

The Crawford Fund has more than twenty five years' experience in both training scientists in agricultural research and in communicating the results of agricultural research to a range of stakeholders and to the general public. We partner with Econnect Communications to hold Master Classes in Communicating Research to Stakeholders. Our third Master Class (MC) was held with around 20 scientists from 10 countries in the Pacific.



The following are responses\* from a range of participants on their action and the benefits of the training on returning to their institutions:

#### **Sunia Marayawa**

The communication plan and action plan designed during the MC workshop has secured my unit \$170, 000 in funding. I must also thank all the MC scientists for their wonderful contribution and many, many thanks for the excellent ideas presented. I managed to convince our senior staff and donor using the guide given to us on writing reports.

#### **Clifton D Gwabu**

Exactly two weeks after the Communicating Science Workshop, using the skills learned, I made my presentation on the "Vegetable Value chain in Central Province for Port Moresby Markets" in the Pacific Value Chain Workshop. Many participants of the workshop (the audience) commented that my presentation was 'the best'. It was my first time to get a comment like that for my power point presentation. They even requested the soft copy of my power point presentation which I passed onto them. What I did is I simply worked on the STYLE!! Furthermore, my proposed value chain project was awarded €5000 by SPC (Secretariat of the Pacific Community).

*\*Minor edits have been made for presentation purposes*

### **Dr Murom Banabas**

I have organised training for my team of agronomists, supervisors and senior field handymen/women. The presenters will be coming from different parts of the country so I will be coaching them over the phone on the topics they will be presenting and the format and what I expect from them. In the first part of the workshop I will go through communication basics. A personal assessment will also be done on their presentations for improvement in actual work life.

### **Ulamila Lutu**

Since the training I have:

- Made a presentation and training to staff in my section at SPC.
- Been helping staff with their presentations – slides, presentation skills (posture, talking skills, etc) – which has helped tremendously from previous presentations.
- Been helping out in the publication of articles – editing and the structure

It has also helped me in improving my skills at work and increased my job description. It will also help out in future proposal write up.

### **Maria Linibi**

Since the training:

- I have done my web page and forwarded to an IT Specialist to check and advise.
- I have done a Media Release on MOU signed with Trukai Rice in PNG.
- We developed a proposal to donors for funding for transport for the organisation and this has enabled the Prime Minister to make a commitment to fund a vehicle for the organisation.
- I am currently working other proposals for funding using the “Writing for the Reader” Handbook.
- I am Consulting my IT consultants to help me write for the PNGWiA Web page.
- I am also updating my PNGWiA database to put on the Web page.
- I did several media releases and released over PNG and Australia.
- I am doing some internal trainings on use of smart phones, use of SMS, use of professionals to help women on use of computers and many other programs.



Facilitator Toss Gascoigne leads discussion with Kyle Stice, Manager of the Pacific Island Farmer' Organisation Network; Maria Linibi, President of the PNG Women in Agriculture Foundation and Denis Blight from the Crawford Fund

... overall the Communication Plan has helped me achieve some plans I had and also my public speaking has also improved a lot. I also am proud to have completed a project proposal that could get funding support.

### **Vinesh Prasad**

My communication plan has been accepted by EU as it was for EU Reforestation project in Fiji. The inception meeting is scheduled for next month and then we take on other planned activities as per communication plan.

### **Ana Tunabuna-Buli**

The training has helped me develop a clearer picture of how I communicate the project's activities to the different stakeholders who will be impacted by the project.

The skills I learnt from my MC assisted me in contributing to the write up of the project's final report by reporting on Fiji's activities and being able to successfully convince ACIAR of the need for an extension for another year.

I have been able to successfully write up the project's extension proposal which outlines activities we need to implement in the future of the project and its relevance to the two countries involved.

It has also helped me a lot in doing a good presentation and being able to present good content. I was able to do this at the recent IHC where a lot of our donors were present. Apart from the project, the skills I have learnt have been applicable in all aspects of my work. I am now more aware of who my audience is, when I'm writing a report, sending out an email, talking to an audience or in my everyday interaction with those I encounter in my field of work.

### **Fereti Atumurirava**

Since the training, I have:

- Had two presentations so far; one at IHC2014 in Brisbane, second at SPC and the third one will be at University of the South Pacific.
- Facilitated a theme and initiated the key message for Pacific Agriculture and Forestry Policy Network (PAFP) forum on the management of pesticide in the Pacific region.
- Had an interview with Radio Australia (Pacific Beat).



Cathy Reade helps participants connect to Twitter

I will certainly continue to use and share the experience learnt from this training to where it is appropriate for betterment of communication in general which is so vital in any organisation.

### **Amena Banuve**

Since the training, I have:

- compiled a project paper for funding of our research activities and have received funds for it.
- Been interviewed by the Fiji TV on potato research activities.
- presented our quarterly reports during research division's quarterly meeting.

We have yet to commence with our off season vegetable trial under protected structure as indicated in my action plan and will surely advise you on the progress.

### **Ellen Iramu**

Knowledge gained from the MC on how to prepare a communication plan and action plan enabled me to layout part of AVRDC's project proposal with WorldFish on what communication strategy to use to communicate the outcome/results of the proposed research activity to project stakeholders and the farming communities.

I was interviewed by the local daily newspaper, Solomon Star, for an article which featured my career to be used as encouragement for the women of Solomon Islands. Again, for this interview, I used the knowledge and skills gained from the MC.

I will be using the knowledge gained from the MC to prepare my presentation on the ICM project activities in the Pacific for AVRDC's Global Strategic Planning.

## Joanita Bendita Jong

Since the training, I have:

- Facilitated the selection criteria with the community, community leaders, district staff (such as Extension workers and Livestock technicians) for three pilot villages with an expert from Sydney University. I used my communication experience and the activity was done very well.
- Facilitated the training for the community vaccinators, District Master Trainers and the community in the pilot villages, using communication materials and communication skills. In the future we are going to have brochures, posters, calendar, community radio, etc.
- Facilitated translation for the communication materials using skills gained from the training. In addition, I need to make the communication material as simple as possible, from the original version, so our community vaccinators could really understand it and at the end they can transfer their knowledge to the community. I was involved directly to make some corrections, comments and suggestion to all communication/extension material that we are going to use in the Village Poultry Health and Biosecurity Program.

## Tokintekai Bakineti

Based on what I have gained from the MC training and the work plan I presented, I have conducted training with my subordinate staff on effective communication. This is now becoming part of a staff training program to mentor our field staff prior to their engagement in the field activities. In this training, I helped them to understand the importance of having a proper training plan.

Most of the materials used are an extract from the Econnect Manuals (booklet) which I have from the training and also based on the exercises we did during the training. While we are doing this, we tried to actually identify the processes that would be involved and then identify proper activities that would proceed in a real organised and well-structured approach. We have tried this in one of the outer islands in one of the project visits where our extension staff were tasked to run a community training program addressing food security issues.

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**PHAMA**  
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