



## Communication for rural development



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This course is meant to enable development and communication professionals to design and implement rural communication strategies combining participatory methods with communication processes, media and tools best suited for a specific situation.



5 hours



Available in English, French and Spanish

### You will learn about

- Identifying the phases and steps in communication planning for development
- Conducting situational analysis and participatory communication appraisal in the field
- Developing a workable communication strategy and plan of action
- Facilitating multistakeholder dialogue and collaboration to successfully implement Communication for Development (ComDev) activities
- Designing, pre-testing, producing and using multimedia ComDev materials
- Assessing the results of ComDev initiatives and promoting long-term sustainability
- Understanding ComDev as it applies to agriculture and rural development issues

## Who is the course for?

The course primarily addresses field workers, community leaders, development and communication professionals who need to enhance their skills in designing and implementing participatory communication strategies and services. It also provides practical orientation for managers who wish to include communication activities in agricultural and rural development programmes.

## Key partners



This course is based on the Sourcebook entitled: "Communication for Rural Development", developed jointly by FAO and the College of Development Communication, University of the Philippines Los Baños.

## FAO @learning Academy



This course is available through the FAO @learning Academy. Please visit the Academy and browse our extensive catalogue in multiple languages. Register once to access over 100 titles. All courses are available as a global public good for free.

## How to access the course

1. Go to the e-learning Academy: [elearning.fao.org](http://elearning.fao.org)
2. Register and log-in with your user name and password



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