



ASA AGUA Y SUELO PARA
LA AGRICULTURA



With Our Feet on the Soil: Reaching Farmers with Proven Practices to Address the Climate Crisis in Central America

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What We Want to Share

1. Who We Are & What Do We Do in Central America Dry Corridor:
Our Proven Practices to Address the Climate Crisis

2. *With Our Feet on the Soil:* Our SBCC Multimedia Campaign

3. Best Practices



Who We Are & What Do We Do in Central America Dry Corridor

Who We Are

Since 2015 Catholic Relief Services has been implementing Water Smart Agriculture / [Agua y Suelo para la Agricultura \(ASA\)](#) program:



To revitalize rain-fed agriculture in Central America



Empower smallholder farmers



Increase productivity and resilience by better managing soil and water resources.

The Challenge Farmers Face



Photo by Oscar Leiva/Silverlight for CRS

- An estimated **74% of farmland** in Central America is **degraded**.
- Conventional farming, burning, tilling, and overgrazing on steep hillsides negatively impact soil health and water resources.
- Degraded farmland **makes farmers more vulnerable** to higher temperatures, longer dry spells, and more intense storms.

Four Core ASA Practices



1. Keep it covered



2. Improved fertilization



4. Cover Diversification



3. Crop Crops

ASA Impact

- Field trials with **more than 3,000 farmers** in five countries.
- ASA practices harvested **41% more corn and 37% more beans** during severe drought.
- A projected **25% fewer farmers** would require food aid in a year with severe drought.
- Increased soil water retention by **an average of 14 liters of water per m²**.



Photo by Oscar Leiva/Silverlight for CRS

Hybrid Extension Framework

- Increase overall awareness of benefits of implementing ASA practices (radio)
- Respond to farmers with targeted answers to questions (technical assistance IVR hotline)
- Peer to Peer support: farmers motivate themselves and others to implement these practices (social media and blog)
- Replicate and reinforce the Farmer Field School educational experience in the digital sphere (ASAvirtual)





***With Our Feet on the Soil:* Our SBCC Multimedia Campaign**

The Three Pillars of ASA SBC communications

Messaging is designed around the agricultural calendar to ensure that farmers have the information they need to successfully implement the ASA practices.



Evidence

Experience

Life Connections

Theoretical Frameworks for Social & Behavior Change

- Social Learning Theory: An on-going process in which personal, environmental factors, and human behaviors influence each other.
- Entertainment-Education: Leverages the power of storytelling to change behaviors by stimulating conversations and role modeling.
- Saturation Model: Maximizes reach by broadcasting messages frequently and targeting popular stations.

BANDURA'S BOBO DOLL experiments showed that audience members learn models of behavior as effectively from televised models as ones in real-life.

PARASOCIAL INTERACTION represents the seemingly face-to-face interpersonal relationships that can develop between a viewer and a character in an entertainment-education program.

E-E Dramas STIMULATE CONVERSATIONS among listeners, creating a social learning environment for change

Approach & Methodology



Formative research: Existing research and consultations with CRS staff and extension workers (*spokespersons*) to identify barriers and drivers of behavior change and develop key messages.



Production (phased over time): Develop high-quality and locally resonant materials, in partnership with local production teams.

- 48 Edu-entertainment minidramas produced in four countries (local dialects), accompanied by spots and testimonies.

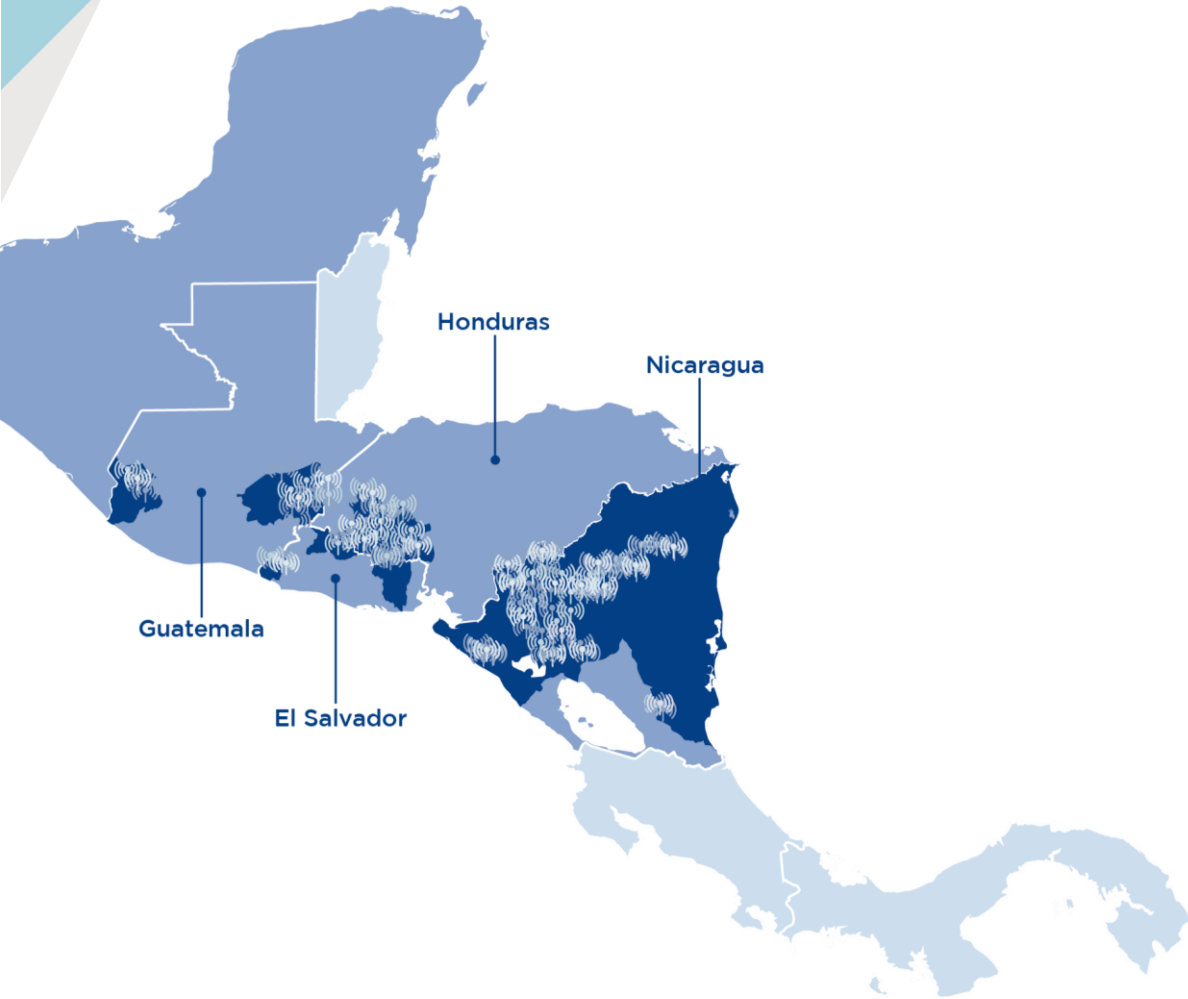


Radio Broadcasts: Six broadcast periods over three years in each of the four countries across national and community radios.



Monitoring, Evaluation and Learning. Leverages accountability and learning throughout the broadcast period.

Radio Messaging Supported by



1. Spots and testimonies



2. Radio dramas



3. Live call-in shows



RADIO STATIONS

EL SALVADOR

- Radio Izcanal
- Radio La Ranchera
- Radio Sonora

HONDURAS

- HRN
- Radio Congolón
- Radio San Miguel

NICARAGUA

- Radio ABC Stéreo
- Radio Hermanos
- Radio Madriz

GUATEMALA

- Perla de Oriente
- Salama Stéreo
- URRAM
- Stéreo Génesis
- Stéreo Solar Chiquimula
- La Jefa

IVR/WhatsApp: Farmer Questions Inform Future Content

Linea de asistencia ASA
Ariel, Ericka, Tú, Renato

Ericka Dubón - CRS



MARTES

Me gustaría saber en qué estado se debe cosechar el frijol? 2:32 p. m.

Ariel Espinoza

El frijol se cosecha en plena maduración, es decir después de las etapas de floración, llenado de grano total sigue maduración esta última fase lo más que dilata son 20 días..se puede hacer en ese momento. Las siembras se calculando la salida de las lluvias por eso muchos agricultura las cosechan en verano

11:36 p. m.



Social Media



#ConLosPiesEnLaTierra



Agua y Suelo para la Agricultura - ASA

12 de mayo · 🌐

¿Y ustedes ya ponen en práctica la [#DiversificaciónDeCultivos](#)? ¡Es también parte importante de la restauración de nuestros suelos!

Escucha más en sobre esta y otras prácticas en los espacios radiales [#ConLosPiesEnLaTierra](#) en tu país.

[#CultivandoConocimiento](#)

[#TodosSomosASA](#) 🌱💧

www.asa.crs.org [/AguaVerdeASA](https://www.facebook.com/AguaVerdeASA) [@AguaVerdeASA](https://twitter.com/AguaVerdeASA)



¿Sabías que la rotación y el asocio de cultivos permiten que el suelo recupere sus nutrientes?

También facilitan un mejor control natural de plagas y pueden aumentar la producción de manera combinada en la misma parcela de tierra.

Pasos para planificar una diversificación de cultivos:

- 1 Planificar la finca por lotes utilizando el estado de la salud del suelo.
- 2 Identificar los rubros que se adaptan a las condiciones del suelo y clima de la finca.
- 3 Rubros con demanda en el mercado.
- 4 Asocios y compatibilidad entre cultivos.
- 5 Establecer el sistema de asocio.

Foto por equipo ASA/CRS



[#ConLosPiesEnLaTierra](#)

👍 Abouk Ayuel Awan Nyangpariath y 520 personas más

4 comentarios 26 veces compartido



Agua y Suelo para la Agricultura @AguaVerdeASA · 16 jun.

[#ConLosPiesEnLaTierra](#) 🌱🦋🌍💧

Hoy don Cristiniano, de San Francisco Lempira, [#Honduras](#), nos cuenta del manejo de los rastrojos y cómo esto mejora la salud de nuestros suelos.

¿Quieres saber más? ¡Síguenos cada semana con más historias!

[#ElRastrojoVale](#) 🌱🦋

[#TodosSomosASA](#) 🌱💧



1.693 reproducciones

0:20 / 1:18

2

20

179



ASAvirtual: A Wider Perspective for the Messages



ASAvirtual

Cuenta

Admin

Tablero

Cursos

Calendario

Bandeja de entrada

Historial

Commons

Tablero

Cursos publicados (8)

- Alfabetización Digital
ID: 001
- Introducción a la agricultura de conservación
ID: 002
- Cobertura permanente del suelo
- Abonos verdes

Julian appreciates that, although he has been farming since he was 16 years old, the ASA radio program provided him with information that contradicted his daily practices and also helped him to understand common mistakes in stubble management:

“I was very concerned about green manure: instead of piling up and burning the ‘garbage’, what you have to do is to leave it watered as if it were a blanket on the ground. *I didn't know these simple things.*”

Julián, 65 years-old farmer in Marcala, Honduras.

Radio Programa: Con los pies en la tierra

TEMAS QUE ABORDAREMOS:

En granos básicos: Manejo del rastrojo • Acidez del suelo
4R de la fertilización • Abonos verdes • Diversificación de cultivos • Cultivos con árboles
En Café: Manejo de subproductos y aguas residuales • Fertilización (acidez y 4R)



Our Reach

4 million potential listeners on radio

20 thousand followers on social media (200 thousand reached in one single post)

More than 800 subscribers to the technical assistance hotline



Best Practices

Photo by Oscar Leiva/Silverlight for CRS

Best Practices for Our SBCC Campaign

- ✓ It was designed after a survey with technical partners in the field, in which they identified platforms, key messages, and their participation
- ✓ The pillar is the radio, but the other platforms adequates the key messages to reinforce them
- ✓ After each session, the campaign is redefined according to what listeners and radios partners shared (e.g., national vs local radios)



Agua y Suelo para la Agricultura @AguaVerdeASA · 9 jun. ...

¡Estamos preparando algo para seguir [#CultivandoConocimiento](#) sobre las [#PrácticasASA!](#)

- ✓ rastrojos
- ✓ abonos verdes
- ✓ #4R de fertilización
- ✓ acidez del suelo
- ✓ diversificación de cultivos
- ✓ cultivos con árboles

[#ConLosPiesEnLaTierra](#)
 [#TodosSomosASA](#)



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Culturally Relevant Communications

Technical experts and farmers are spokespersons for the radio, and we share their testimonies on social media.

Scripts were checked and revised to reflect local terms and slang (co-creation).

Four versions of radio programs were produced with different voice actors from each of the implementing countries.

Local languages. Challenges in parts of Guatemala where Q'echi is the dominate language.



Our Results

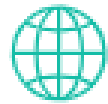
Of 78 radio listeners interviewed by Computerized Assisted Telephone Interviewing (CATI) and 18 key informant interviews:

- 55% of respondents reported they had not heard of the ASA practices before
- 78% adopted ASA practices as a result of listening to the radio segments
- 90% discussed what they heard on the radio with other people around them





/AguaVerdeASA



www.asa.crs.org/blog



@AguaVerdeASA



asavirtual.instructure.com*

* launching soon

¡Todos Somos ASA!

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Learn more here:

