

**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

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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.

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SIGNATURE: _____

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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.

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LIST OF ACRONYMS AND ABBREVIATIONS

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

SPSS	Statistical package for Social Sciences
US\$	United States Dollar
ZNFU	Zambia National Farmers Union

