

Presenting Moringa's potential to decision makers

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About Trees for Life

When people ask me, "What is Trees for Life?" the simplest answer I can give is: "We are servants." We consider ourselves to be servants of people in developing areas of the world. They are our masters, and we are their servants. We do not just sit down and decide for ourselves what we want to do. The question we ask is: "How can we best serve our masters?"

Moringa—a powerful tool to serve

This service takes many forms. One tool we believe can be very powerful is Moringa. In the past we have done social marketing programs with Moringa in India, and helped people plant tens of thousands of Moringa trees.

Need for scientific research

Over the past few years, we have come to the understanding that for Moringa to become widely known and used, there needs to be more scientific research of its potential benefits. This understanding was also expressed by participants at the first Moringa conference in 2001. There is much traditional knowledge and anecdotal evidence about these benefits, but many people will not pay any attention unless there is hard scientific proof.

Communicating to decision-makers

Thus, we at Trees for Life have been focusing on how to stimulate more scientific studies of Moringa. To do this, we need to catch the interest of decision-makers in the political and scientific fields, because they are the ones who determine what studies are done.

In order to catch the attention of such decision-makers, a message has to be communicated in a way that is appropriate and effective. These people are overloaded with information, and have a barrage of people trying to get their attention and support. So the message has to be as powerful as possible.

We have found that there are three aspects to such a message:

Small act making a big impact

Because such people have enormous demands on their time and energy, they want to find opportunities where a small effort on their part can lead to a major impact to benefit their people.

Simple message

Because decision-makers are so overloaded with information and have such great pressures on their time, the message needs to be very simple and clear to catch their attention. If there is too much information, they are not likely to pay attention to it, or to remember it.

Dramatic message

Again, because of the pressures on these people, the message has to be dramatized. Only a dramatic message will have a chance of catching their attention and compelling them to action.

Presentation for decision-makers

The following presentation is one example of a message for decision-makers. We are offering this presentation as a tool that anyone can use to spread awareness of Moringa among decision-makers in your area. Please feel free to use it and share it with others.

Please also give us any feedback you may have on how this presentation might be improved and made more effective. We would welcome your comments.