CLIMATE-SMART Agriculture 2015

Global Science Conference

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Schools as climate-smart agriculture information hubs

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Infomediary Campaign

81 agricultural high schools; Engage the youth in agriculture

The Project:

Development and roll-out of climate-smart rice farming module in the Infomediary Campaign-participating schools in the Philippines

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Infomediary Campaign

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Objectives

- To test the effectiveness of mobilizing the students to deliver information on climate change to farmers in their community
- To create new communication pathways in delivering climate change information to farmers
- To identify factors that will get in the way of successful implementation of this initiative

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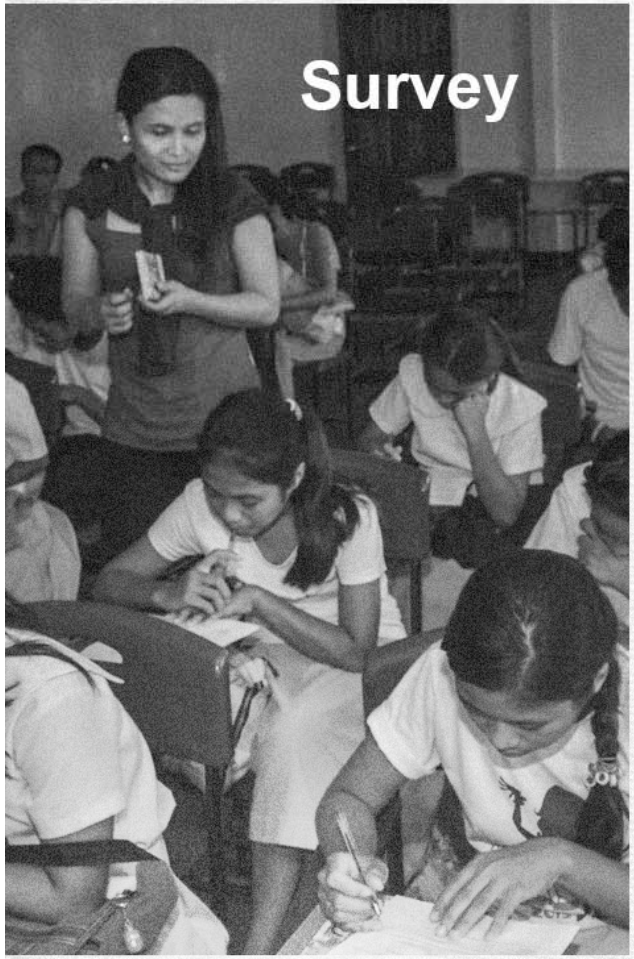
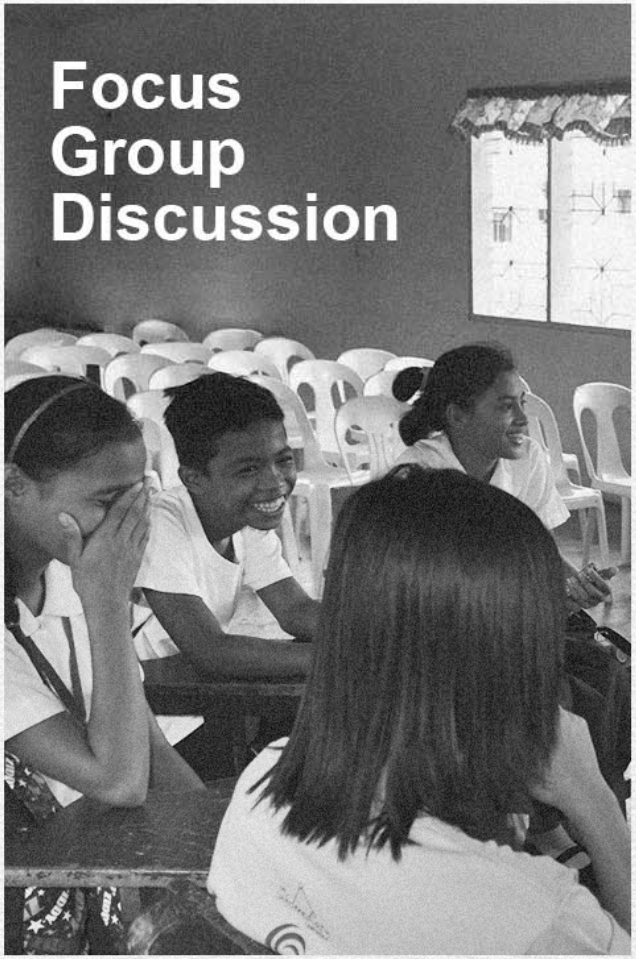
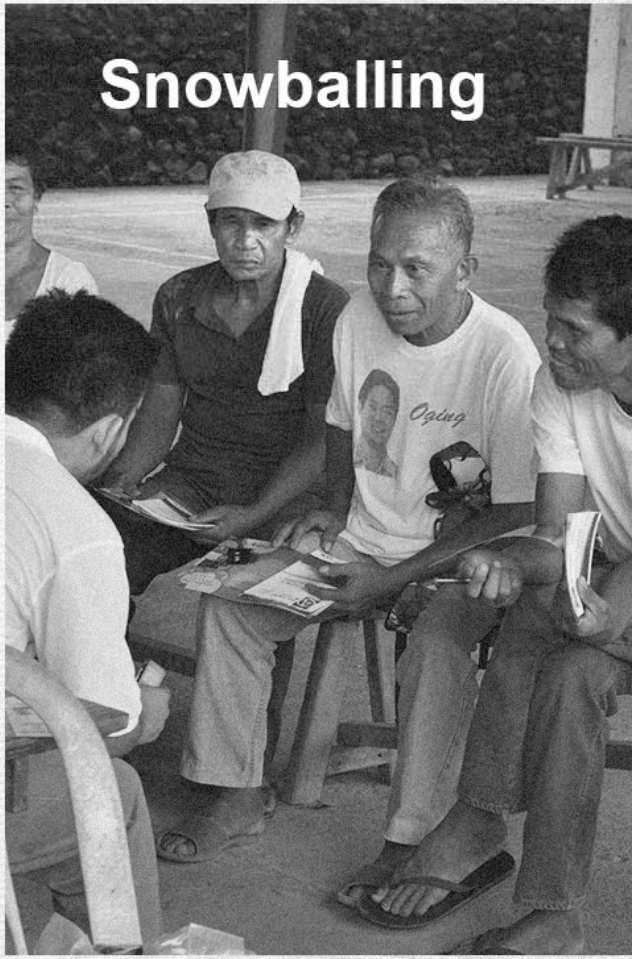
Methodology







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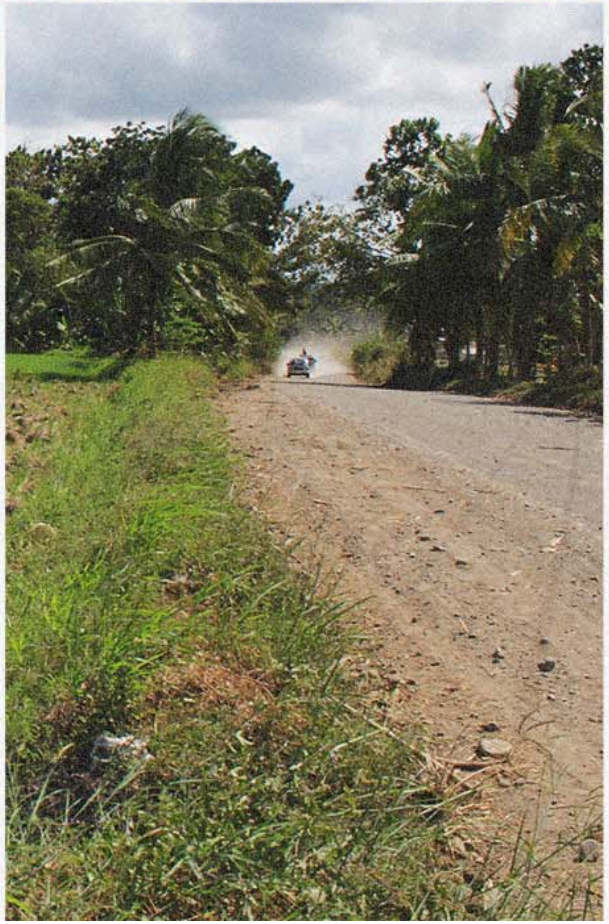
Schools

- Balagtas Agricultural High School (BAHS) **Balagtas, Bulacan**
- Ilocos Norte Agricultural College (INAC) **Pasuquin, Inorte**
- *Partido Agro-Industrial National High School (PAINHS)* ***Tigaon, CamSur***
- *Libon Agro-industrial High School* ***Libon, Albay***
- Tacloban National Agricultural School (TNAS) **Tacloban, Leyte**
- Dingle National High School (DNHS) **Dingle, Iloilo**
- *Valeriano C. Yancha Memorial Agricultural High School (VCYMAHS)* ***Basey, Esamar***
- Southern Samar National Comprehensive High School (SSNCHS) **Balangiga, Esamar**
- *Sindangan National Agricultural High School (SNAHS)* ***Sindangan, Zambo del Norte***
- Malalag National High School (MNHS) **Maitum, Sarangani**
- Agusan Pequeno National High School (APNHS) **Butuan City, Agusan del Norte**
- Cateel National Agricultural High School (CNAHS) **Cateel, Davao Or.**



Activities implemented

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Training of teachers on climate change and rice production module

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Distribution of communication materials

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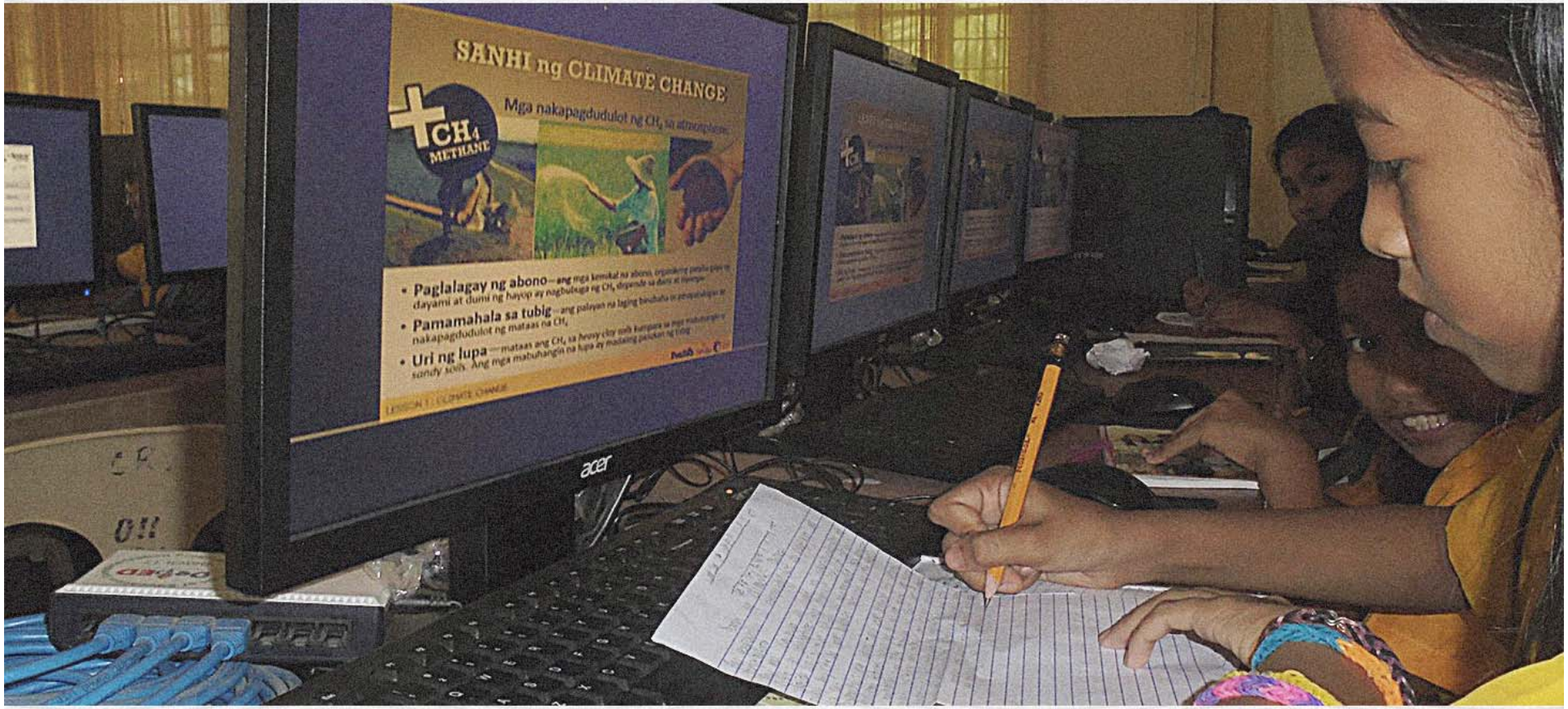
Integration of the module in the school curriculum



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Random conduct of Infomediary Quiz Bee

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Establishment of rice gardens

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Monitoring and evaluation

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Results

Perception on climate change
(Average percent change)

Salinity and seawater rise	Typhoon and flood	Drought	Increase in temperature	End of the world
14.94%	**10.14%**	**6.92%**	**4.31%**	**0-08%**

*Significant positive change in all phenomena, and negative on “end of the world”

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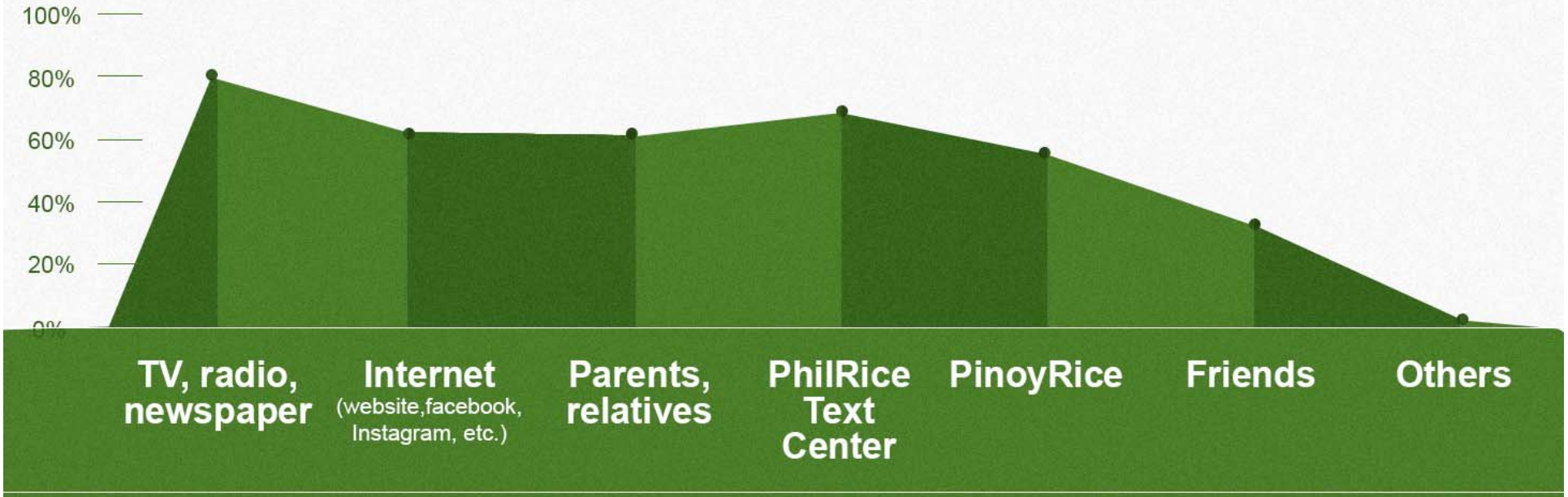
Results

Sources of information on climate change



- Use of comm channels in different context
- Preference to easy-to-use channels
- Support for internet-based platforms
- Value of face-to-face comm

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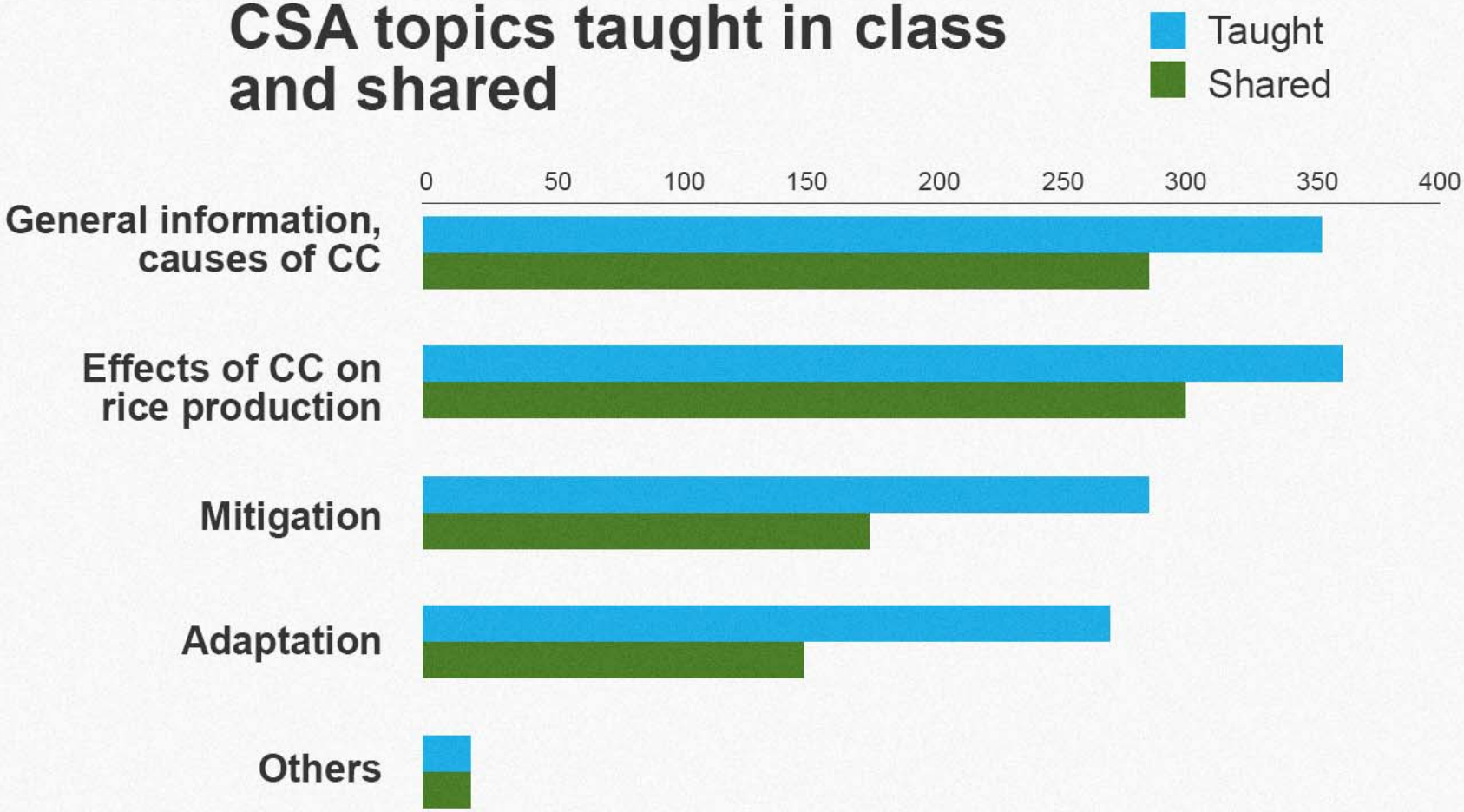
Results

CSA topics taught in class and shared



*More emphasis on general information

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Results

On managing climate change impacts on rice (Ways to manage CC on rice)

85.8%	Planting the right varieties
79.1%	Paying careful attention to land preparation technique
83.0%	Applying right amount of fertilizers
87.1%	Proper water management
71.1%	Proper pest management
83.0%	Meticulous planning of field activities
79.6%	Ensuring that all field tools are environment-friendly
83.5%	Active search on CSA information

*Knowledge on how to manage CC impacts is there.

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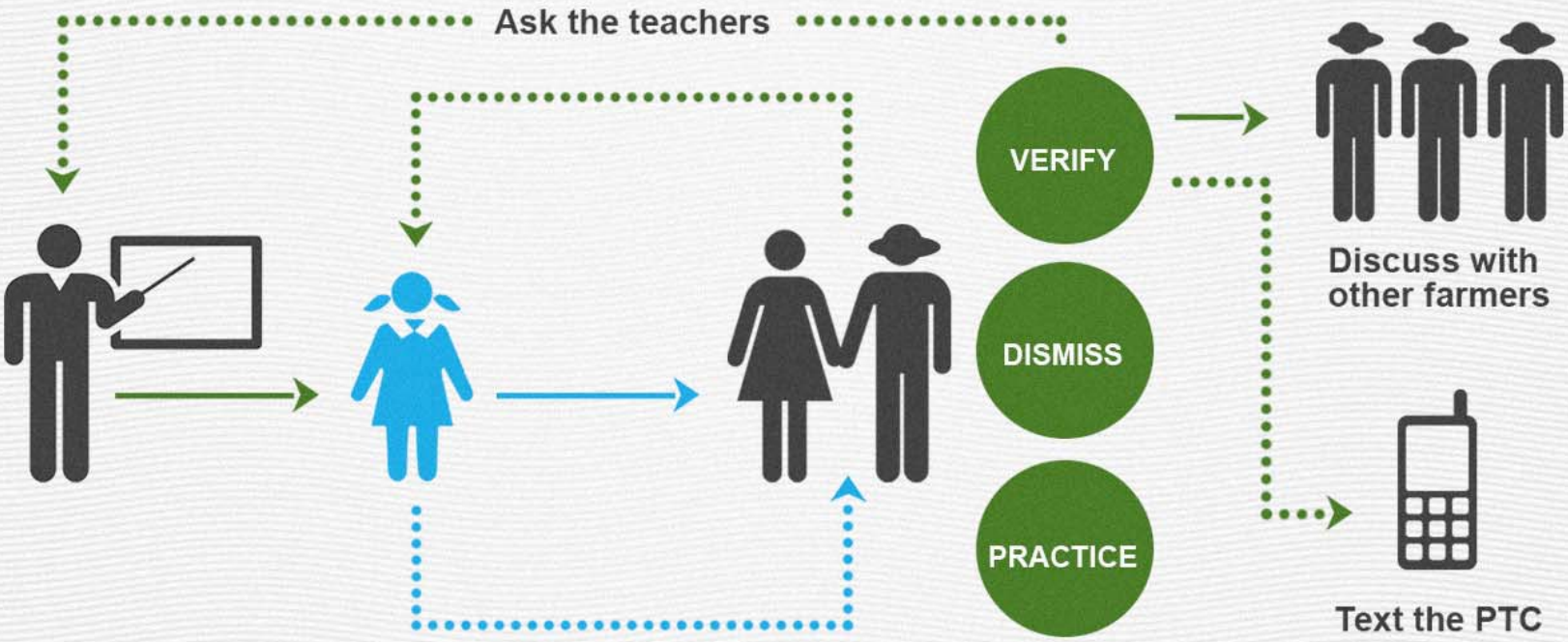
Information flow in the infomediation process



*REINFORCEMENT

Two things

1. Students should not only share technical knowledge, but the campaign as well

2. Need for reinforcement mechanisms

New communication pathways to deliver CC information

1. Classroom discussions
2. Parent-teacher meetings
3. Collaboration with local government units
4. Publishing of CSA technologies in school papers
5. Infomediary corners
6. Across subject integration
7. Promoting the campaign to other schools
8. Information drives in nearby communities
9. Situating the rice garden near farmers' fields

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Factors that may hinder successful implementation

- Failure to re-echo and turnover the KPs given during the training
- ICT infrastructure issues
- National certificate from Technical Skills and Development Authority
- Admin issues and ground politics
- Site-specific issues

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Policy recommendations

- Mainstream climate change in school curriculum
- Develop reinforcement mechanisms to increase credibility of students
- Explore potential mechanisms for face-to-face communication and ICT-based media
- Engage non-technical vocational schools for wider impact

THE infomediary CAMPAIGN






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CCAFS Research Program on Climate Change, Agriculture, and Food Security