

## VETERINARY EXTENSION SERVICES

### Definition of Terms

#### *Extension services*

Methods of spreading knowledge from the university to the great mass of people outside its walls – it involves communication of useful information to people, then helping them to learn how-to use it to build a better life for themselves, their families and their communities.

Veterinary medicine extension is the outreach arm of the veterinary medicine that develops and disseminates to the people in the community new knowledge about animal health and human health relative to animals product. Where adequate knowledge is not available to characterize or solve a particular problem, veterinary extension speculation bring, fact concerning the issue to you campus and foster research necessary to address the problem.

- Target veterinary medicine extension customers include the general public, public policy agencies, animal related industries, food produce, and commodity groups' consumers of animal products and the animal themselves.

#### *Elements of Veterinary Medicine Extension*

1. The knowledge to be extended
2. The people to be served
3. A central extension organization
4. The extension agent or contact person.

*More definition of Extension:-* service or system which extends the educational advantages of an institution to persons able to avail themselves of them in a normal manner.

Extension is an information educational process directed towards the rural population. This process offers advice information to help them solve their problems

- It aims to increase the efficiency of the family farm, increase production and generally increase the standard of living of the farm family.
- To change farmers outlook towards the difficulties. It is concerned with development of the rural people themselves

- to improve the likelihoods of rural people i.e. helping farmers to improve the productivities of their farms and also develop their abilities to direct their own future development.
- Extension is an educational process which occurs over a period of time, which works with the rural people, supports them and prepare them to confront their problems more successfully.

### **Principle of Extension**

The following principles guide extension services:

- Extension works with people, not for them
- Rural people themselves can make decisions about the way they will live or rear their animals. The extension agents cannot force anything on them. Proper guidance is only what is needed from the extension agent to make an informed choice. By making decisions by themselves, they gain more confidence and become more involved.
- Extension is accountable to its clients. The extension services agents have two masters. One is their senior officers and government, and the others are in the clientele i.e. the rural people they are suppose to serve.
- Extension co-operates with other rural development organization. Rural development is improving living standards of the mass of the low income population residing in rural areas and making the process of their development self sustaining. Since veterinary medicine extension is just one of the institutions seeking to change the farmers for the better in the rural area, it is therefore expedience for the agents to work closely with other organization that provide essential service to farmers and their families. such institutions include:
  1. Political institution
  2. Support organization (credit facilities, marketing services)
  3. Health services
  4. Educational service- Nomadic education, adult literary classes etc
  5. Community development service- town hall, sport festivals, cultural centre etc

6. Extension work with various target group aim by the extension work determines methodology and tactics to use. These targets group vary- big, medium and small farmers, part- time or full time farmers etc.

### **Functions of Extension**

The major 3 tasks of extension are:

- i. Disseminating useful information
- ii. Applying it to the analysis of practical problems
- iii. Helping people to use the information to help themselves

Extension education has three important functions:

- 1) To persuade the farmer of the value of change. Most farmers are very traditionally conservation, unless they are fully persuade that any newly introduce technology is better and not risky, they will not accept it, thus the extension agent need to persuade and convince farmers about the new technology.
- 2) Transmission of results of research to the farmers at the same time transmits the problems of the farmers to the research. There is need for effective communication between the agent and the farmers for this to be accomplish
- 3) Helping farmers to make wise decision in farm management. The farmer must be taught not just to be stereotyped in making decisions, but to follow the present trend of changes on production processes taking place.

Problems limiting progress of Veterinary Extension Service in Nigeria:

1. staff training and turn over
2. lack of coordination with the universities and research centre
3. inadequacy of service amenities e.g. vehicle, equipment for demonstration
4. lack of National extension service: Extension service in each state is coordinated by MANR, this has lead to different rates of performance
5. lack of financial support for extension work- grossly inadequate budgetary allocation each year.
6. lack of credit facilities

7. lack of subject matters specialist –Most agents are generalists without in-depth knowledge.
8. Lack of evaluation techniques give room to recurrent mistakes in methodology adopted on teaching the farmers. No matter how good a technique is rate of adoption will continue to decline if found it is impossible to utilize early.

### **Government involvement in extension services**

1. Training of extension agents subject matter specialists
2. Salary paid by government
3. Distribution of incentives
4. Printing of extension materials
5. Communication facilities

### **Extension Research Liaison Service**

This is an institution to digest research output, before the information can be useful to farmers

*Forms of extension services practice in Nigeria:*

1. Autonomous extension approach
  2. Training and visit
  3. Community development approach
1. Autonomous extension approach:- this is based on the fact that there is no personal contact between the officers and the target. The officers know the target.
    - a) Mass method:- this involves the use of the mass media like the extension programme used of radio, television extension guide, extension leaflets and posters
    - b) Group method: - this is a little bit different from mass method. There are two forms
  - Result and method demonstration:- this is employed to show superiority of improve practice. The improved practice is set up along side with the traditional practice to allow for direct comparison. E.g. model farm- Artificial insemination centre

- Radio fan forum: this is the use of the radio. A television set is brought to the place and the people come in to watch
- 2. Training and visit approach: This method is aimed at a particular individual/ livestock producer, who received the undivided attention of the extension agent.

This system was pioneered by Dr. Daniel Benor of the World Bank.

It had been adopted by 40 countries. In this approach certain features are prominent

- (1) subject- matter specialists
- (2) Extension agents

Subject matter specialists are graduates of various disciplines – Animal scientists, veterinaries, foresters etc. the subject matter specialists have the techniques but do not know how to deliver extension messages.

**Extension agent:** these are people with ordinary national diploma; they have limited education but have potential and ability to deliver the extension message. Majorly extroverts are used for this purpose because they can cultivate relationship.

Extension agents are assembled and trained in different aspects of agriculture- livestock production, animal health and husbandry by the subject matter specialist for a period of time. After the training the agents are given common identity and sent to farmers to help them. These agents visit the farmers regularly if there is problem he cannot solve; he goes back to the subject matter specialists.

### **Community development approach**

The community focused development system of extension is a participatory self-help system. It is a broad spectrum approach whereby the scope of extension agent is broadened to encompass responsibilities other than those focused on agriculture alone.

The main objectives of community extension are:

- i. To improve community life especially at the grass root level,
- ii. Reduce poverty
- iii. To foster social development by improving the general standard of living in the rural areas by using their own human and materials resource

- iv. To spread useful and practical information to farmers and their families on subject relating to education and health

This form of extension is democratic and co-operative

- i. Pilot project- here the extension institutions will select a community in which extension activity will be concentrated e.g. Elere community- in pilot projection the area of need and interesting of the community is ascertained after which the members are taught on how to improve on their production. Through the approach a community can be transformed overnight.

Self-help project: this is a kind of extension whereby particular problem with the people is identified and necessary assistance is made available to solve the same. i.e. The problem is solved with the effort of the people and that of the extension workers. Self help is to overcome some resistance which can be settled before the project is embarked upon.

*Animation rurale*: this is an extension system practiced in the francophone region of Africa. This approach involves the participation of small scale farmers and specialist working together to develop special test and technology that will be appropriate to their rural development efforts.

The major objectives of *animation rurale* include:

- 1) To persuade people that, by their own efforts they can do much to improve their living condition through effective utilization of their resources.
  - 2) To develop culture needs ,social welfare and direct productive services.
  - 3) To encourage every member of the community to participate in community affairs.
- Animation rurale involves recruitment if individual natural leaders that are inquisitive and extrovert, who will be trained in the modern method of animal husbandry and Agric production. After training , the government appoints them as animation. These are then sent back to the community to organize the community, identify the interest of the community and then promote village co-operation. The *animateurs* serve as intermediary for government. Animation was conceived as a natural movement.

Calculated to implement broad national goals and plans. The approach was practiced in Morocco then transmitted to Senegal.

### **Rural Sociology**

This is scientific study of social relation of people in their group. Before embarking on any meaningful extension programme it is important to understand the target in relation to their specific/ unique problem that needed special consideration.

Also in order to help people to solve their problem one must understand the problem within the context of the conditions the people are living how they view their condition, what they feel can be done to improve their situations and what they have so far been able to do.

People are social beings and tend to solve their social problems collectively. By studying the people and their local ways, ideas and experiences. In short it is expedient to see their problem through their eyes.

### **COMMUNICATION TECHNIQUE IN EXTENSION WORK.**

Communication is the bedrock of an effective and efficient extension service. It is a conscious attempt to share information and idea to other. It can also be said to a process by which people exchange ideas, facts feelings or impression so be each gains a common understanding of the meaning, intent and use of message.

Good communication consist of giving information that is timely, accurate and clear

- Such communication must create understanding, impart knowledge and help people gain and clear meaning of the knowledge of the subject matter under discussion
- Communication techniques- method/ means by which people influence the thinking, actions and feeling of others

Characteristics of Communication in Extension

- 1) It must be a two way process
- 2) Vital and relevant ideas and information must be communicated to the farmers at all times

- 3) Effective communication must be organized
- 4) Audience/ receiver must co-operate
- 5) The extension communication must be able to understand social – culture standard of the receiver

### **Elements in communication**

- The communicator- this is the initiator of communication – Among all one must possess the following:
  1. Interested in his audience and their welfare
  2. Fully prepared carefully using appropriate materials and devices to elicit interest and ensure successful receipts of the message.
  3. Ability to speak clearly and use terms and language his audience will understand.
  4. Time conscious
- 1. Message/ Subject matter + package – this is information a communicator want his audience to receive, understand, accept and act upon.
  - The message must be in line with the needs and interest of the audience.
  - It must be valid, factual, latest, accurate applicable and timely
  - Give in understandable terms and in the unit the receives mental, social economical and physical ability.
  - Taught from known to unknown.
- 2. Message Treatment – this is an act of encode the message. This act is influenced by the sender's education, experience, attitude, feelings opinions and cognition.
- 3. Audience/ Receiver- this is the end user of the message.
- 4. Channels/ extension method.

*What do you need to understand in the rural settlements?*

- 1) The knowledge of the socio-cultural element of the people. This is enable the extension agent work with the people in a socially acceptable manner to identify potential source of resistance to innovation



- 2) The knowledge of the way by which societies maintain social order through socialization
- 3) Understanding of social stratification system are:
  - (1) poor human
  - (2) tenant farmers or other resource – poor producers
  - (3) poorly paid, unskilled or semi skilled labourers
  - (4) Ethnic minorities
  - (5) Pastoralists or other nomadic people

The status of these groups may be an important determinant of the willingness or ability to participate in development programme. To ensure their ability to participate in and benefit from development programme, such socially deprived groups may need to be specifically targeted.

4. Knowledge of settlement pattern- this can either be nucleated or dispersed

## **CHANNELS OR EXTENSION METHODS**

These are the pathway through which the message travels between the source and the receiver. It links the source to the receiver.

Extension teaching methods are:

### (1) Individual contact

- Farm & Home visit
- Office calls
- Telephone calls
- Personal letter
- Result demonstration
- Method demonstration

### (2) Group method

Group method includes:

- Demonstration
- Field day
- Field trips
- Group discussion
- Extension
- Role play/ drama sketches
- Question & answer session

### (3) Mass Media Method

- a) Print techniques
- b) Broadcast techniques
- c) Audiovisuals support techniques