TOWARDS SUSTAINABLE FOOD SECURITY IN RURAL HOUSEHOLDS A STUDY OF COMMUNICATION EFFORTS AIMED AT ELIMINATING HUNGER IN SHIMABALA AREA OF KAFUE DISTRICT

BY
NAMONZE CHILALA

Submitted in partial fulfilment of the requirements for the Degree of Masters of Communication for Development offered by the Department of Mass Communication, School of Humanities and Social Sciences.

THE UNIVERSITY OF ZAMBIA
LUSAKA

2013
Declaration

I declare that this report has not been previously submitted for a degree in this or any university, and that it is a result of my own work.

NAME: __________________________________________________

SIGNATURE:______________________________________________

DATE: _____________________________________________ _____

SUPERVISOR:_____________________________________________

SIGNATURE:______________________________________________

DATE:___________________________________________________
ABSTRACT

This report is a result of the attachment of the author to Ministry of Community Development Mother and Child Health. The overall objective was to investigate the role of communication strategies in improving food security in rural households basing it on a case study of Shimabala area of Kafue district.

Farming is a major activity done by the rural people, however the majority of the world’s population will live in urban areas by 2030, farming population will live in urban areas by 2030, farming population will not be much smaller than they are today. For the foreseeable future, therefore, dealing with poverty and hunger in much of the world means confronting the problems that small farmers and their families face in their daily struggle for survival (World Bank 2001). Food security exists when all people at all times have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for and active and health live.

Ministry of Community Development, Mother and Child Health was been picked as an institution that offers information and incentives to small scale farmer on how to farm in order to meet their food security for themselves and the entire country. The strategies used by Ministry of Community Development, Mother and Child were analysed and its views collected gave a clear picture of how it does function in line with curbing the food security in Shimabala. The researcher covered problems in line with communication strategies and the activities the farmers are facing with and involved in.

Small scale farmers were interviewed and spoken to include the Extension officers and others not involved in farming activities but living in Shimabala area. This is to find out the problems affecting the farmers in access information on food Security; hence the effectiveness of communication strategies on food security were analysed.
ACKNOWLEDGEMENT

I wish to sincerely thank all the people that contributed in one way or another to the writing of this report.

In particular I wish to thank Mr. Fidelis Muzyamba, my supervisor and lecturer for guiding me conscientiously in the writing of this report. I will always remain greatly indebted to him for his commitment and dedication to academic work.

I am also thanking the other lecturers who taught my class in the first and second semesters of July 2011 to June 2012 namely, Mr. Kenny Makungu, Dr M. Bwalya for their academic input. Indeed their sharing of knowledge was not only beneficial to the class but also to the many people and organizations that the student has worked for.

Words of thanks also go to the members of the class for the unity, serenity and love that was exhibited in the one year we have been together in the academic field. Surely education knows no boundaries to the following people Ellen Chikale, Father Abel Mwewa, Maimbo Habulemu, Merit Bwalya, and Susan Musonda.

I wish also to thank Ministry of Community Development Mother and Child Health for accepting me to be attached to their organization. Many thanks also go to all the respondents who provided information and qualitative surveys.

I wish also to thank my family in particular my husband Mr. Victor Mulenga Mundende for having allowed me to enroll and study communication for development at the University of Zambia. I also thank him for the financial support that he rendered to me during the study.

I am greatly indebted to all the people mentioned above in the writing of this report. Indeed words alone cannot fully express my gratitude to all of all.
To my beloved family: The Mundendes and Chilala family
CONTENTS

CHAPTER ONE: INTRODUCTION/BACKGROUND 1

1.0 Introduction 1
1.1 profile of Zambia 2
1.1.1 Geography 2
1.1.2 History 3
1.1.3 Climate 3
1.1.4 Rainfall 4
1.1.5 Vegetation 5
1.1.6 Population 5
1.1.7 Economy-overview 5
1.1.8 Poverty 6-7
1.1.9 Major Economic Sector 7-8
1.1.10 National Development objectives and strategies 8-9
1.2. Profile of Ministry of community Development Mother and Child Health 9
1.3. Background of Food Security Pack Programme (FSP) 9-10

1.3.1 Overall Objective 10
1.3.2 Guiding Principles 10-11
1.3.3 Specific objectives 11
1.3.4 Programme Design of the Food Security Pack 11-26
1.12 Justification of MCDMCH as institution for study 26
1.14 Statement of the problem 27-28
1.7 Rationale 28
1.8 Objectives 29

CHAPTER TWO: RESEARCH METHODOLOGY 30

2.1. Introduction 30
2.2. Research questions 30
2.3. Research Design 31
2.3.1. Qualitative survey 31
2.3.2. Participate Observation 32
2.3.3. In-depth interviews 32
2.3.4. Quantitative survey 33
2.5. Selection of site 33-34
2.5. Population 34-36
2.6. Sampling 36-38
2.7. Sample 38-39
2.8. Data Collection, Procedures, Techniques and Instruments 39-42
2.9. Data analysis 42
2.10. Ethical Consideration 42
2.11 Limitations of the study 43

CHAPTER THREE: CONCEPTUAL AND THEORETICAL FRAMEWORK 44

3.0 Introduction 44

3.1 Conceptual definitions 44
3.1.1 Development 44-46
3.2.1 Communication 46-49
3.1.2 Development communication 49
3.1.3 Participation 49-51
3.1.4 Participatory Development 51
3.1.5 Participatory Communication 51-52
3.1.6 Food Security 52-53
3.1.7 Rural 53
3.1.8 Food Security Pack Programme 53-54
3.0.9 Communication channel 54
3.0.10 Innovation 54

B) Theoretical Framework: Communication Theories 55
3.2.1 Diffusion of Innovation 55
3.2.2 Dependency theory 55-56
3.2.2 Development support communication (DSC) approach 56
3.2.3 Participatory communication approach 56-57
3.2.4 Agenda-setting model 57-58
CHAPTER FOUR: LITERATURE REVIEW

4.0 Introduction 59

4.1 Roles of the media in development 59

4.2 World, African, Zambian level 59-64

CHAPTER FIVE: PRESENTATION OF RESEARCH FINDINGS 65

5.0 Introduction 65

5.1 Socio-demographic characteristics of small scale farmers 65

5.1.1 Sex of respondents 65

5.1.2 Age of respondents 65

5.1.3 Marital status 65

5.1.4 Area of residence 66

5.1.5 Educational level 66

5.1.6 Occupation 66

5.1.7 Income levels 67

5.1.8 Religious Denomination of the Respondents 68

5.1.9 Duration of respondents on FSP Programme 69

5.1.10 Sources of FSP information 69-70

5.1.11 Knowledge of respondents 70

5.1.12 Media used to communicate to Small Scale farmers on FSP Programme 70-71

5.1.13 Characters that gave information of FSP in the media 71-72

5.1.14 Payments towards recoveries 73

5.1.15 Reasons for non-payment to recoveries 73

5.1.16 Challenges faced by farmers 73-74

5.1.17 Opinions and suggestions to improve the FSP programme 74-75

Part II

5.2.1 Focus group discussions 76-81

5.2.2 In-depth interviews 81-83

5.2.3 In-depth interview for the FSP experts 83-84

CHAPTER SIX: DISCUSSION OF RESULTS 85

6.0 Introduction 85

6.1 Socio-demographic characteristics of respondents 85

6.2.1 Sex 85
6.2.2 Age 85-86

6.3 Discussion of findings 86

6.3.1. what are the knowledge, attitudes and practices of people of Shimabala regarding agriculture in the area? 86-88

6.3.2. what strategies do the change agents use in their work in Shimabala? 88-90

6.3.3. What media are used to communicate to small scale farmers in Shimabala area on matters of food security? 90-91

6.3.4. What barriers hinder the work of the change agents? 91-92

6.3.5. How do government and other agencies attempt to achieve and sustain food security 92-94

6.4. Comparing the dependent variables with the independent variables 94-98

CHAPTER SEVEN: CONCLUSION AND RECOMMENDATIONS 99

7.1 Conclusion 99-100

7.2 Recommendation 100-102

References 103-107

Appendices 108

Appendix 1: individual questionnaire 108-112

Appendix 2: Questions for In-depth interview questions for the experts 113-115

Appendix 3: Questionnaire for staff involved in FSP activities 116-119

Appendix 4: Focus group discussion interview guide 120-121
TABLES

Table 1: Socio-demographic characteristics of the small scale farmers 69
Table 2: The religious denomination of the respondent 70
Table 3: Duration of beneficiaries on FSP programme. 69
Table 4: Sources of Information 70
Table 5: Knowledge of respondents 71
Table 6: Medias used to communicate to small scale farmers on food security 71
Table 7: Characters that gave information of food security pack in the media 72
Table 8: Recoveries made by the programme 73
Table 9: Reasons for non-payment towards recoveries 73
Table 10: Challenges faced by farmers 74
Table 11 Opinion of respondents on the FSP and suggestions on its improvements 75
Table 9 Sex of the respondent*which media were used to informing about FSP 95
Table 10 Sex of the respondent*if “no” what do you think lacks in the information 95
Table 11 Sex of the respondent* did the information you were given help you understand 96
## FIGURES

**Figure 1:** Map of Zambia  
Page 2

**Figure 2:** Structure of the implementation of the programme (DCD)  
Page 16

**Figure 3:** Recommended Conservation farming practices  
Page 17

**Figure 4:** Content of Technology pack by Agro-Ecological region  
Page 18

**Figure 5:** Beneficiary selection criteria  
Page 21

**Figure 6:** Recommended conservation farming practice  
Page 26

**Figure 7:** Loan repayment schedule per given input type and quantity  
Page 28
# LIST OF ACRONYMS AND ABBREVIATIONS

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFSC</td>
<td>Area Food Security Committee</td>
</tr>
<tr>
<td>AIDS</td>
<td>Acquired Immune Deficiency Syndrome</td>
</tr>
<tr>
<td>ALIs</td>
<td>Alternative Livelihood Interventions</td>
</tr>
<tr>
<td>CA</td>
<td>Conservation Agriculture</td>
</tr>
<tr>
<td>CBO</td>
<td>Community-Based Organisations</td>
</tr>
<tr>
<td>CDA</td>
<td>Community development assistance</td>
</tr>
<tr>
<td>CF</td>
<td>Conservation Farming</td>
</tr>
<tr>
<td>CFU</td>
<td>Conservation Farming Unit</td>
</tr>
<tr>
<td>CWACs</td>
<td>Community Welfare Assistance Committees</td>
</tr>
<tr>
<td>DACO</td>
<td>District Agricultural Coordinator</td>
</tr>
<tr>
<td>DC</td>
<td>District Commissioner</td>
</tr>
<tr>
<td>DCDO</td>
<td>District Community Development Officer</td>
</tr>
<tr>
<td>DDCC</td>
<td>District Development Coordinator Committee</td>
</tr>
<tr>
<td>DFSC</td>
<td>District Food Security Committee</td>
</tr>
<tr>
<td>DMMU</td>
<td>Disaster Management and Mitigation Unit</td>
</tr>
<tr>
<td>DWA</td>
<td>District Women’s Association</td>
</tr>
<tr>
<td>EFSP</td>
<td>Expanded Food Security Pack</td>
</tr>
<tr>
<td>FAO</td>
<td>Food and Agricultural Organisation</td>
</tr>
<tr>
<td>FFS</td>
<td>Farmers’ Field Schools</td>
</tr>
<tr>
<td>FISP</td>
<td>Farmer Input Support Programme</td>
</tr>
<tr>
<td>FSP</td>
<td>Food Security Pack</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>HIV</td>
<td>Human Immune Virus</td>
</tr>
<tr>
<td>MACO</td>
<td>Ministry of Agriculture and Cooperatives</td>
</tr>
<tr>
<td>MAL</td>
<td>Ministry of Agriculture and Livestock</td>
</tr>
<tr>
<td>MCDSS</td>
<td>Ministry of Community Development and Social Services</td>
</tr>
<tr>
<td>MCDMCH</td>
<td>Ministry of Community Development mother and Child Health</td>
</tr>
<tr>
<td>MDGs</td>
<td>Millennium Development Goals</td>
</tr>
<tr>
<td>MESCBD</td>
<td>Market Entrepreneurship, Seed and Cereal bank Development</td>
</tr>
<tr>
<td>MoFNP</td>
<td>Ministry of Finance and National Planning</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Governmental Organisations</td>
</tr>
<tr>
<td>NTC</td>
<td>National Technical Committee</td>
</tr>
<tr>
<td>OVP</td>
<td>Office of the Vice President</td>
</tr>
<tr>
<td>PCDO</td>
<td>Provincial Community Development Officer</td>
</tr>
<tr>
<td>PAM</td>
<td>Programme against Malnutrition</td>
</tr>
<tr>
<td>PRSP</td>
<td>Poverty Reduction Strategy Paper</td>
</tr>
<tr>
<td>SCCI</td>
<td>Seed Control and Certification Institute</td>
</tr>
<tr>
<td>SNDP</td>
<td>Sixth National Development Plan</td>
</tr>
<tr>
<td><strong>Abbreviation</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical package for Social Sciences</td>
</tr>
<tr>
<td>US$</td>
<td>United States Dollar</td>
</tr>
<tr>
<td>ZNFU</td>
<td>Zambia National Farmers Union</td>
</tr>
</tbody>
</table>