COMMUNICATING WITH RURAL COMMUNITIES TO IMPROVE QUALITY OF LIFE

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Picture courtesy Prof Paul Starkey
The effect of communication of science varies according to the socioeconomic and environmental situation in which it occurs.

Holistic evaluation of the characteristics of the target audience is essential.
PRINCIPLES BASED ON FIELD EXPERIENCE

- Define all characteristics of the "target group"
- Define an objective and key factors to reach it
- Base extension on actual needs and of animals and owners (target group)
- Message must be affordable and the benefits must outweigh the costs
- Show observable/ measurable benefits in a short space of time
PRINCIPLES BASED ON FIELD EXPERIENCE (cont)

- Message must be relevant to the environment and socioeconomic situation
- Advice must be linked to the available resources (asset mapping and social capital)
- Skills taught must be at an appropriate level of technology
- Extension must be participatory and include traditional methods and knowledge
Perceptions can also be influenced by the attitude, body language and clothes of the communicator.

K.I.S.S.
Keep it simple and avoid jargon.

"DON'T OVERGRAZE THE VELD"
• Have a simple but scientific approach

• Use minimal vocabulary - NO jargon
  - and local language/ dialect

• Include practical, useful details

• Encourage self reliance through skills training
  rather than knowledge transfer
Holistic, systems approach

Socio-Economic and Political Factors

Human

Animal

Disease

Environmental Factors

Extrinsic

Intrinsic
Making mutton stew?

TOXOPLASMOsis!

Wash your hands before you eat.

Use soap and dry them well.
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**Life cycle of canine hookworm**

1. An infected animal sheds hookworm eggs in its feces.

2. While in the environment, the eggs develop into infective larvae. The larvae enter the dog by penetrating the skin or when the dog eats contaminated soil or feces.

3. In adult dogs, the larvae encyst in the body and only occasionally develop into egg-laying adults. In pregnant females, however, the larvae may also migrate to the mammary gland.

4. In the mammary gland of the infected female, the larvae enter the milk and the puppies ingest them when they suckle.

5. The larvae develop into adults in the puppies’ intestines.

6. The adult worms lay eggs which the puppies shed in the feces. These eggs develop into larvae which also infect the female and the puppies.

*Can crawl into people’s skin*
Force field analysis for cutaneous larval migrans in children

The size of the arrows represents the estimated influence of the variable factor or force field. Above the line are the variables that promote change and below the line are those that oppose change.

- Clinic sisters
- Dog owners
- Teachers
- State veterinarian

- No money to deworm dogs
- Infected dog faeces 80%
- Other
- Knowledge lack

Knowledge lack

No money to deworm dogs

Infected dog faeces 80%
Perceptions can also be influenced by the attitude, body language and clothes of the communicator.

Vaccinating and de-worming dogs in Mamelodi East
Perceptions are influenced by:

- Culture
- Gender
- Age
- Education
- Language
- Political viewpoint
- Socio-economics

of the target audience....
Perceptions can also be influenced by the attitude, body language and clothes of the communicator. The perceptions of the audience or listener can also be influenced by the attitude, body language and clothes of the communicator.
Capacity building

Use this and don't ask questions

The Land of Knowledge

Let me help you to get up here

Thank you, O great one

The Pit of Ignorance

Do not encourage dependence

Encourage self-reliance

Thanks bro
Beware the handout syndrome!