



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Behaviour Change and Innovation Evaluation in Extension

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252634 · NQF Level 7 · 20 Credits · 17 Days

COURSE OVERVIEW

This course equips extension practitioners with the theoretical and practical tools to evaluate behaviour change and innovation adoption in agricultural and development contexts. Participants will critically assess models of behaviour change and innovation diffusion, and apply evaluation frameworks to real-world extension programmes.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252634
Accreditation	SAQA Accredited · NQF Level 7 · 20 Credits
Duration	17 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse major theories of behaviour change and innovation diffusion relevant to extension practice.
- Evaluate the applicability of different behaviour change models to specific extension contexts.
- Design evaluation criteria and methods to assess the impact of behaviour change interventions.
- Implement data collection techniques for measuring innovation adoption and behavioural outcomes.
- Critically review case studies of behaviour change programmes and identify factors influencing success or failure.
- Demonstrate the ability to report evaluation findings and make evidence-based recommendations for programme improvement.

WHO SHOULD ATTEND

- Extension officers, agricultural advisors, development practitioners, and programme managers involved in facilitating behaviour change and innovation adoption in rural or community settings.

COURSE OUTLINE

Day 1: Introduction to Behaviour Change and Innovation in Extension

- Overview of agricultural extension and its evolution.
- Concepts of behaviour, behaviour change, and innovation.
- The innovation-decision process.
- Roles of extension practitioners, researchers, and farmers.
- Introduction to the course curriculum and assessment methods.

Day 2: Theories of Behaviour Change

- Theory of Planned Behavior.
- Health Belief Model.
- Transtheoretical Model (Stages of Change).
- Social Cognitive Theory.
- Diffusion of Innovations Theory.
- Application exercises.

Day 3: Innovation Adoption and Diffusion

- Rogers' Diffusion of Innovations.
- Innovation attributes: relative advantage, compatibility, complexity, trialability, observability.
- Adopter categories: innovators, early adopters, early majority, late majority, laggards.
- S-shaped adoption curve.
- Case study: adoption of conservation agriculture.

Day 4: Extension Approaches and Methods

- Conventional extension: Training and Visit, commodity-focused.
- Participatory extension: Farmer Field Schools, participatory rural appraisal.
- ICT-enabled extension: mobile apps, SMS, videos.
- Group vs. individual approaches.
- Strengths and weaknesses of each method.

Day 5: Communication and Facilitation Skills

- Principles of effective communication.
- Verbal and non-verbal communication.
- Facilitation techniques: brainstorming, nominal group technique.
- Handling difficult participants.
- Role-play exercises.

Day 6: Needs Assessment and Situation Analysis

- Types of needs: expressed, felt, normative, comparative.
- Participatory Rural Appraisal (PRA) tools: mapping, ranking, timelines.
- Surveys and interviews.
- SWOT analysis.
- Case study: needs assessment in a smallholder farming community.

Day 7: Programme Planning for Behaviour Change

- Logical Framework Approach.
- Theory of Change.
- Setting objectives: knowledge, attitude, practice.

- Activity planning and resource allocation.
- Group work: designing a programme plan.

Day 8: Monitoring and Evaluation Fundamentals

- Key M&E concepts: inputs, outputs, outcomes, impact.
- Indicators: quantitative and qualitative.
- Data collection methods.
- M&E plan components.
- Examples of M&E in extension projects.

Day 9: Data Collection and Analysis for M&E;

- Designing questionnaires and interview guides.
- Sampling methods.
- Data entry and cleaning.
- Basic statistical analysis (descriptive statistics).
- Qualitative data analysis: coding and thematic analysis.
- Using software (e.g., Excel, SPSS basics).

Day 10: Evaluating Innovation Adoption

- Adoption metrics: adoption rate, intensity, duration.
- Cross-sectional and longitudinal studies.
- Logistic regression for adoption analysis.
- Case study: evaluating adoption of improved maize varieties.

Day 11: Impact Evaluation Methods

- Randomized controlled trials (RCTs).
- Quasi-experimental designs: matching, regression discontinuity.
- Difference-in-differences method.
- Propensity score matching.
- Ethical considerations in impact evaluation.

Day 12: Participatory Evaluation Approaches

- Principles of participatory evaluation.
- Stakeholder mapping and engagement.
- Participatory monitoring and evaluation (PM&E) tools.
- Most Significant Change technique.
- Community scorecards.

Day 13: Reporting and Using Evaluation Findings

- Report structure: executive summary, methodology, findings, recommendations.
- Data visualization: charts, graphs, infographics.
- Presenting to farmers, donors, and policymakers.
- Learning and adaptive management.
- Case study: using evaluation to refine a programme.

Day 14: Innovation Systems and Scaling Up

- Agricultural Innovation Systems (AIS) framework.
- Actors and linkages in innovation systems.
- Scaling up vs. scaling out.
- Public-private partnerships.

- Case study: scaling up a mobile extension service.

Day 15: Gender and Social Inclusion in Behaviour Change

- Gender roles in agriculture.
- Gender analysis tools: Harvard Analytical Framework, Women's Empowerment in Agriculture Index.
- Inclusive extension strategies.
- Case studies: empowering women farmers through extension.

Day 16: Ethics and Professionalism in Extension

- Code of ethics for extension practitioners.
- Informed consent in data collection.
- Confidentiality and data protection.
- Professional conduct and accountability.
- Role-play ethical dilemmas.

Day 17: Integration and Final Assessment

- Review of key concepts.
- Group presentations of extension plans.
- Peer and facilitator feedback.
- Course evaluation and reflection.
- Certification.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **20 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 61,900.00	R 61,900.00
1	In-House	R 80,400.00	R 80,400.00
1	On-Campus (Pretoria)	R 92,800.00	R 92,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	31 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	01 Sep 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	02 Sep 2026	On-Campus	Dubai, UAE
12 Aug 2026	03 Sep 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	04 Sep 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	07 Sep 2026	On-Campus	Durban, South Africa
14 Aug 2026	07 Sep 2026	On-Campus	Mauritius
17 Aug 2026	08 Sep 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252634) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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