

Empowering Youth and Women: Innovative Behaviour Change Models for Smallholder Farmers in Remote Areas

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Theme: Integrated behavioural science and local knowledge

Title: YWQC Innovative Behaviour Change Model

INTRODUCTION

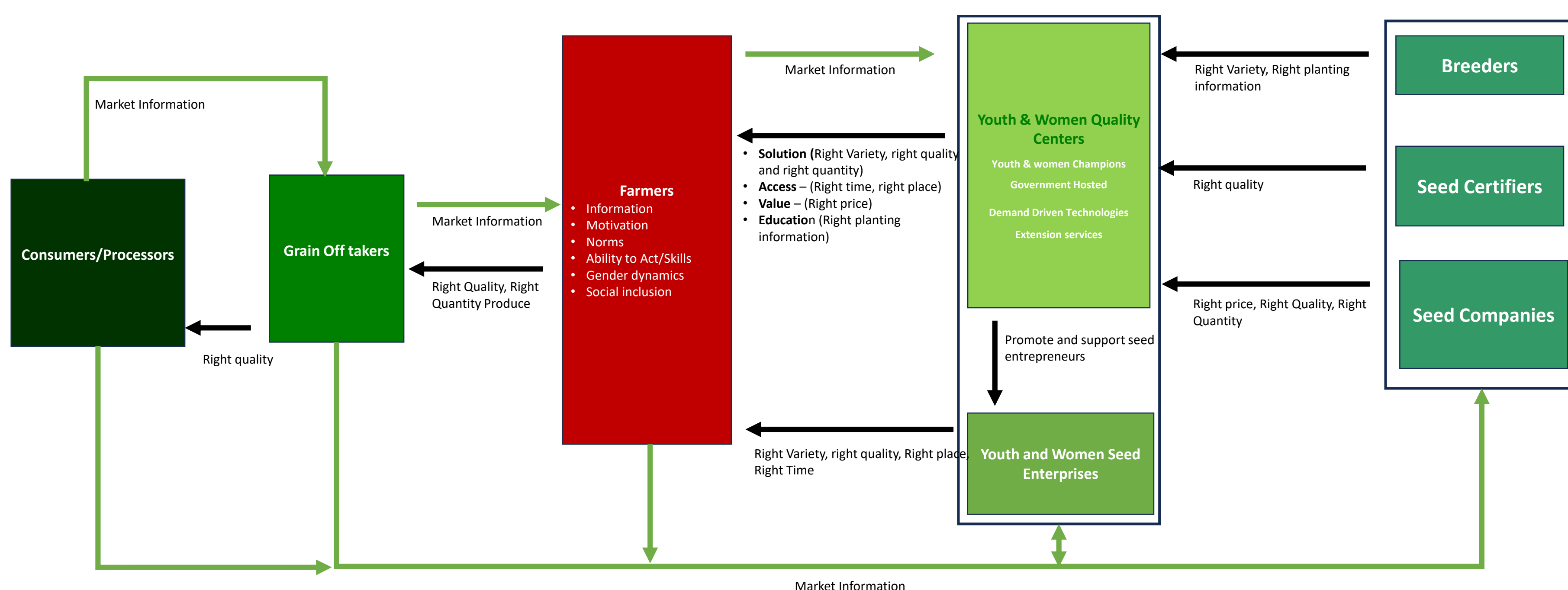
A community-led social and behavior change model developed by the International Maize and Wheat Improvement Centre in partnership with Tanzania Agricultural Research Institute and CBCC to enhance access to dryland crop seeds (groundnut & sorghum) and agricultural knowledge through youth and women champions, resulting in significantly increased adoption rates and improved market linkages.

THE CAMPAIGN



**meaning generation for change* included development of communication materials used to disseminate messages on benefits of using quality seeds by youth and women champions during peer-to-peer sessions in farmer groups, community engagement and mass media (local radio station)

METHOD



RESULTS & CONCLUSION



4 YWQCs established in Songwe region leading to increased adoption rates of improved varieties of sorghum and groundnuts.



Improved seed access. Purchase of improved groundnut varieties rose from 0.6% to 25% and sorghum from 1.8% to 29.4%



Over 75% of farmers gained knowledge on new improved seed varieties.



Strengthened partnerships. 5 seed companies & 4 grain aggregators endured reliable seed supply and market linkages