



Focus group discussions with farmers about the TV series (Monina Escalada)

Entertainment-education for ecological engineering (ຫວຽດນາມ)

Cong Nghe Xanh (Vietnamese)

ព័ត៌មានបឋម

Entertainment-education for ecological engineering involves a series of TV programmes that educate rice farmers about ecosystem services, as well as ecological engineering techniques to conserve biodiversity in rice landscapes.

Aims / objectives: A multi-stakeholder participatory process was adopted in formative research, then designing and developing a soap-opera series, launching the programme, followed by implementing on-the-ground support, and monitoring of progress. The stakeholders involved were from research, extension, a video production company and local government. To make sure the educational content was accurately and seamlessly woven into drama, the collaborating team was composed of technical experts and scriptwriters, nicknamed the “turtles and peacocks”. Each 15-minute episode is composed of 3 parts: a short drama by comedians, an explanation by experts, and then a summary of the lesson portrayed in that particular episode.

Methods: The LEGATO TV series was produced by Viet Idea, a video company based in Ho Chi Minh City, and was broadcast on Long An TV (LA34) weekly for 20 weeks. The 18 episodes were based on the values grid that LEGATO scientists had developed. They covered a range of topics including organic matter decomposition, organisms and microorganisms, straw burning, rural habitats, the food chain, the architecture of traditional houses, the role of silicon in rice production, honey bees, plant health, eco-tourism and eco-engineering.

Stages of implementation: To popularize and enhance the viewership of the LEGATO Ecological Engineering TV series, a “Meet the Actors Day” was organized in Khanh Hau village, Tan An Town, Long An Province. The organisers comprised “Cong Nghe Xanh”, Long An TV (LA34), Y Tuong Viet (Idea Vietnam), and the Southern Regional Plant Protection Centre. The event was attended by the village People’s Committee Chair, farmers, Long An TV staff and plant protection officers. The “Meet the Actors” day is one of the elements in the entertainment-education approach. To track viewership and audience reactions to the TV series, four focus group discussions (FGDs) were conducted with 41 rice farmers in four villages in Long An province. A post-broadcast survey was carried out in January 2015 among 396 randomly selected rice farmers in Long An and Tien Giang Provinces.

Role of stakeholders: The role of the different stakeholders in the approach was as follows: 1) Farmers provided feedback on the relevance and usefulness of the TV episodes and suggested other topics; 2) Plant protection officers worked with TV episode scriptwriters and served as subject matter specialists to simplify the educational content of each episode; 3) Local plant protection experts provided the scientific explanation behind the topics tackled in the episodes; 4) Local government was represented by Dr Nguyen Van Khang, former Director of Agriculture in Tien Giang province who agreed to allocate a portion of the provincial pesticide budget into ecological engineering demonstrations as he required data to be generated locally. Since then, from 2010 to 2014, more demonstration fields were set up.

ສະຖານທີ່



ສະຖານທີ່: Tan An town, Tan Tru, Thu Thua, Ben Luc, Chau Thanh, Tan Phuoc, Cai Lay, Long An and Tien Giang. ຫວຽດນາມ

ການຄັດເລືອກຜົນທີ່ ທີ່ອີງໃສ່ຂໍ້ມູນທາງພູມິສາດ
 • 29.14, 56.71

ឆ្នាំបោះឆ្នោត: 2014

ປີຂອງການສືບສດ: 2016

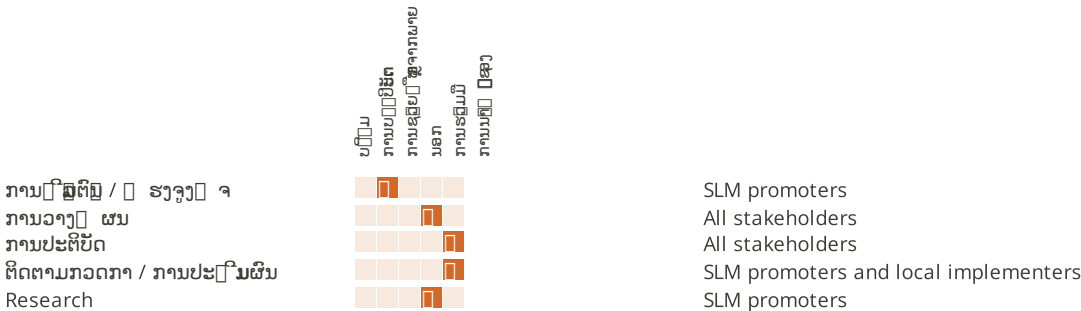
ປະເພດຂອງແນວທາງ

1. ພຶ້ນຖານ / ທຸກໆຄົນ
 2. ການລົງຊື່ ພາຍໃນ ນປະຊາທິປະໄຕມາ / ນະວັດຕະ
 3. ພາຍໃນ 5 ຄຳການ 5 ຜນງານ

A photograph showing three individuals on a stage. On the left, a man in a dark shirt and a patterned headband. In the center, a woman in a blue and black patterned shirt. On the right, a man in a light-colored shirt and a dark hat. They are standing in front of a large white screen. A table with a colorful floral tablecloth is in the foreground, holding a projector and other equipment. The background is a green curtain.

2/5

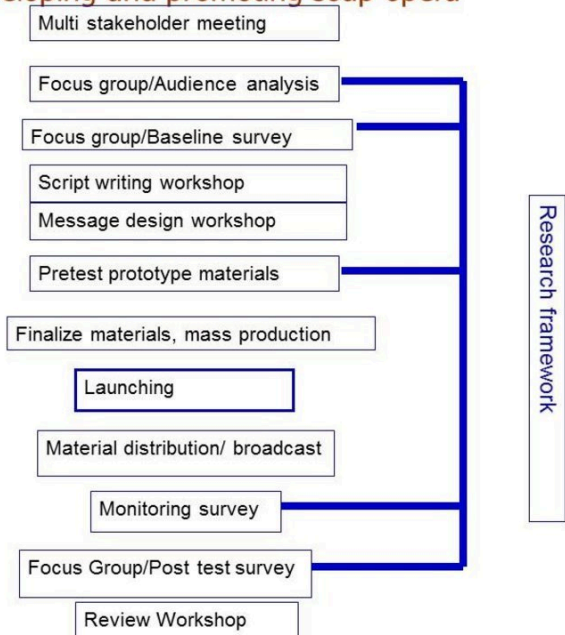
ການລວບລວມເອົາຜູ້ນຳໃຊ້ທີ່ດິນໃນທ້ອງຖິ່ນ/ຊຸມຊົນທ້ອງຖິ່ນ ໃນການຈັດຕັ້ງປະຕິບັດແນວທາງ ແຕ່ລະໄລຍະ



ແຜນວາດສະແດງ

Steps in developing and promoting a soap opera

Steps in developing and promoting soap opera



ຜູ້ຊ່ຽວ: Kong Luen Heong, Monina Escalada (CABI, Kuala Lumpur; Visayas State University)

ການຕັດສິນໃຈໃນການເລືອກເຖິກໂນໂລຢີ ການຄຸ້ມຄອງທີ່ດິນແບບຍືນຍົງ

ການຕັດສິນໃຈ ຈາກ ດຍ

- ຜູ້ຊ່ຽວ ຊື່ນຜູ້ຊ່ຽວ (ການລົງທຶນດິນຖິ່ນ ອງ)
- ຜູ້ຊ່ຽວ ຊື່ນຜູ້ຊ່ຽວ, ການສະບັບສະບັບ ມາ ດຍຊ່ຽວຊານ ການນຳ ຊື່ນຜູ້ຊ່ຽວ ບຍຍົງ
- ຜູ້ຊ່ຽວຊານ ຊ່ຽວຊານຊ່ຽວຊານຊ່ຽວຊານ ຂອງວິທີທາງ ບຍຍົງຮຽນ
- ຜູ້ຊ່ຽວຊານ ຜູ້ຊ່ຽວຊານການຄຸ້ມຄອງ ທີ່ດິນ ບຍຍົງ, ມີການຕິດຕາມປັກສາຫາລືກັບຜູ້ຊ່ຽວ ຊື່ນຜູ້ຊ່ຽວ
- ຊ່ຽວຊານສະບັບ ພາະສົມການຄຸ້ມຄອງ ດິນ ບຍຍົງຜູ້ຊ່ຽວ
- ນັກການຄຸ້ມຄອງ / ຜູ້ຊ່ຽວ

ກັບສິນ ຈົນບຶນຖານ

- ປະຕິບັດ ອກກະສານຄວາມຮູ້ຊື່ນຜູ້ຊ່ຽວກັບ ການຄຸ້ມຄອງ ທີ່ດິນ ບຍຍົງ (ຜູ້ກຖານທີ່ຊ່ຽວ ນກາມັດສິນ ກ)
- ຜົນທີ່ ສັບ ຈາກການຄຸ້ມຄອງ
- ປະສົບການສຶກສາບຸກຄົນ ລະຄວາມຄິດ ທີ່ບໍ່ມີປະກະສານ

ການສະບັບສະບັບ ມາ ນັກຮຽນ ນັກສຶກສາສາດ ລະການຄຸ້ມຄອງຄວາມຮູ້

ກິດຈະກຳ ດັ່ງດຸ່ມນີ້ ແມ່ນເປັນພາກໜຶ່ງຂອງແນວທາງ

- ການສຶກສາຄວາມສາມາດ / ການຝຶກອົບຮົມ
- ການບໍາລິການ ທີ່ບໍ່ມີສາ
- ສະຖາບັນການສຶກສາຄວາມຮູ້ ຂອງການພັດທະນາອົງການຈັດຕັ້ງ
- ຕິດຕາມກວດກາ ລະປະຕິບັດຜົນ
- ການຄຸ້ມຄອງ

ການສ້າງຄວາມອາດສາມາດ / ຝຶກອົບຮົມ

ໄດ້ສະໜັບສະໜູນຝຶກອົບຮົມໃຫ້ແກ່ພາກສ່ວນກ່ຽວຂ້ອງດັ່ງດຸ່ມນີ້

- ຜູ້ຊ່ຽວ ຊື່ນ
- ພະນັກງານພາກສະບັບ າມ ທີ່ບໍ່ມີສາ

ຮູບແບບການຝຶກອົບຮົມ

- ການສຶກສາຈິງ
- ຕົວຕັ້ງຊື່
- ສຶກສາສ່ວນຫົດລອງ
- ກອງປະຊຸມ
- ຜູ້ກສຸດ
- Communication campaign

ກວມເອົາຫົວຂໍ້

Principles of ecological engineering and pest management

ການບໍລິການທາງດ້ານການໃຫ້ຄໍາປຶກສາ

ໄດ້ຮັບການບໍລິການທາງດ້ານການໃຫ້ຄໍາປຶກສາ

- ☐ ນິພົນທີ່ຂອງຜູ້ຊ່ວຍຊີວິດ ຊີວິດ
- ☐ ສູນຄຸ້ມຄວບຄຸມ
- ☒ Consultation

ການຕິດຕາມ ແລະ ປະເມີນຜົນ

socio-cultural aspects were regular monitored by land users through observations socio-cultural aspects were regular monitored by land users through measurements There were no changes in the Approach as a result of monitoring and evaluation There were no changes in the Technology as a result of monitoring and evaluation

ການຄົ້ນຄວ້າ

- ການວິໄຈ ຈຳນວນການຮັກສາຫົວຂອງປີນິນ
- ☐ ສັງຄົມ
 - ☐ ສັດທະສາດ ການຕະຫຼາດ
 - ☒ ລະບົບນິນ ວັດ
 - ☐ ຕົ້ນ ນິນລິຍ
- Research was carried out on-farm

ການສະບັບສະບັບ ມາດຕະການການປັບປຸງ ລະບົບປະກອນຈາກພາຍນອກ

ງົບປະມານປະຈຳປີ ໃນກິດຈະກຳ ການຄຸ້ມຄອງທີ່ດິນແບບຍືນຍົງ ທີ່ເປັນສະກຸນເງິນໂດລາ

- ☐ < 2,000
 - ☐ 2,000-10,000
 - ☒ 10,000-100,000
 - ☐ 100,000-1,000,000
 - ☐ > 1,000,000
- Precise annual budget: n.a.
- Approach costs were met by the following donors: international (German Ministry of Education and Research, BMBF (70,000 USD)); 70.0%; government (30,000 USD); 30.0%

ການບໍລິການ ຫຼື ສົ່ງກະຕຸກຊຸກຍູ້ ດັ່ງລຸ່ມນີ້ ແມ່ນໄດ້ສະໜອງໂດຍຜູ້ນຳໃຊ້ທີ່ດິນເອງ

- ☒ ການສະບັບສະບັບ ມາດຕະການການປັບປຸງ / ອຸປະກອນ ສະບັບ ອງຕົວຕົນທີ່ດິນ
- ☒ ຫຼຸດປັດຈຸບັນ
- ☐ ສິນເປົ້າ
- ☐ ສິນເປົ້າ

ເງິນສະໜັບສະໜູນອຸປະກອນ / ສະໜອງໃຫ້ຜູ້ຊົມໃຊ້ທີ່ດິນ

Flower seedlings

ງົບປະມານມາດຕະການ
ງົບປະມານປັບປຸງ

- ☐ ຮ່າງງານຂອງສູນ ຊີວິດ
- ☒ ການອາສາ
- ☐ ລຽງປັບປຸງ - ອາຫານ
- ☐ ຈຸດປະສານ ປັບປຸງ
- ☐ ສູນການສະບັບສະບັບ ມາດຕະການການປັບປຸງ

ການວິໄຈ ຄາດຢູ່ກະທົບ ລະບົບຫຼຸດລວມ

ຜົນກະທົບຂອງການນຳໃຊ້ແນວທາງ

ບໍ່
ມີ
ມີ
ມີ
ມີ

ການຈັດຕັ້ງປະຕິບັດ ວິທີທາງ ສາມາດຊ່ວຍຊີວິດ ຊີວິດ ນັກນັດຕັ້ງປະຕິບັດ ລະບົບລຸ້ນສາ ປັບປຸງ ນິນລະບົບລຸ້ນສາ ທີ່ດິນ ບໍ່ຍືນຍົງ ຕັດ

Reduction in fertilizer and pesticide use

ການຈັດຕັ້ງປະຕິບັດ ວິທີທາງ ສາມາດສ້າງຄວາມປັບປຸງ ຂອງສັງຄົມ ລະບົບ ສັດທະສາດ

ຕັດ

ການຈັດຕັ້ງປະຕິບັດ ວິທີທາງ ສາມາດປັບປຸງ ປະລິນການຖືກຄອງທີ່ດິນ / ສັດທະສາດ ນັກນັດຕັ້ງປະຕິບັດ ທີ່ດິນ ນິນລະບົບລຸ້ນສາ ຕັດ

ຄຸ້ມຄອງ ທີ່ດິນ ບໍ່ຍືນຍົງ ຕັດ

The problem is likely to be overcome in the near future.

Did other land users / projects adopt the Approach?

ຕັດ

ສົ່ງກະຕຸກຊຸກຍູ້ໃຫ້ຜູ້ນຳໃຊ້ທີ່ດິນ ໃນການປະຕິບັດການຄຸ້ມຄອງທີ່ດິນແບບຍືນຍົງ

- ☒ ການຜະລິດປັບປຸງ
- ☒ ການ ລົດຂີ່ (ຄວາມສາມາດ), ການປັບປຸງຄຸນ ຊີວິດ, ຜົນປະໂຫຍດອັດຕາສ່ວນ
- ☐ ຫຼຸດຜົນດິນປັບປຸງ ຊຸມ
- ☐ ຫຼຸດຜົນຄວາມສ່ຽງຂອງ ພິພິດ
- ☐ ການຫຼຸດຜົນພາລະວັງ
- ☐ ການຊຸກຍູ້ປັບປຸງ / ປັບປຸງ
- ☐ ກິດລະບຽບ ລະບົບປັບປຸງ (ລະບົບ) / ການບັງຄັບ ຊີວິດ
- ☐ ກັດສັກສິ, ຄວາມກິດຕິນທາງສັງຄົມ / ການຕິດຕັ້ງທາງສັງຄົມ
- ☐ ລວມປັບປຸງກັບການປັບປຸງ ຫຼັກ ຄຸນ ການ ກຸມ / ປັບປຸງ
- ☒ ຄວາມຮັບຮູ້ທາງສັງຄົມ ວັດຊີນ

ຄວາມຍືນຍົງຂອງການຈັດຕັ້ງປະຕິບັດກິດຈະກຳຂອງແນວທາງ

ຜູ້ຊ່ວຍຊີວິດ ຊີວິດ ສາມາດຈັດຕັ້ງປະຕິບັດຕາມ ນວທາງຕັດຕາມປາດສະຈາກການສະບັບສະບັບ ມາດຕະການການປັບປຸງ

- ☐ ບໍ່
- ☐ ມີ
- ☒ ບໍ່

ບົດສະຫຼຸບ ລະຫວ່າງສົມບັດສິນທາງ

ຄວາມເຂັ້ມແຂງ: ທັດສະນະມຸມມອງ ຂອງຜູ້ນຳໃຊ້ທີ່ດິນ

- Our research partners find the use of Entertainment-Education an easy approach to implement as there is often a warm response from the audience - farmers, women's groups and local government officials.

ຄວາມເຂັ້ມແຂງ: ທັດສະນະມຸມມອງ ຂອງຜູ້ປ່ອນຂໍ້ມູນ

- The use of entertainment-education approach has been found to be highly successful in Vietnam. An evaluation survey of a radio drama program we launched in 2004, after completion of the program, showed that farmers who had listened to at least two episodes of the program reduced their insecticide sprays by 60%, their fertilizer and seed rates by 9% and 33% respectively (Heong et al., 2008).
(How to sustain/ enhance this strength: It can be sustained if there is funding to support the activities.)

ຈຸດອ່ອນ / ຂໍ້ເສຍ / ຄວາມສັ່ງ: ທັດສະນະມຸມມອງ ຂອງຜູ້ນຳໃຊ້ທີ່ດິນ ວິທີການແກ້ໄຂແນວໃດ

- The land users would rely on funding to be able to implement this approach as there is a cost in producing the TV series.

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- An important challenge is the longer-term sustainability of the TV series. The challenge is to mainstream such programs into the TV station's regular programming. To maintain a long TV series will require funding. A further threat to sustain the gains made by the TV series is "advertising piracy" where the TV series is being used to advertise new pesticides.

ອົງກອນສາມສາມສາມ

ການລວບລວມ	Editors	ການທົບທວນຄືນ
Monina Escalada		Fabian Ottiger Deborah Niggli

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ບຸກຄົນທີ່ສຳຄັນ
Monina Escalada (m.escalada@gmail.com) - ຜູ້ຊີ້ນຳຊາວ ດຸກການຄຸ້ມຄອງ ທີ່ເງິນ ບໍ່ມີຍິງ
Kong Luen Heong (kl.heong@gmail.com) - ຜູ້ຊີ້ນຳຊາວ ດຸກການຄຸ້ມຄອງ ທີ່ເງິນ ບໍ່ມີຍິງ
Josef Settele (Josef.Settele@ufz.de) - ຜູ້ຊີ້ນຳຊາວ ດຸກການຄຸ້ມຄອງ ທີ່ເງິນ ບໍ່ມີຍິງ

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https://qcat.wocat.net/lo/wocat/approaches/view/approaches_2613/

ຂໍ້ມູນການເຊື່ອມໂຍງຂໍ້ມູນການຄຸ້ມຄອງການນຳໃຊ້ທີ່ດິນແບບບົນຍິງ
n.a.

ເອກກະສານ ແມ່ນໄດ້ອຳນວຍຄວາມສະດວກໂດຍ

- ສະຖາບັນ
- Centre for Agricultural BioSciences International (CABI) - ລາຊະອານາຈັກອັງກິດ
 - Helmholtz Centre for Environmental Research (UFZ) - ຢຢລະນີ
 - Visayas State University (VSU) - ຟີລິບປິນ
- ໜ້າ
- Book project: Making sense of research for sustainable land management (GLUES)

ການອ້າງອີງທີ່ສຳຄັນ

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