



Extension activities on animal health issues for farmers in Botswana

"The use of television broadcasts"

OIE regional seminar on communication

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22nd September 2009

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Ministry of Agriculture

- Seven departments in the ministry
- Headed by permanent Secretary with 3 deputies
- Four departments are extension oriented
- Today of concern Veterinary Services and Agric Information departments

Department of Veterinary services

- Director
- 6 Deputies as heads of divisions
 - Disease control
 - Diagnostics and research
 - Development
 - Abattoir hygiene and quality control
 - Tsetse fly control
 - Livestock Identification and Traceback

Mandate of the department

- Disease control
- Veterinary public health
- Extension

Extension methods

- Campaigns: meetings, workshops and seminars
- Radio and Television broadcasts
- Print media
- Cellphone and telephonic communications

Television broadcasts

- This a new thing in Botswana
- Botswana Television started 5 years ago
- Ministry has slot of one hour per week
- Monday 1900 to 2000 hrs
- Covers all agriculture programs
- Reaches a wide audience
- Farmers see live activities
- Limitations are price, electricity availability

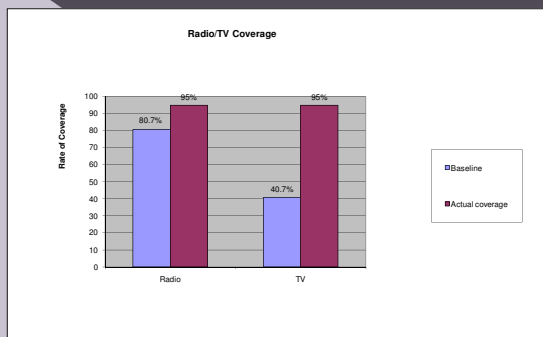
Television cont.

- Used for disease outbreaks information
- Public warning messages
- Demonstrations
- TV is popular with the youth
- TV is popular with women, 57.9% of population
- Useful for illiterate and deaf farmers too
- Illiteracy at 35.6%
- No immediate feedback from farmer

Radio

- An effective covering a wide audience
- Good for announcements to the public
- Radio widely spread throughout the country
- Does not allow discussion
- Could be improved by phone in sessions

Television and Radio coverage



Campaigns

- Very effective
- Useful for discussion and convincing
- 900 staff doing this country wide
- Resource intensive especially transport
- This is the main task of our staff in the field
- Held at kgotla, farms, farmer centers
- Country area is 582,000 square kilometers

Farmer consultative meetings



Print media

- Newspapers
- Newsletters from Ministry
- Depends on literacy levels
- Good for passing information
- But there is no immediate feedback

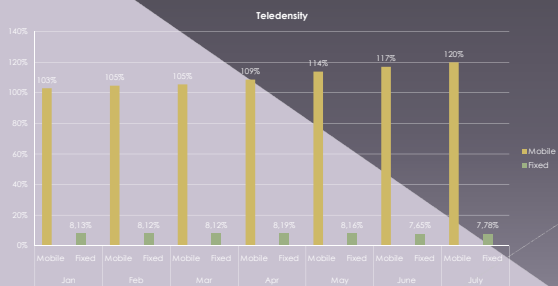
Ministry of Agriculture Media tools



Telephones and cell-phones

- Useful for short communications
- Information on events, follow ups, bookings
- Cellphone becoming more accessible and cheap
- Mainly used for pricing information by BMC
- Extension officers not provided with cell

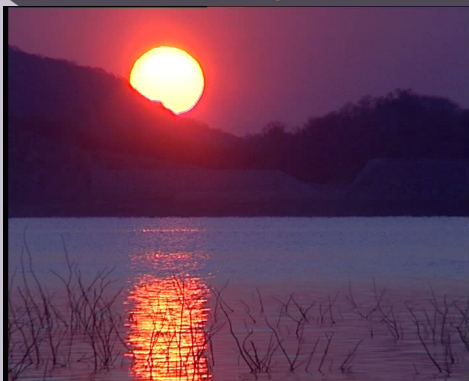
The use of cell phone versus fixed lines



Sources of data

- Central Statistics Office
- Ministry of Science and Technology
- Botswana Telecommunications Authority
- Botswana Postal services
- Ministry of Agriculture Publications

Television program extracts



and finally...



Thank you

