### Study #3094

**Contributing Projects:**
- P616 - Activity 2.4.1: Animal Health Service provision
- P608 - Activity 2.2.2: Establish protocols for survey of antimicrobial use and for monitoring AMR
- P607 - Activity 2.2.1: Development and evaluation of herd health packages
- P782 - Activity 5.2.4 Gender Methodologies

### Part I: Public communications

**Type:** OICR: Outcome Impact Case Report  
**Status:** On-going  
**Year:** 2019

**Title:** Community conversations: a community-based approach to transform gender relations and improve livestock management practices is adopted by research and development actors in Ethiopia

**Short outcome/impact statement:**
Community conversations, developed jointly by ICARDA and ILRI, have resulted in successful behavior change and transformation of gender relations at household and community levels amongst 1,600 farmers in Ethiopia. Local service providers, local government and a large-scale development program have expressed interest in adopting this participatory tool. A training of trainer module that includes livestock health management, gender and zoonotic disease risks has been developed to expand and facilitate uptake of community conversations into the national extension system.
Outcome story for communications use:
Women in rural households in developing countries play an important role in livestock health management, however their role is often not fully recognised. To address this, the International Center for Agricultural Research in the Dry Areas (ICARDA) and the International Livestock Research Institute (ILRI) developed a gender transformative participatory tool called community conversations, consisting of training modules to guide discussions amongst rural farming communities focused around livestock health management, gender and zoonotic disease risks.
The modules were tested with 1,600 farmers in Ethiopia, held from 2018 to 2019 amongst five communities in the highland and lowland regions in Ethiopia. Knowledge and practices of participants were recorded before and after the trainings. In open community discussions, men and women farmers offered different perspectives and solutions to common issues. Commitments were recorded, then monitored.
An evaluation study showed that concrete changes in attitudes and behaviour had taken place. Some of these include the adoption of safety practices when handling sick animals, improved access for women to farming information, more equitable sharing of responsibilities in the homestead, inclusion of women in non-traditional income-generating activities, increased awareness of the risks of anti-microbial resistance among community members and a better understanding of responsible anti-microbial use amongst local animal health service providers.
The impact of community conversations and their successes in changing the behavior of livestock producers have attracted the interest of service providers and local government representatives, who are keen to embed the approach in their national extension system. ICARDA and ILRI researchers have since developed a training of trainer (ToT) module, to facilitate uptake and expansion of the tool. The ToT has been tested and is now embedded in the 4-year EU-funded development program HEARD (Health of Ethiopian Animals for Rural Development) launched in 2019 and aims to strengthen the quality of veterinary services, improve food safety and control zoonotic diseases in Ethiopia.
Future activities include the addition of more topics and to fully integrate the approach in the extension system in Ethiopia.

Links to any communications materials relating to this outcome:
- https://tinyurl.com/ybwgz748
- https://www.flickr.com/photos/ilri/49053823946/in/album-72157678401340991/
- https://tinyurl.com/y7m5op49
- https://www.flickr.com/photos/ilri/49053274353/in/album-72157678401340991/
- https://tinyurl.com/ydg7jtsg
- https://www.flickr.com/photos/ilri/49054043672/in/album-72157678401340991/
- https://tinyurl.com/ybkgedxm

Part II: CGIAR system level reporting
Link to Common Results Reporting Indicator of Policies: No
Stage of maturity of change reported: Stage 1
Links to the Strategic Results Framework:
Sub-IDOs:
- Gender-equitable control of productive assets and resources
- Reduced smallholders production risk
- Closed yield gaps through improved agronomic and animal husbandry practices
Is this OICR linked to some SRF 2022/2030 target?: Too early to say

Description of activity / study: <Not Defined>

**Geographic scope:**
- National

Country(ies):
- Ethiopia

Comments: The approach is well suited for other small holder systems and we aim to promote to apply it outside Ethiopia from 2021 onward

**Key Contributors:**

Contributing CRPs/Platforms:
- Livestock - Livestock

Contributing Flagships:
- F5: Livestock Livelihoods and Agri-Food Systems
- F2: Livestock Health

Contributing Regional programs: <Not Defined>

Contributing external partners: <Not Defined>

**CGIAR innovation(s) or findings that have resulted in this outcome or impact:**

Herd health interventions (such as Innovation 746) developed to address animal health constraints identified and documented in the flagship in the past years required a suitable training approach. We had also clearly shown the need for gender sensitive approaches - hence community conversations which facilitate dialogue across communities, incl. men and women, were identified as a promising option.

**Innovations:**
- 746 - Community based gastrointestinal parasite control in small ruminants in Ethiopia [link](https://tinyurl.com/2fjrkcnq)
- 573 - Community conversation as a gender transformative approach in livestock health management [link](https://tinyurl.com/2gvdtsz7)
Elaboration of Outcome/Impact Statement:
Gender inequalities and zoonoses are concerns in livestock production systems worldwide with especially huge impacts in low and middle-income countries. Livestock keepers are at a high risk of zoonotic diseases due to direct contact with their livestock. Risky practices include home slaughter, poor sanitation, handling sick animals, attending births, handling and preparing animal source food and the consumption of such food when raw or undercooked. Gender differences in roles, access to and control of resources and power relations influence the perceptions and practices to manage risks of zoonotic disease transmission.

Using participatory action research, ICARDA and ILRI researchers tested the effectiveness of a transformative approach – community conversations (CCs) – in shifting gender relations and practices that expose livestock keepers to zoonoses in 3 districts in rural Ethiopia. A total of 583 women and 1,005 men in Doyogena, Menz and Borana districts participated in CC sessions. Findings from an evaluation study in Doyogena and Menz covering the first 4 modules showed that CCs are an effective approach to shift mindsets and practices regarding unequal gender roles, access to and control of resources and power relations as well as handling sick animals and the consumption of animal-source foods to minimize zoonoses (1).

Researchers found significant attitude and behavior changes throughout the process of CCs. Changes occur through a social learning and reflective process whereby community members first recognize and analyze the problem, reflect collectively on their perceptions and how they inform their day-to-day practices, make shifts in mental models and then commit to action (2). The change process is influenced by social structures, networks, institutions, complementary activities, and facilitation processes.

The level of engagement by the communities in the CC activities and the ensuing community transformations has attracted the interest of extension agents, official veterinarians and other service providers. A training of trainer module (3) has since been developed to increase the uptake and expansion of the CC tool across the country. To date a first batch of development and local researchers was trained in how to run the modules independently, with an action plan for trainings developed and enacted (4).

References cited:
2. Research project report Nov 2019, Community conversations: A community-based approach to transform gender relations and reduce zoonotic disease risks (page 4) https://hdl.handle.net/10568/105818
3. Research project report Dec 2019, Community conversation facilitators training workshop: Training material and facilitation guide https://hdl.handle.net/10568/107025
4. Research project report Nov 2019, Going to scale with community conversations in the Highlands of Ethiopia (page 10) https://hdl.handle.net/10568/105817

Quantification: <Not Defined>
Gender, Youth, Capacity Development and Climate Change:

**Gender relevance:** 2 - Principal
Main achievements with specific Gender relevance: Community conversations have been designed as a gender-transformative training approach

**Youth relevance:** 0 - Not Targeted

**CapDev relevance:** 2 - Principal
Main achievements with specific CapDev relevance: Community conversations allow capacity development on different relevant livestock related topics

**Climate Change relevance:** 0 - Not Targeted

**Other cross-cutting dimensions:** NA

**Other cross-cutting dimensions description:** <Not Defined>

**Outcome Impact Case Report link:** Study #3094

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