



**– International Fund for Agricultural Development –  
– Identifying and sharing innovation in Western and Central Africa –**

**– Training young people –**

**I. Context**

**1. Name of the innovation**

Training local young people to ensure the dissemination of information, education and communications (IEC) programmes

**2. Country – Region**

Mauritania

**3. Organization**

Maghama Improved Flood Recession Farming Project, Phase II (PACDM II)

**4. Who is the innovator?**

PACDM II

**5. Actors involved**

Local community  
IEC Unit at the Ministry Responsible for Women's Condition, Childhood and the Family  
Focal points  
Target groups

**6. Starting date**

September 2005

**7. Type of innovation**

Organizational and institutional

**II. Key concepts**

**8. Summary**

The innovation of the project consisted of using indigenous people, living permanently in the village and able to read and write, as focal points, with a view to ensuring that local capacities are boosted through a sustainable presence of know-how in the village and an ongoing dissemination of IEC messages. These focal points' knowledge of the locality enables them to adapt messages as needed.

**9. What problems does this innovation seek to solve?**

- The precarious nature and lack of continuity in the dissemination of IEC programmes in rural areas
- The shortage of local capacities to disseminate IEC programmes

**10. Factors for successful replication**

- Local recruitment of focal points
- Simplicity and adaptation of the working tools put in place
- Constant dissemination of the selected subjects on all occasions – weddings, baptisms etc.
- Ongoing adaptation of the way the subjects are presented

### 11. Target group(s)

- Village associations, groups etc.
- Women
- Young people
- Men

### 12. Difficulties encountered

Low level of certain focal points

### 13. Costs and benefits of the innovation (financial, social, political etc.)

The monetary costs are negligible. The project provides only some incentives (about US\$10 per month) to the facilitators, who work on a voluntary basis. However, such social, organizational and cultural benefits as the boosting of local capacities, the regular, ongoing dissemination of programmes and improvement in human indicators (greater participation of women in the political process, access to education, improved hygiene and health) should also be taken into account.

## III. Technical aspects

14. The technical aspects of this innovation are confined to the following points:

- Selection methodology: focal points are selected by local people on the basis of predefined criteria, and their candidature is then endorsed by the IEC unit
- Boosting of focal points' capacities: basic training on communication tools, recycling, simulation exercise in the field, participatory evaluation of programmes, exploitation and analysis of the various relationships
- Logistics: kits, radios and a bare minimum of supplies (a notebook, a ball-point pen, a ream of paper for each focal point)
- IEC monitoring and evaluation: the Project Coordination and Management Unit leaders are responsible for local monitoring, with the support of outside expertise

## IV. Further information

### 15. Key contacts

Name	Organization	E-mail
Salikou Ould Aghoub, Coordinator	PACDM II	saghoub@yahoo.fr
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### 16. Internet link

FIDAFRIQUE

### 17. Key documents

1. GUEITANA, Mint Mohamed. Rapport relatif à la formation des points focaux et évaluation du programme IEC (= Report on the training of focal points and evaluation of the IEC programme), February 2007. Tel.: 00222 662 6562.
2. GUEITANA, Mint Mohamed. Rapport relatif au perfectionnement, formation et pré test des points focaux (= Report on the training, advanced training and pretesting of focal points), November 2006.
3. MARIAM, Mint Ahmed. Evaluation de l'impact IEC (= Evaluation of the IEC impact), November 2006. Tel.: 00222 644 7089.
4. Reports on PCMU activities.