. Delivery was via a standalone email from the PAPP-nominated government representative in each country, as research indicates such local delivery generates more responses<sup>1</sup>.

---

<sup>1</sup> *Fluid Surveys* –© Survey Monkey product, 8 October 2014. Accessed online 24 June 2016, <http://fluidsurveys.com/university/response-rate-statistics-online-surveys-aiming/>



## 2.0 AT A GLANCE

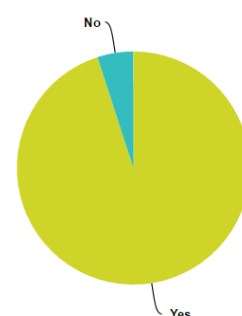
### 2.1 Key Insights

Key Insights
(Combined workshop and survey insights)
<p>→ Before APBs 40% of survey respondents were unaware of any existing agriculture policies or plans.</p> <p>→ 95% claim policies are now easier to access – the 5% not finding it easier blame a lack of internet.</p> <p>→ Workshop participants overwhelmingly encouraged each other to upload their documents to enable improved cross-country sharing of policy formats, content, research and market insights.</p> <p>→ Workshop attendees committed to being KM advocates, working to educate others and reduce the incidence of ministry colleagues, private sector and others being reluctant to share information.</p> <p>→ <i>Statistics, census and agriculture survey information</i> were survey respondents' most requested 'additional resources' for the APBs. For links via the Policy Bank or related portals, an overwhelming 100% of respondents wanted improved access to <i>Production and Market Access information</i> such as Value Chain reports, followed by 95% wanting links to more <i>Research and Extension</i> information.</p> <p>→ Survey respondents' most recommended outreach ideas (to raise awareness of the APBs), were radio and mobile phone approaches for farmers, and social media then mobile phone SMS for youth.</p> <p>→ Workshop participants prioritised an integrated outreach approach using multiple mediums. A SWOT detailed the need for in-country considerations such as production expertise, cost, reach, etc.</p> <p>→ 95% of survey respondents said they would recommend the Policy Bank to another person.</p>

### 2.2 Recommendations to Strengthen the APBs

Following are five (5) key recommendations from the combined survey and workshop insights, to:

1. Have countries launch their Policy Banks as soon as possible, with many now ready following the extensive updates conducted during the workshop. Then promote the Policy Banks at the Ministers of Agriculture meeting<sup>2</sup> being held in May 2017.
2. Make amendments to the content including: add a youth entry point; improve the ease of viewing content on the *Sub-Sector Strategies* link; translate more documents; add more policy summaries including translated summaries; policy hierarchy charts to be in a similar design to Cook Islands.
3. Investigate linkages from the APBs and related portals to provide users with more information about: monitoring and evaluation; statistics, census and agriculture surveys; production and market access; research and extension.
4. Investigate adding more links to ministry and related websites and social media. Also investigate adding standardised components such as the possible addition of a standard Frequently Asked Questions (FAQs) or Impact Statements (e.g. half page success stories).
5. Develop an APB Outreach Plan for use by each country to raise awareness and use of APBs. Include Standard Operating Procedures (SOP) in the Outreach Plan to assist in-country staff.



**“... 95% of survey respondents said it is now easier to access policies since APBs launched”**

<sup>2</sup> During the inaugural Pacific Week the Meeting of the South West Pacific Ministers of Agriculture will be held in PNG.

### 3.0 KEY DATA TRENDS COMPARABLE ACROSS COUNTRIES

This Section 3.0 focusses on comparable data trends, which may be compared over time and across countries via periodic updates. For this reason, this section focuses mainly on the APB Survey results, in particular the findings from Questions 1, 2, 3 and 4 that focus on comparing benchmarks “before and after” the launch of the banks, in addition to their perceived usefulness. This section also references findings from the survey’s Net Promoter Score™ (NPS) “would you recommend” question.

Notably, the APB Survey combined the results from two countries, Vanuatu and Solomon Islands. To glean country-specific information from this multi-country survey, this section also extrapolates data from the overall results to glean national insights specific to Vanuatu and to Solomon Islands. In this way, survey results can be compared across countries over time. Therefore, as more nations launch their APBs and then replicate the APB Survey and its standardised questions, the survey will result in comparable data sets from which trends may be gleaned for use as an evidence-base to guide planning

#### 3.1 Surprising Benchmark

A surprise finding of the survey was that more than 40% of respondents were unaware of existing national agriculture policies or plans prior to the APBs (42.86%; n=21), based on the survey’s combined Solomon Island and Vanuatu respondents. Notably, all of these respondents worked within the agriculture sector across a range of organisations including: department or ministry of agriculture; commodities export, technical mission, forestry, and growers group. A key objective for the development of the Policy Banks was to assist people to better access policies. However, it had not

***“... nearly half were unaware of any existing national agriculture policies or plans prior to the Policy Banks”***

been fully realised that many people working in agricultural ministries or related organisations were unaware of the existence of national policies. Achieving this 40% improved awareness is significant.

**Before you attended the workshop about Agriculture Policy Banks and knowledge management, were you aware of any existing national agriculture policies or plans?**  
(Survey, Question 1)

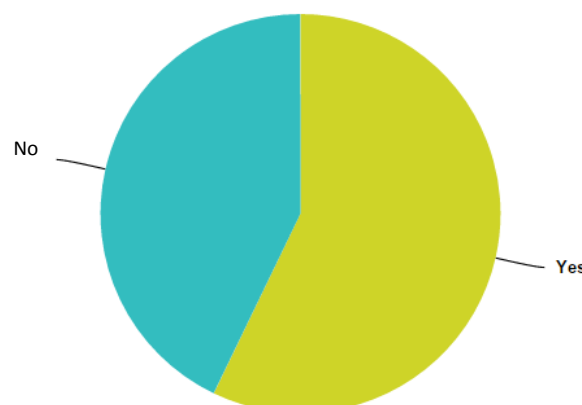
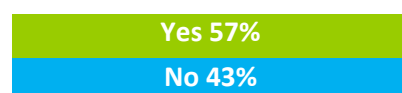


DIAGRAM 1: Awareness of policies before the APBs.  
The APB Survey found 42.86% (n=21) of respondents were unaware of any existing national agriculture policies or plans before attending the SPC PAPP workshop about APBs and KM?

### Country data trends comparable over time

The 42% of respondents unaware of policies prior to the APBs workshops and launch includes people from Solomon Islands and Vanuatu. By country, this converts to 64% of Vanuatu's survey respondents and 20% of Solomon Island's respondents, who were unaware of their national agriculture policies and plans prior to the APBs and associated workshops.

**TABLE 1: APB Survey Question 1**

*APB Survey Question 1 combined results divided by country - Before you attended the workshop about APBs and KM, were you aware of any existing national agriculture policies or plans?*

COUNTRY	PERIOD	RESPONSE TO SURVEY		Notes
		YES	NO	
Solomon Islands	2016 – Q2	80%	20%	<i>n=10</i>
Vanuatu	2016 – Q2	36%	64%	<i>n=11</i>
Tonga	2016 – due Q4	<i>TBC</i>	<i>TBC</i>	-
Samoa	2016 – due Q4	<i>TBC</i>	<i>TBC</i>	-
Other countries	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	-

Notes: *TBC* means 'To be Confirmed'; *Q* means 'Quarter' period of the year (four quarters annually, each three (3) months)

## 3.2 Easier Access to Agriculture Policies

Following the launch of the Policy Banks, 95% of respondents said it was now easier to access policies (question three; *n*= 20). Those that did not find it easier (5%) attributed this to a lack of internet access. Respondents provided their additional comments, with some verbatim responses copied below:

- *"The relevant policy document (can be accessed) or even recommend to others..."*
- *People can view wherever they are... accessible any time so long as one is connected to internet, however, it also limited to areas with internet connection only.*
- *As long as the policies are uploaded onto the website it should be easy for most with internet to access the documents."*

**Now that the Policy Bank is available, do you think it is easier to access national agricultural policies or plans?** (*APB Survey, Question three*)

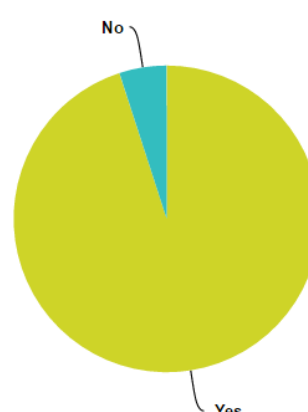
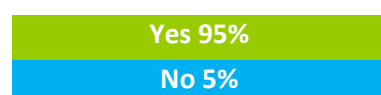


DIAGRAM 2: APBs make it easier to access policies.  
*In Question three of the APB Survey; 19 of 20 respondents (95%) said it is now easier to access policies.*

### Country data trends comparable over time

By country, these results convert to 90% in the Solomon Islands and 100% in Vanuatu now finding it easier to access agriculture policies thanks to the Policy Banks.

**TABLE 2: APB Survey Question 3**

*APB Survey Question 3 combined results divided by country - With APBs do you think it is easier to access national agricultural policies or plans?*

COUNTRY	PERIOD	RESPONSE TO SURVEY		Notes
		YES	NO	
Solomon Islands	2016 – Q2	90%	10%	<i>n=10</i>
Vanuatu	2016 – Q2	100%	0	<i>n=10</i>
Tonga	2016 – due Q4	<i>TBC</i>	<i>TBC</i>	-
Samoa	2016 – due Q4	<i>TBC</i>	<i>TBC</i>	-
Other countries	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	-

*Notes to the table: Q2 relates to Quarter 2 (mid 2016)*

### 3.3 Comparing Access “Before and After”

While the survey found that “after” the APBs 95% of respondents now find it easier to access agriculture policies and plans, it also determined that “before” the launch 60% said it was not easy to access policies. There was a further 20% who said it was no easier and 20% who were unsure.

For this question, a further extrapolation of data was undertaken based only on definitive ‘yes or no’ responses, finding that:

- 75% of respondents claim it was not easy to access agricultural policies or plans before the APB launch. *(This percentage is an extrapolation only based on those who responded ‘yes or no’ to this question, and excluding the nine (9) respondents who either skipped this question or were ‘unsure’. If those who were ‘unsure’ are included, then the figure is 60% stating it was not easy.)*

The 20% who responded “yes” were subsequently asked: “how did you access any national agriculture policies or plans” with most explaining it was via “*Paper copies from the Ministry*” and none indicated that they had received, or could access, electronic or online copies.

### Country data trends comparable over time

This APB Survey combined data for Vanuatu and Solomon Islands, which was further analysed to extract country trends. The levels of respondents finding it difficult to find agriculture policies prior to the launch of APBs: 67% in Solomon Islands and 50% in Vanuatu.

**TABLE 3: APB Survey Question 2**

*APB Survey Question 2 combined results divided by country - Before your national Agriculture Policy Bank launch, did you think it was easy to access agricultural policies or plans?*

COUNTRY	PERIOD	RESPONSE TO SURVEY			Notes
		YES	NO	UNSURE	
Solomon Islands	2016 – Q2	22%	67%	11%	<i>n=9</i>
Vanuatu	2016 – Q2	17%	50%	33%	<i>n=6</i>
Tonga	2016 – due Q4	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	-
Samoa	2016 – due Q4	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	-
Other countries	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	-

*Note: Respondents who answered “No” in question one (1) were encouraged to ‘skip’ this question and move to question 3. More than 25% of respondents skipped this question.*

### 3.4 Usefulness

In the survey, 90% of respondents found the Policy Banks useful or extremely useful and, while some were 'unsure', there were no respondents who believed the banks were not useful. Specifically, respondents indicated the banks were Extremely Useful (35%) or Useful (55%) with 10% 'Unsure'.

***“ ...90% of respondents said the Policy Banks are useful or extremely useful”***

Significantly, more than three-quarters of survey respondents volunteered “additional comments” to this question, to explain why they chose their rating. Some selected verbatim responses follow:

- *“Because the policy banks contain not only agriculture policy for my country but also Agriculture policies from other regional countries. Beside it also contain useful information where one can easily access for viewing.*
- *It helps give weight to our organisations own policies.*
- *You can access the agriculture policies wherever you are if you have access to the internet. It can easily be retrieved if for some reason we lose all the policies that we have in the country.*
- *It is a one stop location for all things policy, also it is user friendly and also regional in scope, covering other countries. There is room for improvement in the future if it is connected to instant queries and response through the site link.”*

**How would you rate the usefulness of the Policy Banks?** (APB Survey, Question four)

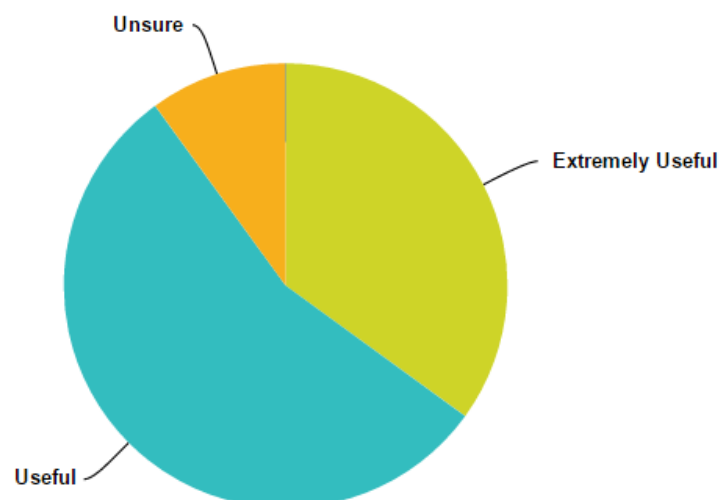
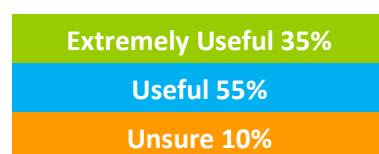


DIAGRAM 3: Survey respondents found APBs to be useful. In question four, survey respondents found APBs to be Extremely Useful (35%), Useful (55%), 10% 'Unsure'.

### 3.5 Recommending the APBs to others

The final part of the survey, question 10, asked respondents the Net Promoter Score™ (NPS) question: “Would you recommend the Policy Bank to another person?” Of respondents, 95% said they would recommend the Policy Bank to another person, in particular to other agriculturalists, donors and associated ministries such as women and youth.



## 4.0 SUGGESTED CONTENT AMENDS

---

### 4.1 Summary

This section addresses the combined survey and workshop insights in relation to additional resources for inclusion in the policy bank, and those that could be accessed via the Policy Bank or related portals.

#### **a) Additional resources within the Policy Bank**

Of the additional resources requested by survey respondents for inclusion in the policy bank, all four of the top requests focussed on increased sharing of information across countries. In order of popularity, respondents requested *Statistics, census and agriculture survey information* (75%; n=20); *Other agriculture sub-sector plans* such as coconut (55%); *Links to policy resources from other countries* (50%), and *Results of agriculture discussions*, e.g. the PAFPNet regional e-forum (50%).

These findings complement workshop discussions, where attendees encouraged each other to promptly upload their policies and related documents onto the Policy Bank so they could share more policy ideas, content and market opportunities across countries. Similarly, participants requested that the Policy Bank include more summarised statistics and notes, especially for sub-sector categories. There was even a suggestion that long-term a regional policy template be created to ensure uniformity in the format of Pacific Island policies so it may be easier to cross-reference and, whilst no commitment was made to action this idea, the concept of ensuring easier cross-country comparisons and sharing was unanimously supported.

At the workshop participants provided many suggestions for APB content amends, such as to:

- Include a specific section or entry point for youth, such as a youth tab or navigation bar (sidebar)
- Improve the ease of viewing content on the *Sub-Sector Strategies* link, which is a standard feature on each Policy Bank.
- Include more Monitoring and Evaluation documents and samples, where possible.
- Include translated policies and summaries where beneficial and viable.
- Investigate adding an Experts Directory and perhaps also Success Stories.

#### **b) Resources to be accessed from the Policy Bank and related portals**

There was also discussion about general agricultural information that should be easier to access, whether via the APBs or related portals and websites. An overwhelming 100% of survey respondents wanted more *Production and Market Access* information, e.g. Value Chain reports (100%; n=19), and this sentiment was reflected in workshop discussions. In the survey the second most popular request was for more *Research and Extension* information (94%) followed by *Climate Change* (73%), then *Capacity Building* (63%).

Workshop participants also repeatedly discussed the need for improved access to *Research and Extension* information, and in particular the need for more monitoring and evaluation documents and templates. In addition, a workshop 'action' item was noted to investigate ways to improve delivery of disaster information and communication to farmers.

## 4.2 Details of User Requests for Additional Resources in the APBs

Following are further details of survey respondents' insights and workshop participants' feedback about additional resources APB users would like to complement the bank's ease of use and access.

At the workshop a *Role Play* group activity session enabled participants to use and review the Policy Banks. They provided the following suggestions for the content:

- Include a specific section or entry point for youth, such as a youth tab or navigation bar (sidebar)
- Improve the ease of viewing content on the *Sub-Sector Strategies* link, which is a standard feature on each Policy Bank. For example, the Vanuatu Fisheries page contains the note "Fisheries Sector Policy under development" and so it appears there are no policies or plans in place, however, on the same page there is the standard *Sub-Sector Strategies* link containing four policies and plans.
- Include more Monitoring and Evaluation documents and samples, where possible.
- Countries to include translated policies and summaries where beneficial and viable.
- Investigate adding an Experts Directory and perhaps also Success Stories.

There were also other Group Activities and general discussions during the four-day workshop where participants provided further feedback and suggestions for improvements including:

- Countries to complete their policy hierarchy charts with similar designs to the one presented on Cook Islands policy bank.
- Investigate adding a Frequently Asked Questions (FAQ) section.
- Participants encouraged each other to upload their documents as keen to share policy ideas, content and market opportunities.
- Long term it was suggested there be uniformity in format of policies (e.g. regional template), that each country follows, so then it is easy to compare and correlate. PAPP encouraged countries to start using others' policies as templates or "fast starts" for their own policies or sub-sector plans.
- Have more summarised statistics and notes, especially for sub-sector categories.

**What additional resources would you like to see in the Policy Bank to complement its ease of access and use (you can choose multiple answers)?**  
(Q5 Survey)

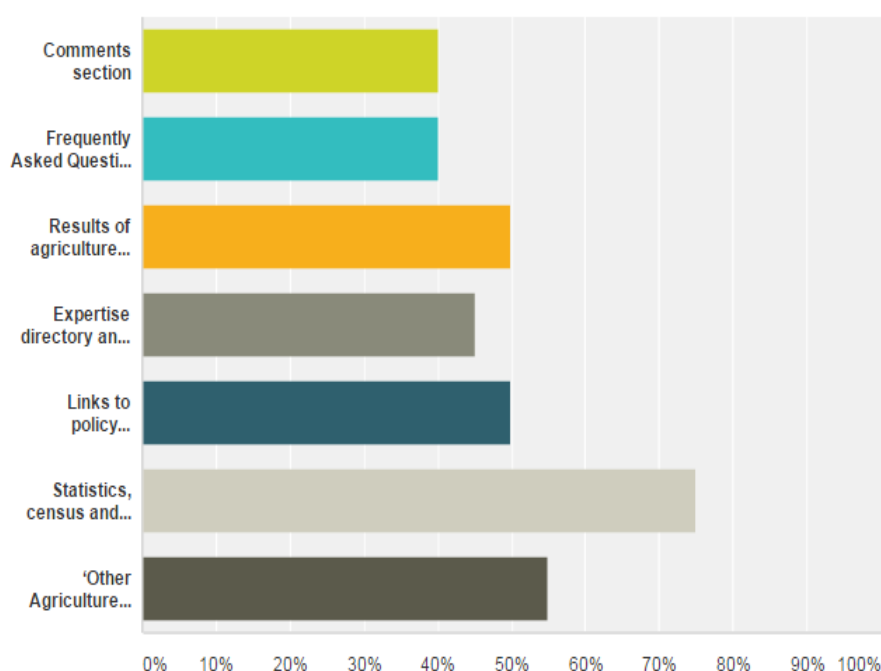
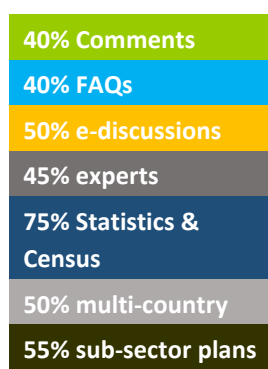


DIAGRAM 4: APB Survey question five.

The workshop feedback primarily addressed ways to improve APB’s usability and ease of navigation, plus some content amends, whereas the APB Survey insights focussed more on additional content.

Question five of the APB Survey asked: “What additional resources would you like to see in the Policy Bank to complement its ease of access and use (you can choose multiple answers)?” All four of the top survey responses had the commonality of asking for improved sharing of national and regional information, which reflected the consistent requests from workshop participants wanting to use the APBs to access, share, compare and use more agriculture information from other countries.

Specifically, *Statistics, census and agriculture survey information* was respondents’ most commonly requested ‘additional resource’ with a clear majority of 75% seeking these details (question five; n=20). Next most requested was *Other agriculture sub-sector plans* such as coconut (55%), then equal third was *Links to policy resources from other countries* (50%) and *Results of agriculture discussions*, e.g. the PAFPNet regional e-forum (50%). Survey respondents who selected *Other* or *Other Agriculture Plans* were asked to provide more specific details, with responses including: coconut, cocoa, kava (Kava Strategy and Kava Act), root crops, Indigenous fruit and nuts, organic farming policy, livestock sub-sectors (cattle, piggery, honey, poultry) as well as more monitoring and evaluation (M&E) for policies and sub-sectors.

Question six of the survey queried what resources users would like to access from the Policy Bank or related portals, with all respondents wanting more information about *Production and Market Access* (100%; n=19), then *Research and Extension* (94%), *Climate Change* (73%), and *Capacity Building* (63%).

**What else do you want to access from the Policy Bank and related portals? For example, links to other websites and portals about.**  
(Q6 Survey; multiple answer)

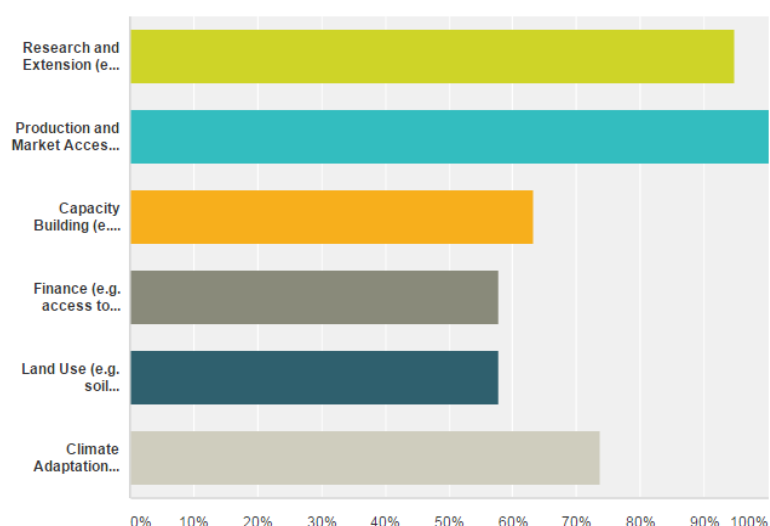
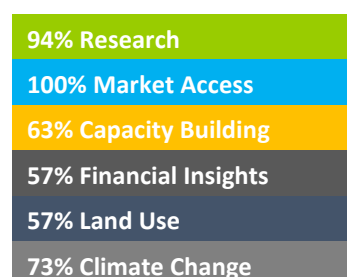


DIAGRAM 5: APB Survey question six.

## 5.0 OUTREACH IDEAS

---

### 5.1 Summary

The key outreach ideas and considerations discussed by survey and workshop participants follow.

- Both the workshop and survey insights highlighted radio and social media among the most recommended channels for APB outreach.
- An integrated approach using multiple, complementary mediums or channels is best.
- Radio is ideal for remote communities, especially now that more people have solar radios.
- Social media is fast growing in popularity and is particularly useful to target youth but internet access is still limited or non-existent in many remote parts of the Pacific Islands.
- Mobile phone SMS messaging is an ideal way to reach farmers, especially in Fiji where the FCLC offers a free service for the farmer community, but it can be costly to pay wholesale.
- Agriculture ministries in some countries have negotiated discounted or free rates in mainstream media, and this may be replicated by other countries.
- Roadshows and agriculture shows are great promotional tools to reach farmers directly.
- Face to face remains the most effective form of outreach, albeit costly and time consuming – importantly this should include ‘internal’ outreach within and across ministries and not just outreach to ‘external’ audiences such as farmers, youth, women, general committees, etc.
- There is value in linking with groups such as religious, women’s and youth networks.
- Include more links to the Policy Banks on existing websites (for those countries whose agriculture ministries have sites); social media campaigns, and products e.g. Cook Islands calendar for farmers and fishers with crop planting times; and other resources.
- In-country considerations must be assessed when selecting outreach mediums, e.g. radio or TV, such as cost, audience, access, production expertise, storage, long term management, etc.

### 5.2 Outreach to Specific Audiences

In the survey, respondents were asked for their top suggestion “to raise awareness and increase the use of the Policy Banks” firstly for farmers, then for youth.

For farmers, radio was selected as the most popular way to promote the Policy Banks to farmers (42%), attracting almost double the votes of the second choice of mobile phones via SMS or text messaging (23%). Sixteen respondents volunteered comments, many of whom highlighted the need to ensure workshops are included in the promotional mix to reach farmers. Some extracts from the comments are listed below in verbatim form:

- *“Combine radio, newspaper, tv, workshops*
- *Other = Community awareness and consultations. Majority of farmers and farming communities in my country live in rural locations and some even reside in very remote communities thus accessing information from central locations in some cases quite difficult and challenging. In addition, most farmers are illiterate (cannot read and write) and only a number of them are quite up to date with use of modern technology (internet etc).*
- *Radio has wide coverage in Solomon Islands... Use of linkages with other partner organisations will be a bonus with regards to wider coverage.*
- *Almost everyone has a mobile phone. People in the rural and remote areas can access information.*

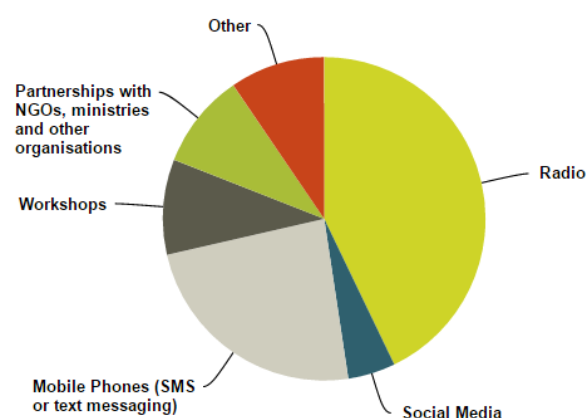
- *Workshops also. Radio coverage encompasses a mass population and workshops delivers interactions between officers and farmers.*
- *Because workshops is the only time when officers come to meet the farmers. Face to face contact is more better that the other source of communications."*

For youth, the top three approaches nominated were social media (38%), mobile phone SMS or text messaging (23.8%), then radio (14%). There was a mix of comments from respondents about why they chose their option (a selection of verbatim responses follow):

- *"Facebook, everyone has it..."*
- *Most youths have access to mobile phones and can read.*
- *Using the options of radio, newspaper, websites, social media and workshops should at least capture attention of wider cross section of youth across Solomon Islands.*
- *Youths usually listen to radios but FM not AM.*
- *Partnership with Ministry responsible for youths, Churches' Youth ministries, and other NGOs."*

In comparison, the workshop participants focussed less on youth and farmers as the target audience for the APBs and the promotion of KM – though they were discussed as those groups are a key focus for the agriculture sector – and moreso about ways to outreach to government officers, policy makers, media and extensions officers. Also, the workshop conversations focussed more on in-country considerations and challenges to carefully select media channels and how these should be mixed or integrated, such as a television campaign supported by newspaper, SMS and social media activity.

**TABLE: Outreach channels preferred for farmers**



**TABLE: Outreach channels preferred for youth**

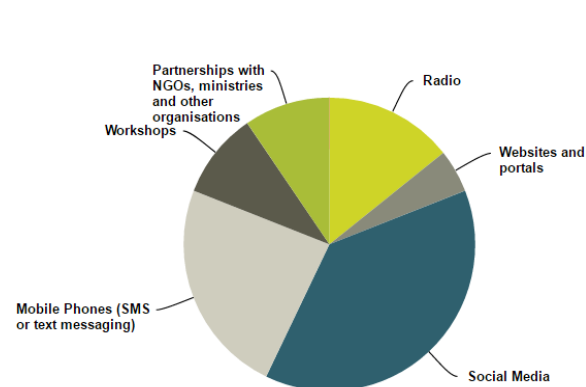


DIAGRAM 6: APB Survey results for questions seven and eight.

Notably, both the survey and workshop participants focussed on the same outreach channels as the most effective ways to raise awareness and use of the policy banks, namely: radio, social media, television, mobile phone SMS as well as face to face interactions, with workshop participants regularly referencing agriculture roadshows (national and regional). The need for more online links with government websites was also highlighted at the workshop, where participants also discussed some of the considerations when selecting the channels or mediums including: cost (produce and transmit), research, audience, what channel is suited to particular content, preparation time, expertise or 'content curation' (e.g. what is the level of expertise of those who create your video, SMS, website). There were also challenges: storage, approving access, placement, partnerships, management, etc. (Refer to the appendices for more details: SWOT chart and the Group Activity whereby specific in-country campaigns and mediums were used, and spreadsheets were subsequently developed.)



### 5.3 Considerations to tailor the Outreach Plan for each country

The survey results and workshop insights indicate a desire to prioritise the use of mediums such as radio, mobile phone SMS and workshops for any Outreach Plan activities. However, as discussed in detail at the workshop, the question is whether each country has the capacity to use their preferred channels? As each country seeks to adopt the APB Outreach Plan and tailor it for use within their own country, consideration will need to be given to the in-country capacity, media channels and resources.

At the workshop, representatives from each of the 10 countries attending provided a presentation about their national agricultural KM and Policy Bank progress. Key points from these presentations were summarised in a basic SWOT chart (strengths, weaknesses, opportunities, and threats) detailed in the Appendices (*'TABLE: SWOT Summary of Country Presentations – Challenges and Strengths'*). The following insights and analysis are based on, and limited to, the presentations and discussions throughout the workshop.

All countries indicated radio was a reliable channel and the mainstay during disaster communications, but TV varies greatly with Niue and Timor Leste receiving coverage for only a few hours a day and Vanuatu's TV typically only reaching the main island of Efate (only one of six provinces).

Only four of the 10 countries have current, operational websites (Cook Islands, Samoa, Tonga and Vanuatu – Fiji has an outdated site) and similarly only four countries have launched, or are about to launch, their national APBs (Samoa, Solomon Islands, Tonga and Vanuatu). This may indicate a correlation between the Information Technology (IT) capacity within an agriculture ministry, and its ability to develop and manage its website, policy bank and other ICT projects – and therefore its resource capacity, or lack thereof, to promote these resources via an Outreach Plan. Notably, while the lack of a website may limit some Outreach Plan web-based cross-promotions it does not exclude nations from having an APB given these are hosted on SPC PAPP's PAFNet e-forum portal. Also, some countries such as Niue have no agriculture department website but still conduct social media activity, targeting computer and smartphone internet users.

A growing number of Pacific Island countries are improving their internet connectivity such as, but not limited to, Niue (an estimated 95% of homes have internet access), Tonga (underwater broadband internet cable since 2013), and Vanuatu (access to fibre optic cable). This has positive implications for any Outreach Plan online activities, such as those targeting users of social media and – as internet access improves – a growing number of smartphone mobile internet users. Notably, SMS campaigns can target old keypad phones and do not need users on smartphones, such as the Digicel campaign conducted in Vanuatu before and after Cyclone Pam or the Fiji Crop and Livestock Council (FCLC) ongoing mobile-farmer service. There are also excellent opportunities to link Outreach Plan promotions with the ongoing weekly media activity pre-scheduled by several countries, including PNG, Tonga, and Timor Leste (uses community radio and also TV that operates only five hours a day).

Face to face consultations and networks are always the most effective form of outreach, but also possibly the most resource-intensive. However, countries highlighted many existing networks that could link to the Outreach Plan such as agriculture technical working groups; farmer clubs; clusters e.g. agriculture and climate change; print materials e.g. quarterly newsletter; e-group forums; training, or linkages with schools such as in Samoa where agriculture is integrated into the school curriculum.

Gender considerations were addressed, at a basic level, with some workshop participants expressing the sentiment that women are integral within the agriculture sector and do not need to be specifically targeted, though there are definitely additional benefits in outreach to women's groups. In terms of participants, the workshop comprised five females who officially RSVP'd plus many female presenters and organisers in attendance, while three of the 21 survey respondents were female. Analysis of the survey responses indicated that the female responses and comments were similar to those of their

male counterparts, with two of the three being aware of agriculture policies before the launch and two of three believing it was difficult to access those policies prior to the APBs. The key difference was that one of the females said “no” she would not recommend the APB – the only one of all respondents to provide this response – then explained this was because the APBs rely on internet access for which she has limited connectivity.

## 6.0 APPENDICES

---

*Refer to separate Appendices document.*

### **6.1 APB Survey technical approach and context**

### **6.2 SWOT Summary of Country Presentations - Challenges and Strengths**

### **6.3 Workshop Group Activity –In-Country Ideas and Considerations for Outreach**

### **6.4 APB Survey Results**

### **6.5 Workshop Summary Report**