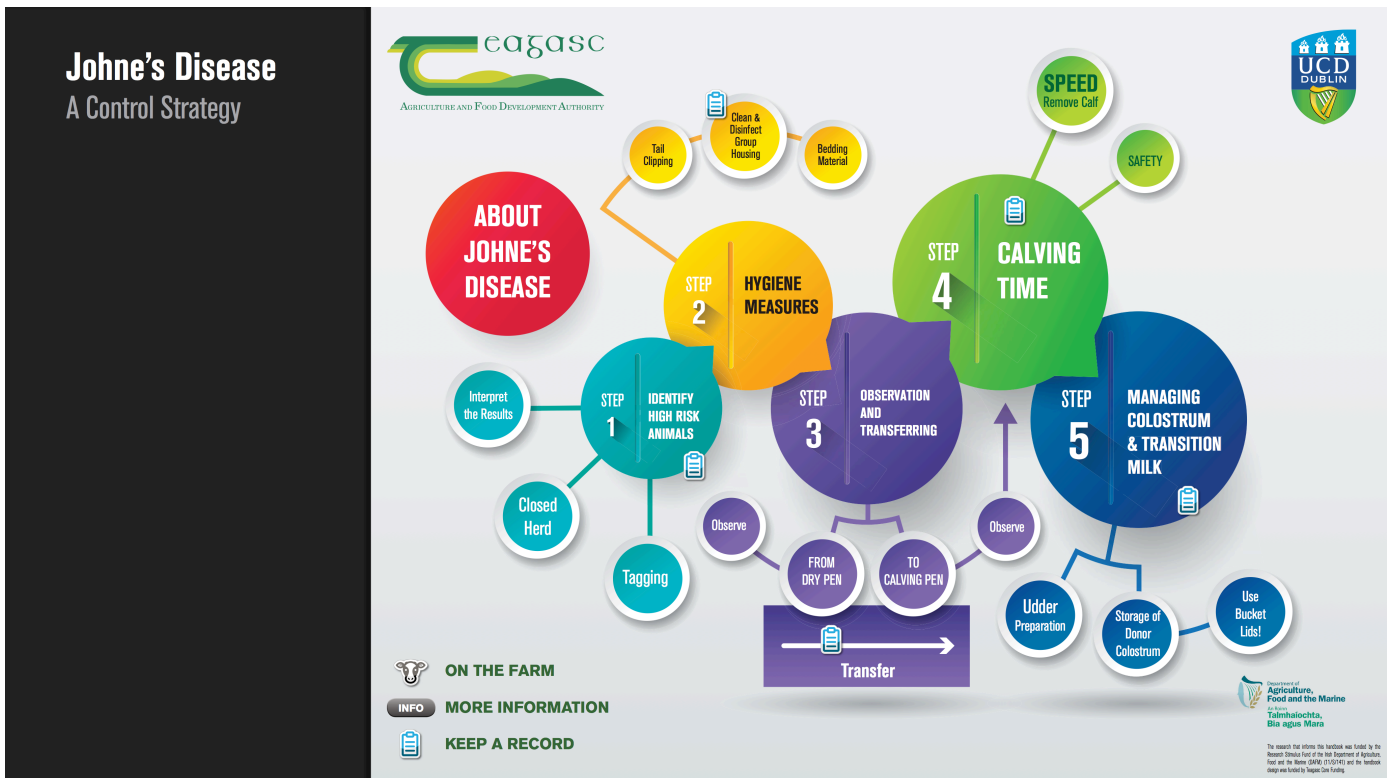


ICONMAP (11/S/151)

A sociology task was included in the ICONMAP to design a practical 'farmer friendly' resource to prevent/control Johne's Disease at farm-level. Veterinary research conducted by UCD identified four Critical Control Points (following HACCP) to control Johne's disease at farm level. Sociological research was undertaken on farmers' routines, practices, beliefs and values regarding animal health. The data were analysed and used to inform a co-design process involving farmers, veterinary practitioners, veterinary scientists, policy-makers, farm advisors, cooperative representatives, an artist and a graphic designer. The co-design process led to the translation of the CCPs into 'farmer friendly' areas of action at farm-level to control Johne's. The five areas of action integrate to common routines & practices on farms and address farmers' beliefs and values. Storyboards (illustrations) are used to show examples of how farmers changed their beliefs/values in relation to disease control. Other illustrations showcase farmers' 'tried and tested' and preferred ways of working. The storyboards, practical information and CCP recording templates are presented in a printed document and in an interactive pdf for use on touchscreen and conventional devices: ipads, iphones/androids and computers.

Project Coordinator: Bryan Markey, UCD. Task leader: Áine Macken-Walsh. PD1: Lisa Moran, Peter Cush. Teagasc collaborators: Páidí Kelly, Marion Beecher, John McNamara, advisers, specialists. External collaborators: Conor McAloon, Michael Doherty, Paul Whyte (UCD)



AgileTECH (11/S/148)

The Agile-Tech project produced a method for advisers to use in a discussion group context, focusing on grassland management. Over 60 (sheep, beef, dairy) farmers and farm advisers were involved in five focus groups, which were recorded, transcribed and analysed. The analysis informed subsequent co-design stages, involving scientists, specialists, farm advisers and graphic designers. A group facilitation method to effectively promote grassland management was co-designed and prototyped by the group. The method contains four main elements: **building farmer-adviser rapport** and approaching 'goal setting' with clients, which was identified as a crucial first step; building '**Managing Grass Action Plans**', which takes a flexible approach to supporting farmers to decide what 'easy win' actions are suitable for their farm and personal circumstances in the short term while also planning further actions for the long term; use of Storyboards (illustrations) to facilitate the group to **address social (relationship), cultural (pride) and economic issues** associated with managing grass; and, finally, a discussion group self-evaluation method ('**health check**') to improve group functioning (organisational, trust, solidarity, learning, fun & enjoyment). The group facilitation method is presented in interactive PDF form, accompanied by a customised carry bag containing the co-designed resource materials required to implement the extension method.

Project Coordinator: Kevin Heanue. Task leader: Áine Macken-Walsh. Teagasc collaborators: Brendan Horan, John Donworth, Páidi Kelly, Tom O'Dwyer, John Maher, Philip Creighton, advisers and specialists. External collaborators: Centre for Participatory Strategies (subcontractor)



Facilitation Method: Managing Grass

This facilitation method was designed in an action research process with beef, dairy and sheep farmers; advisors, specialists and scientists.



The research that informs this handbook was funded by the Research Stimulus Fund of the Irish Department of Agriculture, Food and the Marine (DAFM) (11/S/148).



Join to Farm (11/S/141)

This project developed 'FarmAppvice', which is a web-based application that is essentially an extension resource library for advisers. The library was originally designed to provide web-based access to extension resources to support farmers' establishing of **joint farming ventures** such as farm partnerships, contract rearing (collaborative farming). The library is also used to provide web-based access to a wider range of extension resources (such as the AgileTECH and ICONMAP resources detailed above) that have been informed by Teagasc extension/sociology research. Diverse types of research-informed extension resources are available on the web-based application, which can be divided into two main categories:

- **Short social science research briefs** (documents, videos, diagrams) to inform extension approaches;
- **Extension methods** and tools that have been co-designed by teams of researchers, advisers, farmers and other actors (facilitated by social scientists using social science methods)

The resources are searchable by **topic** (e.g. farm partnerships; discussion group facilitation); **format** (e.g. word document; image; prompt cards); **use** (e.g. advisory education/information or advisory technique); and context (e.g. one to one; group; farm walk; conference).

Project Coordinator: Áine Macken-Walsh. Task leader: Áine Macken-Walsh. Teagasc collaborators: Peter Cush, Ben Roche, Thomas Curran, Páidi Kelly. External collaborators: UCC; Macra na Feirme; IFA; Aurivo.

