

DIGITAL CHANNELS & EMERGENCY RESPONSE FOR BEHAVIOR CHANGE

Research findings on **COVID-19 & Desert Locust** content deployed across three countries using a mixture of different digital channels and partners. Access the [blog](#) and [full-length study](#).

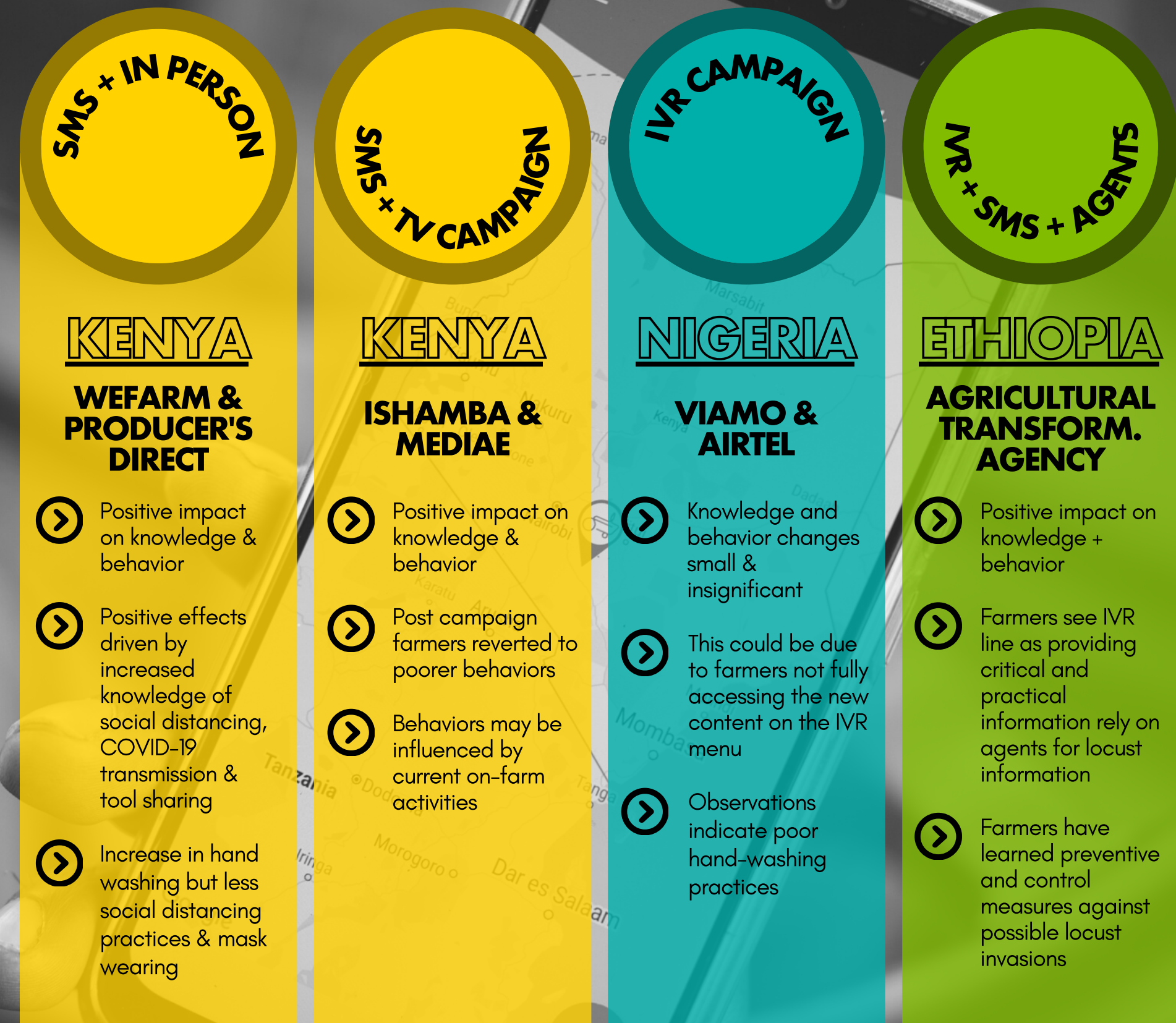
IMPLEMENTATION LEARNINGS

OPERATIONAL OBSERVATIONS

- Leveraging **ecosystems of farmer-facing organizations**, rather than just a single provider, is a strong pathway to scale
- Agility during a crisis also shows the **strong benefit of bringing in private sector actors** from agribusiness, media, and communications
- Strong **coordination, flexible funding, dedicated project management, data management, and communications skills** were all required for the project to succeed
- **Marketing approaches for digital channels are required** for content to be widely viewed
- Behavior changes **require longer-term repetitive informational methods** plus a diversification of content to match the agriculture community needs

FARMER PREFERENCES

- **Registered farmers on digital services trust their channels more** so than farmers receiving information from new or mass media channels
- Farmers **have higher trust preferences for TV and SMS**
- While many **experts extolled the value of call centers, this was not a channel actively utilized by farmers**— except as a verification method for citizen reporting
- Nascent **WhatsApp based systems require further development** to drive widespread adoption
- Farmers are **interested in receiving more digital content**, especially regarding agricultural topics



* Note this graphic is based on research conducted in tandem with the Busara Center from June - December 2020. Research conducted in Ethiopia is qualitative.