



Trainings to Improve Conservation Outreach and Increase Adoption of Soil Health Practices

Despite clear and numerous benefits to farms and society, adoption of conservation practices such as cover crops, no-till, and rotational grazing remains low. Traditionally, outreach to increase these practices has focused on providing technical information to farmers. While important, this strategy does not address the substantial social and psychological barriers that prevent many farmers from adopting non-traditional practices. To reach beyond the few innovative and early adopting farmers and achieve real, lasting improvements in agricultural sustainability, new strategies are needed. Natural resource professionals from agricultural organizations and agencies typically have extensive technical knowledge of soil health practices, but usually are not trained in social science and behavior change.

National Wildlife Federation's Grow More training program is designed to bring this new approach to conservation outreach professionals, an approach grounded in social science and behavior change communication methods. We introduce participants to farmer decision making, provide strategies to reframe messaging, and practice using planning and evaluation tools. Our approach breaks these topics down to individual lessons, incorporating time for individual reflection, small and large group discussion, and application of these new tools and techniques. The lessons build on each other with the overall goal of changing the way participants think about, and do, outreach.



Participants learn about effective event planning to reach new farmers.



Grow More trainings involve collaboration and skills practice among participants.

Participants gain messaging and framing strategies to help them reach farmers resistant to adopting new practices, including how to draw them to events. We provide outreach and evaluation techniques that provide actionable skills to fine tune your outreach to this targeted audience. Through **NWF's Grow More** training, we seek to improve participant confidence and effectiveness in reaching non-adopting farmer audiences. Participants will be better equipped to influence farmers' decision making to increase adoption of conservation and soil health practices, achieving progress toward a shared goal of sustainable agriculture.



For more information, visit us at www.nwf.org/downstream

To schedule a training, contact:

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