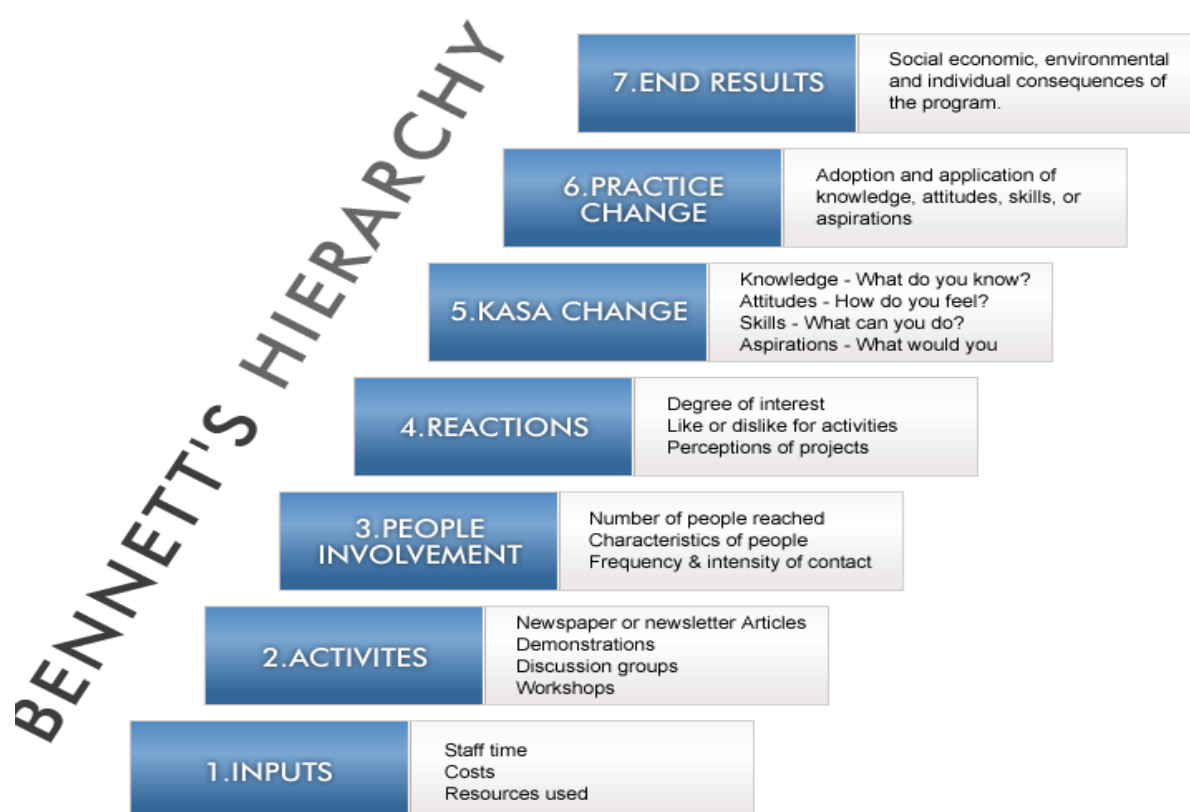


QualDATA Fact Sheet

Determining KASA

The term KASA comes from Bennett's Hierarchy – a table that maps out *inputs* to *outcomes* for extension programs. It stands for **K**nowledge, **A**ttitudes, **S**kills & **A**spiration. These are the changes that are seen to need to happen *in people's heads* before they are equipped to make targeted practice changes.



We have found that people have had difficulty in thinking through the appropriate KASA for given practice changes.

Start with the targeted practice change

A key step for both planning extension projects and in their evaluation is clarifying the desired practice changes that you hope to achieve through your project. For example, you need to move from something like the generalised “**Improving the environmental sustainability of the cattle industry**” to a meaningful set of practices that you can and want to influence in the life of your project. These might be:

1. Increased use of fences to manage herd size and grazing pressure
2. Use of rotational grazing rather than set stocking

Both of these can improve the pasture quality, persistence and ground cover (and hence *environmental sustainability*) – and if that is what your extension programs are targeting they need to be specifically stated - “*name it and you can measure it!*”

Once you have clarified your targeted practices, then the required KASA changes can be identified. Look at the logic in the table below:

Targeted Practice changes	Associated KASA Change
1. Increased use of fences to manage herd size and grazing pressure	Knowledge: increased understanding about how grazing pressure impacts on pasture and the theory behind rotational grazing.
2. Use of rotational grazing rather than set stocking	Attitude: increased belief that improved grazing management and rotational grazing approaches are worthwhile and beneficial.
	Skills: increased ability to plan the best fencing layouts, how to monitor pasture health and feed availability, and how to make choices about herd size/paddock and time to shift from pasture.
	Aspirations: to have an increased interest and/or commitment to improving fencing layout, introduce effective grazing management/rotational grazing and in improving pasture condition/ground cover.

You can see that there is a logic involved. For example, how can people implement rotational grazing if they don't understand the thinking behind it – or have the skills to manage it? Why would they make the effort to implement it if they did not believe that this was beneficial or if they were not interested in following through on it?

You can check the logic by asking: “If someone has this KASA, would they then be able to go ahead and implement the practice?”

You can then design questions in feedback forms from participants of extension activities around these associated KASA.

The logic of Bennett's Hierarchy is that by being able to demonstrate increases in relevant KASA, you can demonstrate that your project is on track to deliver on the targeted practice changes. It helps you report on *capacity changes* within your target group.

[Note, sometimes people may have the KASA – but lack resources to undertake the practice change. For this reason, we include a question on event feedback sheets that asks what could prevent them from implementing these practices.]

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