

Farmer Facilitation Team trained on Behavior Change

On 22nd-31st May, 2023, an interactive workshop on land-use behavior change and social marketing to promote climate-appropriate and gender-sensitive rehabilitation and grazing methods was conducted for the Farmer Facilitation Teams of the Tshane-Hukuntsi cluster. The purpose of training was twofold: to introduce the teams to the principles of sustainable grazing from the Herding for Health approach and to equip them with social marketing skills to effectively promote the adoption of sustainable grazing behaviors.



Participants learned to use the social marketing campaign framework to understand the motivations and barriers that contribute to their target audiences' current behaviors. They then used this framework to develop targeted messages to facilitate behavior change. The campaign slogan they coined, "*Mahuriso Echo, Rimho yecho*" (Our rangelands, our cattle), encapsulated the essence of their efforts. They also crafted a message highlighting the benefits of the new behavior "*Sireleja leruo, nonotsha itsholelo gka go zosholsha mahuriso*" (Manage cattle, improve economy through regenerative

grazing) as well as a call to action *“Laleja mashitja le ritsala guda phutkhyegong”* (Invite relatives and friends to join hands) that encourages community support for joining the program.



During the training, participants prototyped a billboard, community discussion board, a sermon, a campaign song, a puppet show and even the beginnings of a radio drama. At the end of the workshop, participants had the opportunity to test how the messages and materials resonated with their target audiences at a community church service at the village kgotla and puppet show presentation for the school children in the community.