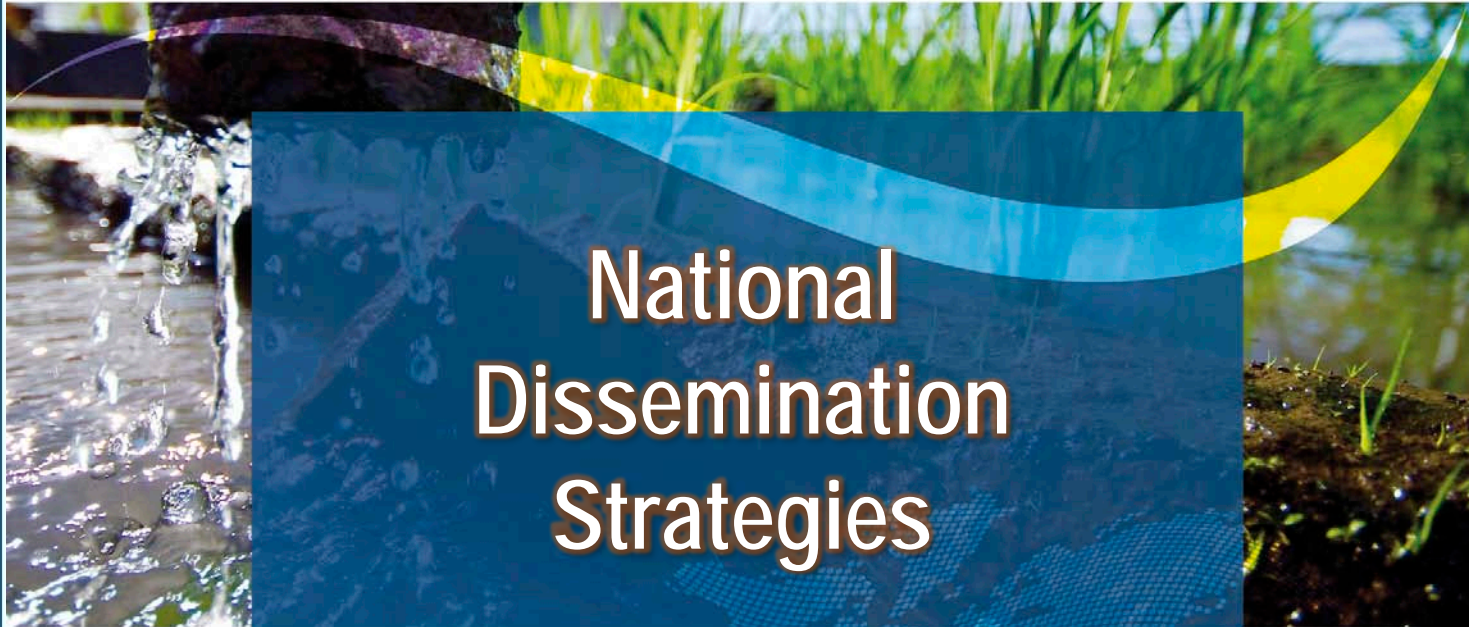




Safe Use of Wastewater in Agriculture



National Dissemination Strategies

*Break out group 2
28.09.2012*

UNW-DPC
UN-Water Decade Programme on Capacity Development

Questions for dissemination planning

- **What** do you want to disseminate?
- **Why** do you want to disseminate?
- **Who** is your target audience?
- **How** are you going to do it?
- How might you **involve** your target audience throughout the process?
- Have you allowed time for **evaluation**, **reflection** and **re-planning**?
- How will you know that your dissemination has been **successful**?

(after King, 2003)

Key issues for dissemination

- **Positive aspects of the use of waste water in agriculture are to be disseminated promote use: e.g.**
- **WHO guidelines for the safe use of wastewater to be disseminated**
- **Best practices for irrigation**
- **material to be disseminated**
- **Target groups for which info is meant should be clear e.g. Policy makers, farmers,**

Positive aspects

- **To change attitudes on reuse**
- **To reduce fear**
- **Reduce risks**
- **Users to appreciate benefits and incentives**
- **Vehicle to better understanding should be the pointing out that this is a solution to problems e.g. impacts on drinking water supply ,impact on markets**
- **Emphasis of it being a solution in areas of water scarcity, attracts govt commitment**



Ctd.....

- **Ensuring sustainability of food security by supplementing irrigation water with waste water in the advent of population growth**

Target Groups (Who)

- **Policy and decision makers**
- **Trainers through t o t workshops**

How to address policy makers

- **Prove that there are issues to be addressed through policy briefs**

- **Concept notes from ministries initiating new ideas**

NB (for policy makers briefs are more effective any long documentation can be thrown away)

- **Should be evidence based**

- **Core problems and workable solutions should be clarified to policy makers**

Involvement of target audience

- A platform for facilitating coordination, through use of existing structures subject to country specific institutional arrangements e.g steering committees
- Identify the vehicle to have the change implemented e.g. catch the attention of politicians who dictate goodwill and financial resource allocations and people who make laws and regulations
- Vertical and horizontal linkages
- Need for clarity of decision making processes and package communication accordingly in the dissemination of info.
- Participatory methodologies should be adopted in these processes

Evaluation Reflection/ Replanning

- **Quality of concept note/... –follow some quality assurance measures in packaging information**
- **Integration of new approaches by way of value addition to ongoing practices**
- **Feedback mechanisms: get feedback before submission of proposals as means of validation, (early involvement of stakeholders is a critical success factor, bottom-up, top-down)**
- **Alignment to MDGs and Vision 2030**



Indicator of success

- **New policies**
- **Social acceptance**
- **Project approval**
- **Provision of funds**