



Module 5: Adult Education for Behaviour Change

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Summary

Module Overview

Rural advisory services or agricultural extension professionals are called to help stimulate behaviour changes amongst the clients they serve. However, change is not an easy process. There are many components which can influence change, one of those being the educational training received. Extension and advisory service professionals provide much of the educational training to farmers about new and existing agricultural and environmental practices, amongst others. Educating farmers within the agricultural innovation system (AIS) requires you as the professional to be well-equipped to provide programming that meets the needs of the learner so that they can then make changes that can ultimately impact their livelihoods.

Module Learning Objectives:

At the end of this module, you will be able to:

1. Explain the basics of behaviour change within the AIS context and your role in that process.
2. Identify the various components that impact the facilitation of learning.
3. Describe and apply the steps in proper training development.
4. Explain the importance of learning assessments and describe the various methods of assessing trainings.

Module Performance Outcomes:

Upon completing the module and its activities, you will:

1. Recognize the basics of behaviour change and the role of extension professionals in influencing that change.
2. Employ appropriate knowledge for facilitating learning in trainings in the AIS context.
3. Design trainings that will meet the client's learning needs.
4. Increase your ability to assess learning upon completion of trainings.

Unit I: Understanding Behaviour Change (through the Diffusion of Innovations Theory)

- Why is change difficult?
- Exploring how behaviour change happens.
- A cautionary note about change theories.

Unit 2: Facilitating Learning for Behaviour Change

- How we learn.
- Factors that influence learning.
- The importance of motivation in learning and behaviour change.
- Adults are a different kind of learner

Unit III: Training Design for Behaviour Change

- Knowing your audience.
- Training design.
- Different approaches for facilitating learning.

Unit IV: Evaluating your educational program

- Why is client satisfaction important?
- Assessing learning.