

Healthy Pig, Healthy Profit

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Comic strips and similar serialised print formats (e.g. photo-stories) have been used to disseminate development-related information to both urban and rural populations. This has usually been in support of short term, intensive campaigns where external project funds have been available for a substantial investment in the expertise, equipment and/or professional services required.

An illustrated children's story aimed at primary school children was developed which contained messages relating to management strategies for dairy cows. The booklet was introduced as an English language exercise into all classes in four primary schools in Kimende location, Lari Division. Transect surveys were carried out in the schools' catchment areas before and after distribution of the booklet in order to test parents' knowledge on watering and de-worming. Approximately 30% of adult respondents had seen the booklet at the post-distribution survey. The number of parents who could answer the watering question correctly, changed from 0% before distribution to 10% afterwards but there was no increase in knowledge related to de-worming. After distribution, the study found that approximately 50% and 10% of children tested knew the correct answer to the watering and de-worming questions respectively. The greater effectiveness of the watering message may have been due to the more visual way in which the information was presented in the booklet or alternatively to the level of preconceived knowledge in the community.

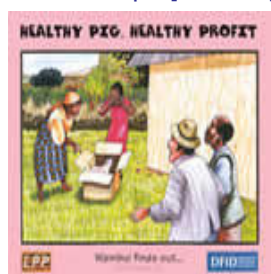


The demonstrated success, particularly with children of this method of delivering agricultural extension will have considerable impact on smallholder livestock productivity in poorer households which receive very little, if any, formal livestock extension inputs. For example, the KARI/DFID NARP II Helminthology group estimated the potential economic impact of distributing information giving advice on correct anthelmintic treatment of adult cattle. On the basis of a cost-saving per household of 1,000 Kenya shillings per year as the difference between current practice and KARI's recommended practice and an inflated cost of the dissemination media of 20 shillings per copy, the break-even point for the extension material is at an uptake rate of only 2%. At uptake rates above this, the investment in appropriate extension materials and messages rapidly becomes extremely beneficial and at 30% uptake (the level of awareness in the preliminary trial) the national saving would be conservatively estimated at £1 million per annum.

The full booklet

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[R7425-09.pdf\[1.98MB\]](#)



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