

# Key Message – What Do People Really Need to Know?

## You've got a solution, now what?

You need to draft the **key message** for the solution – the essential information needed for the target group to implement a recommendation correctly.

## How develop the key message?

You need to distinguish between “**must know**” versus “**nice to know**”.

- Briefly list the essential parts of the recommendation (i.e., the minimum knowledge needed to correctly apply the technology) – using language the target group will understand.
- Briefly summarize the benefits (e.g., greater returns, less labor, better safety, lower risk)
- Note any risks
- Note any reasons why some farmers may not want to adopt the new technology

**Note:** The essential elements may depend on the audience. What do they already know versus what do they still need to know.

## How is the key message used?

The key message is packaged to deliver the recommendation using the form(s) of delivery that will best reach the target group. As such, the key message could be packaged and extended using radio, video, fact sheet, or field demonstration, etc.. In developing, the message has to be focused, concise and clear.

## Example Problem – Weeds

**Assume one of the possible solutions is:** Herbicide

What would the farmer need to know to apply the product correctly?

Critical elements would include:

- What is the product?
- What does it control?
- How much do you need to apply? (the ratio of Water:product? Is a solvent or Surfactant required?)
- When should you apply? (Does it depend on crop stage or weed stage?)
- How is the product best applied?
- What are the safety requirements?
- etc.



The key message of a solution should outline what people need to know to implement the solution correctly.



The key message is the basis for better reaching farmers.