

CHAPTER ONE

INTRODUCTION AND BACKGROUND

INTRODUCTION

The following is a report that was carried out with Ministry of Community Development, Mother and Child Health. It is a case study that was undertaken in Shimabala area and its overall objective was to investigate the role of communication strategies in improving food security in rural households. The research was carried out in Shimabala area in Kafue district and it covered the following villages in Shimabala namely Muchini, Chitalu, Kasamu and Katyoka villages.

The report has seven chapters. Chapter one covers the background information of Zambia and the Ministry of Community, Development Mother and Child Health, as well as background information on issues related to the Food Security Pack (FSP) programme in Zambia. The general and specific objectives are stated too.

Chapter two discusses the methodology that was used in the research to come up with the report. This includes the sampling procedure, survey methods, and data analysis.

Chapter three contains the conceptual and theoretical framework used in the report. It is here that the main concepts are defined and how they have been applied in the research, as well as there is inclusion of three theories that are relevant to the study.

Chapter four deals with literature review that is related to the research. This is on three levels the world, Africa and Zambia. This has been done to avoid repetition of the same academic work in the report.

The contents of chapter five consist of data analysis and findings of the research. Chapter six is a discussion on the findings while, chapter seven is a combination of conclusion and recommendations to the study. The last section contains references and attachments to the report.

1.1 PROFILE OF ZAMBIA

1.1. Background about Zambia

1.1.1 Geography

Zambia takes its name from the Zambezi River, which rises in the northwest corner of the country and forms its southern boundary. The landlocked country lies between latitude 10 degrees and 18 degrees south and longitude 22 degrees and 33 degrees east.(Ebizguide 2011:20)



Figure 1: Map of Zambia showing her neighbours
Source: Geography of Zambia.

Its neighbours are Democratic Republic of the Congo (DRC) to the north and north-west, Tanzania to the northeast, Malawi to the east, Mozambique to the southeast, Zimbabwe to the south, Botswana and Namibia to the southwest and Angola to the west as shown in Figure 1 on the previous page.

1.1.2 History

Zambia was formerly known as Northern Rhodesia. From 1924, Northern Rhodesia was under the rule of the British Colonial office. In 1953, Northern Rhodesia together with Southern Rhodesia (Zimbabwe) and Nyasaland (Malawi) were united and formed the Federation of Rhodesia and Nyasaland, which was later dissolved after ten years of operation.

The following year (in 1964), Zambia gained her political independence. A multi-party political system was in operation between 1964 and 1972. A one party system was then adopted up to 1991 when a multi-party system was once again adopted.

1.1.3 Climate

In spite of being within tropical latitudes of 10 to 18 degrees south of the equator, due to its altitude, averaging 1,300m above sea level, Zambia has a moderate temperate climate with humidity normally below 40 percent.

Zambia has three distinct seasons: from May to August is the cool and dry season, from September to November is the Hot and dry season and from December to April is the warm and wet season. (David 1997:253)

Although according to Fisher (1984), during the cool dry season, night colds may occur in places protected from wind. The countryside dries up gradually and bush fires are high during the hot, dry season but new vegetation appears on the trees before the rains begin.

1.1.4 Rainfall

Some areas in Zambia receive high precipitation whereas others receive medium rainfall. The annual rainfall ranges from 600mm to 1400 mm. The Copperbelt, North-Western, Northern and Luapula provinces receive high rainfall between 1 100 mm and 1 400 mm. the southern and eastern parts receive between 600 mm and 1 100 mm of rainfall.

Despite the fact that the rainfall pattern over the whole country is similar-between November and March, the amount of rain varies greatly. In the north of the country rainfall is 1,250mm or more a year, decreasing southwards to Lusaka rainfall is dictated more by the east and southeast trade winds, which have lost much of their moisture by the time they have reached that far inland. Rainfall in this area is between 500 and 750mm, except for very rare bouts of rain in August, rainfall is confined to the wet season, which sometimes starts as early as March. At the height of the wet season, it rains every seven or eight days out of ten. (Ebizguides 2011: 22).

Average temperatures are moderated by the height of the Zambian plateaus. Maximum temperatures vary from 15 degrees to 27 degrees in the cool season with morning and evening temperatures as low as 6 degrees to 10 degrees and occasional colds on calm nights in valleys and hollows, which are protected from the wind. In the cool season the prevailing dry south-easterly winds, formed by the southern hemisphere belt of high pressure are very common. The cold air from the southeast can bring cloudy to overcast conditions. During the hot season, maximum temperatures may range from 27 degrees Celsius to 35 degrees. Owing to this kind of weather and climate, the country is inclined to droughts from time to time. (Ebizguides 2011:22, Wikipedia Encyclopedia)

1.1.5 Vegetation

Zambia's vegetation is a mixture of trees, tall grass herbs and other woodlands, which are mostly of deciduous type. This type is mainly found on the main plateau of the country. The forests are mainly found in the north-western and northern parts of the country

1.1.6. Population

According to the preliminary results from the 2010 census of population and housing, the population of Zambia has increased to 13,046,508 persons from 9,885,771 persons in the year 2000, of the 13,046,508 persons, 6,394,455 (49 percent) were male while 6,652,053 (51 percent) were female. 61 percent are Rural and 39 percent urban area. At provincial level, Lusaka had the largest population with 2,198,996 persons, followed by Copperbelt with 1,759,600, Eastern with 1,707,731 and Southern with 1,606,793 persons. The province with the least population was North-western with 706,462 persons. Western province had 881,524 while Luapula had 958,976 persons. (CSO Census of Population and Housing Preliminary Report 2011)

1.1.7 Economy

Zambia's economy has experienced strong growth in recent years, with real GDP growth in 2005-11 was more than 6 percent per year. Privatization of government-owned copper mines in the 1990s relieved government from covering mammoth losses generated by the industry and greatly increased copper mining output and profitability to spur economic growth. Copper output has increased steadily since 2004, due to higher copper prices and foreign investment. In 2005, Zambia qualified for a highly indebted poor country initiative consisting of approximately US\$6 billion in debt relief. Poverty remains a significant problem in Zambia, despite a stronger economy. Zambia's dependency on copper makes it vulnerable to depressed commodity prices, but record high copper prices and a

bumper maize crop in 2010 helped Zambia rebound quickly from the world economic slowdown that began in 2008. A high birth rate, relatively high HIV and AIDS burden and market distorting agricultural policies have meant that Zambia's economic growth has not dramatically decreased the stubbornly high poverty rates. (Index Mundi, 2010)

1.1.8 Poverty

Results reveal that the rural population contributed 84 per cent towards overall headcount poverty, while the urban population only contributed 16 percent. (CSO 2010)

Poverty according to CSO (2006) shows that the overall trend in poverty in Zambia in the 1990s was mixed. The incidence of overall poverty (consisting of people who can afford non-food needs) increased from 70% of the total population in 1991 to 74 % in 1993; it then decreased to 68 % in the 1996 and increased by four percentage points to 73% in the 1998. Similarly, extreme poverty (defined as those whose standard of living is insufficient to meet their basic nutritional requirements even if they devoted their entire consumption budget to food) followed the same upland down pattern. Of major concern is that over 50 % of Zambians in the 1990s were unable to meet food needs to ensure mere physical efficiency.

Using the same period of analysis, disaggregated data indicate that rural areas had a higher incidence of both overall and extreme poverty. However, while rural areas showed a decline in overall poverty from 88% in 1991 to 83% in 1998, urban poverty trend behaved differently. Poverty levels in urban areas increased from 49% in 1991 to 56% in 1998. The same pattern occurs for extreme poverty. (Ibid)

One explanation for these results could be the decline in Zambia's economic performance in the period following the Structural Adjustment Programme (SAP) in the early 1990s adversely affected urban more than rural areas. This is because urban areas in Zambia are monetarized and residents are dependent on income to

purchase both food and non-food items. By contrast, people in rural areas largely depend on their own production (Ibid).

The current poverty analysis clearly indicates that poverty levels in Zambia are still very high despite recording some decline between 2006 and 2010. It is clear from the findings that poverty has continued to be more of a rural than an urban phenomenon. This is more in the predominantly rural provinces such as Luapula, Western, Eastern, Muchinga and Northern provinces. The majority of the poor have continued to face extreme levels of poverty particularly in rural parts of the country. Households headed by females are more likely to be impoverished than their male counterparts are. Levels of poverty are more likely to be higher among households that are headed by elderly persons. Education and wage employment reduces the risk of becoming poor. Furthermore, the poverty gap ratio in rural areas, especially in remote provinces has continued to be wide despite recording some reduction over time. The level of expenditure inequality is very high especially in urban areas. (CSO 2010:201).

1.1.9 Major Economic Sectors

According to the 1993 public Investment Programme, the country's major economic sectors are transport, manufacturing, communication, energy, tourism, and agriculture. The country has had been experiencing a series of economic problems since the late 1970's. In the 1980's these economic problems became more and more severe and adversely affected the social sectors. As the application of traditional remedial measures failed to yield the desired results, it became evident that the country had entered, as a result of its dependence on copper exports as the principle source of foreign exchange earnings, an economic and social crisis characterized by:

- 1 Low levels of foreign exchange earnings in a situation of dwindling foreign exchange reserves,

2. Reduced access to international financial markets due mainly to rapidly increasing external debt in the presence of declining inflows on non-debt-creating capital, such as direct foreign investments; and
3. Increasing external debt-serving burden and it does direct adverse and rehabilitation of on-going activities through drastically reduced import machinery and spare parts.

The development described above has resulted in an overall decline in the economic growth and standard of living of the majority of the population. The high level of inflation, which the country has been experiencing since the 1980s, has partly aggravated the decline in the standard of living. Among other factors, the high inflation rate could be linked to the increased in money circulation which rose from K4.062 million in the 1986 to K18.443 million by 1990. Frequent devaluation of the currency, large budget deficits and decontrol of the pricing system were also quite significant.

1.1.10 National development objectives and strategies

The government's broad national development objects as outlined in the Sixth National Development Plan (SNDP) seeks to attain the following objectives: accelerate infrastructure development, economic growth and diversification, promote rural investment and accelerate poverty reduction, and enhance human development. Pursuant to these objectives, the plan focuses on policies, strategies and programmes that will contribute significantly to addressing the challenges employment creation and human development.

The strategic focus of the SNDP is, therefore, to address the constraints of infrastructure and human development. In order to reduce the high poverty levels in the rural areas and promote rural development, focus will be on stimulating agriculture productivity and promotion of agro-business, improving the provision of basic services such as water and sanitation, health, education and skills development. In addition, investments in key economic infrastructure such as feeder roads, water canals, tourist access roads and electricity access will be

undertaken. The SNDP will also entrench cross-cutting issues of governance, HIV and AIDS, Gender, Disability, Nutrition, Environment and Disaster Risk management. In addition, the following issues are tackled in the SNDP:

- a) Expand and diversify the country's economic base
- b) Create a self-reliant and self-sustaining economy.
- c) There is need to accord high priority to the development of agriculture.

1.2 Profile of the Ministry of Community Development Mother and Child Health

The Ministry of Community Development and social services, now called the Ministry of Community Development Mother and Child Health was established through an Act of Parliament. Whose vision and mission states:

Mission: To provide and facilitate socio-economic empowerment of the poor and vulnerable and promote the development and preservation of culture.

Vision: To have a Zambian society where every poor and vulnerable person is empowered to live a productive and useful life.

1.3 Background of Food Security Pack Programme (FSP)

The Ministry of Community Development Mother and Child Health are implementing this programme unlike before this programme was implemented by Non-Governmental Organizations.

In order to ensure most households are food secure, the government of Zambia has put in place a programme called the Food Security Pack (FSP), a programme to help alleviate poverty among the vulnerable but viable small scale farmers.

The Food Security Pack (FSP) programme was introduced in November 2000, and was targeted at vulnerable (food insecure) but viable small scale farmers. The programme was designed for vulnerable households that if assisted with productive inputs and taught more efficient methods of small-scale agriculture practices can eventually support themselves and not depend on hand-outs. It is a

programme under the Ministry of Community Development, Mother and Child Health (MCDMCH) and jointly coordinated with the Ministries of Agriculture and Livestock (MALI) and Finance (MOF) and the Office of the Vice President (OVP) (MCDMCH 2012).

The FSP was designed to target about 20percent of the vulnerable but viable small scale farmers in all the 72 districts of Zambia then before the current introduced districts. At programme design, was to assisting 200,000 beneficiary farming households annually over the period of its implementation, beneficiary outreach has been declining drastically while programme implementation cost have been increasing. In its current form, the FSP is reaching less than 20 percent that is 15,000 farmers each season.

In addition, it has been difficult to establish the overall impact of the FSP in enabling assist farmers improve their productivity, graduate from receiving the annual input subsidy and become self-reliant. On the other hand, rural poverty rates remain high about 79 percent, a situation that has given impetus to the government to address mechanisms for redressing this situation. (MCDMCH 2012).

1.3.1 Overall objective

The overall objective of the programme is to empower the targeted vulnerable but viable farming households to be self-sustaining through improved productivity and household food security and thereby contribute to poverty reduction. (IBID)

1.3.2 Guiding Principles

According to the MCDMCH manual (2012) the following guiding principles have been developed within the framework of the Food Security Pack.

- a) Food security remains cornerstone of the current agricultural policy,
- b) Arable agriculture remains a major source of employment and income for the rural population. About 65 percent of the population still resides in

rural areas and almost all largely depends on arable farming for its income,

- c) It has been established that current production levels in the agricultural sector are largely due to the interventions of the FSP,
- d) The adoption of suitable policies and strategies can facilitate exploitation of the enormous potential thus makes primary agriculture and related support services such as processing to be more profitable and make a more significant contribution to the national economy.

1.3.3 Specific objectives

The objectives of the Food Security Pack (**FSP**) are as follows:

- a) To increase food and nutritional security at household level;
- b) Increase agriculture output and productivity,
- c) Conservation of scarce agricultural and land resources for future generations; and
- d) To increase incomes at households level mainly through sale of agricultural related produce and services. (IBID)

1.3.4 Programme Design of the Food Security Pack

With reference to the MCDMH Manual (2012), the Programme comprises four complimentary components, which are as follows:

First are the **Crop Diversification and Conservation Farming (CDCF)**

This component provides a diversity of improved seed and planting materials for adapted food security and cash crops. Under this, component farmers receive a package of inputs for crops that meet their socio-economic and ecological conditions.

Conservation Farming (CF) is the backbone for increasing and sustaining crop production. The programme provides for promotion in conservation tillage, soil fertility improvement and erosion control practices to achieve a sustainable farming system. The programme provides for training in Conservation farming and sustainable technologies. The programme further provides for training in post-harvest

technologies such as processing, preservation and utilization to improve household food and nutrition security. (IBID)

The components have the following objectives:

- (i) to promote crop diversification for increased and reliable food production;
- (ii) to encourage timely, judicious and targeted use of agricultural inputs; and
- (iii) To encourage the adoption of Conservation Farming Technologies.

Expected Outputs

The expected outputs of the component include:

- (a) Diversified supply of seeds and planting materials for adapted food security and cash crops,
- (b) Adoption of CF technologies among the target group;
- (c). Improved production per unit area and improved soil condition;
- (d). MACO field staff and other collaborators (NGOs, CBOs, Marketing agents etcetera) trained in CF technologies; and
- (e) Increased awareness of CF among beneficiaries and other stakeholders.

Second are the **Market Entrepreneurship, Seed and Cereal Bank Development** (MESCBD) this component serves as the depository for surplus production as well as recoveries collected from beneficiaries of the programme. The component is recognition of the importance of market as a catalyst to increased production. Through this component, farmers are linked to value chains. As a way of creating a sustainable source of improved planting materials, the programme facilitates seed and cereal banks development and management. These banks facilitate storing and selling of grains with the objective of reducing seasonal price differentials between harvests and planting time. Through this component, development of Farmer Associations and successful farmers that can take the lead in marketing at community level is facilitated.

The FSP is not a free hand out. As such, it provides for the establishment of seed/cereal banks to store produce from farmer pay backs. It forms a base for preparing beneficiaries to be self-sustaining and graduating into being

commercially viable entities. The pay-backs are used to extend the benefits of the programme to other beneficiaries.

Objectives

Specific objective of the component include the following:

- (i) To encourage and establish short and long term market relationships between buyers and sellers;
- (ii) To build capacity among NGOs, farmers and traders in entrepreneurship skills, post-harvest handling and value adding and marketing skills; and
- (iii) To develop cereal and seed banks for sustainable loan recovery.

Strategies

According to the Ministry of Agriculture and Cooperatives, Conservation Farming Unity and many others , in order to achieve its objectives, the component employs the following Strategies:-

- (a) Training of trainers in cereal/seed bank establishment and development,
- (b) Training of trainers in market and entrepreneurship development,
- (c) Training of trainers and beneficiaries in post-harvest handling and value adding skills,
- (d) Timely acquisition and distribution of diversified agricultural inputs,
- (e) Training of trainers in diversified crop production and conservation farming,
- (f) Strengthening linkages among collaborating partners and providing logistical support,
- (g) Use of extension service to disseminate messages on Conservation Farming and other improved technologies to the target groups and
- (h) Working through other institutions who are currently promoting conservation farming (Ministry of Agriculture and Cooperatives et al).

Market Entrepreneurship, Seed and Cereal Bank Development Expected outputs

- (i) Established seed and cereal, fingerling, and livestock offspring banks for sustainability and food security,
- (ii) Established market linkages between buyers and sellers in target areas,
- (iii) Increased capacities among NGOs, farmers and traders in entrepreneurship skills, post-harvest handling, value adding and marketing skills,
- (iv) Establishment of a Market Fund to enable traders buy excess produce as a result of increased production and
- (iv) Increased community capacity to handle disasters and provision of relief to needy members of the community.

Third, is the Alternative Livelihoods Interventions (ALI)

These are aimed at non-crop activities. The programme provide for introduction of integrated agricultural systems including small livestock production (goats, pigs, poultry, rabbits), fish farming, bee keeping, crafts and irrigation. These activities are complimentary to crop production and provide take off for entrepreneurial growth and income generation.

This component is critical particularly in drought prone areas where other forms of livelihoods have a comparative advantage over crop production.

Objectives

Specific Objectives of the component are as follows:

- (i) To promote fish farming among target groups for income generation, improved household food security and nutritional balance,
- (ii) To develop partnerships with communities in the management and exploitation of fish resources,
- (iii) To promote livestock production in target areas,
- (iv) Promote alternative sources of animal draft power,
- (v) To increase household income through improved sale of livestock/livestock products and

- (vi) To provide sustainable animal health care and extension back-up system.

Expected outputs

The expected outputs of the component include:

- (a) Appropriate technological packages for fingerling production, on-farm feeding systems, and harvesting and management practices introduced,
- (b) Enhanced partnerships in the management and exploitation of the capture fish resources with communities,
- (c) Technology on livestock production disseminated,
- (d) Introduction of new types of livestock in target areas and
- (e) Sources of draft power broadened.

Strategies

In achieving its objective, the component employs the following strategies:-

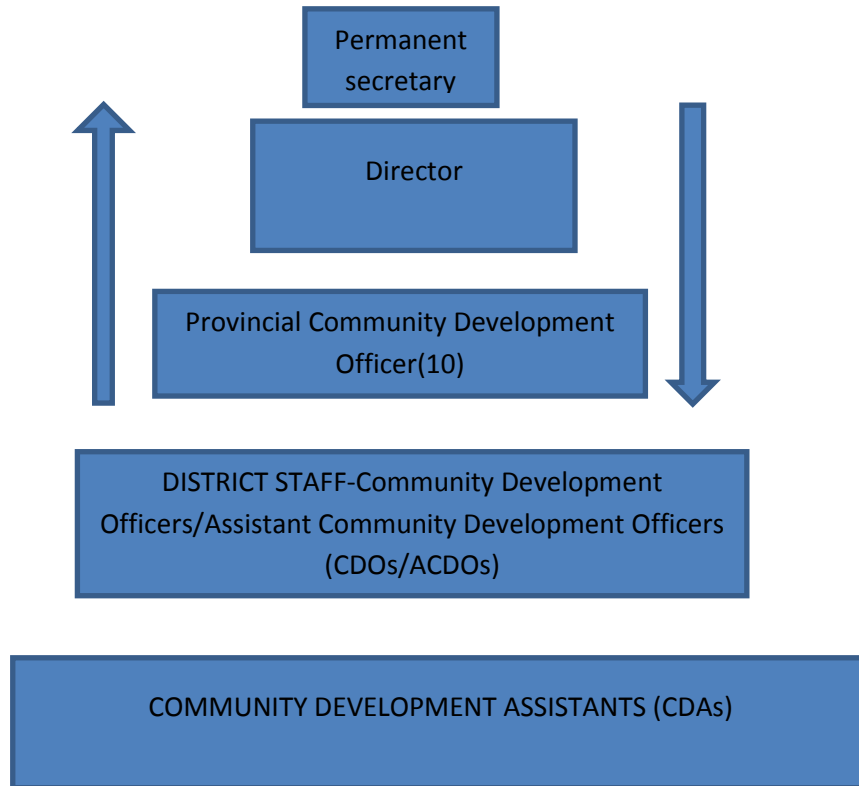
- (a) Facilitate capacity building among the NGOs, CBOs and farmers in animal draft power and small livestock,
- (b) Facilitate capacity building among NGOs, CBOs and farmers in aquaculture and
- (c) Enhanced partnerships in the management and exploitation of the capture fish resource and production of small livestock.

Lastly is the Programme Management and Coordination

The component on management and co-ordination retains the overall implementation and supervision of execution of the programme. The component consists of the Department of Community Development structure and collaboration with MAL in terms of technical supervision and backstopping.

The structure for the implementation of the programme is outlined in Figure 1.

Figure 2: Structure of the implementation of the programme



SOURCE: Food Security Manual 2011

Pack composition of the FSP

The basic empowerment Pack consists of a cereal, legume and root or tuber crop as shown in Table1 below. The Pack also includes other crops depending on agro-ecological area as shown in the table. Conservation farming technology is the core technology in this program. The Pack is designed to optimize natural soil processes and to balance food security requirements of resource poor households.

Each beneficiary receives 3 Limas worth of assistance. The farmer plants 2 Lima each for a cereal, 1Lima legume and a root/tuber crop. All the beneficiary farmers apply conservation farming technology.

The use of inorganic fertilizer is justified by the fact that it is a basic component of a solid conservation-farming package. Fertilizer use efficiency is enhanced when other components of conservation farming are optimally applied. Farmers can therefore afford to reduce the rates of chemical fertilizer to lower levels. This is the premise on which moderate levels of fertilizer are recommended for the Pack.

Figure 3: Recommended Conservation Farming Practices

	Region I	Region IIA (Kalahari Sands Area)	Region IIB (Central Plateau)	Region III (Plateau)	Region III (Valley)
Recommended CF Practices	CF Basins Tie Ridges Cover Crops (Velvet beans) Cereal-Legume rotation	Cover Crops (Velvet beans) Manure (animal/compost) Green Manuring (Sun hemp) Agro forestry (2year fallow) Cereal-Legume rotation	CF Basins Liming (maintenance) Cover Crops (Velvet beans) Manure (animal/compost) Green Manuring (Sun hemp) Agro forestry (2year fallow) Cereal-Legume rotation	Liming Cover Crops (Velvet beans) Manure (animal/compost) Green Manuring (Sun hemp) Agro forestry (Biomass Transfer) Cereal-Legume rotation	Liming Cover Crops (Velvet beans) Manure (animal/compost) Green Manuring (Sun hemp) Agro forestry (Biomass Transfer) Cereal-Legume rotation
recommendation for every beneficiary	<ul style="list-style-type: none"> • Early land preparation • Early Planting • Crop residue retention • No burning • No Cultivating across the slope 				

Source: Food Security Manual 2011

The Pack also uses lime to reduce soil acidity and enhance nutrient utilization by crops in the high acid soils. Soil acidity is the single most important factor limiting productivity in northern Zambia. Farming systems there have developed to go around this problem. Lime is one of the most important inputs that can contribute to sustainable production on land for longer periods. This is what is required for vulnerable but viable farmers to settle down.

Figure 4. Content of Technology Pack by Agro-Ecological Region

Package	Pack by Agro-Ecological Region			
	Region I	Region II	Region III Plateau	Region III Valley
Cereals	Sorghum Bulrush Millet Improved Maize or OPV maize	Improved Maize Sorghum Rice	Finger Millet Maize	Maize, Rice, Wheat
Legumes	Cowpeas	Groundnuts	Beans	Beans
Root and Tuber Crops	Cassava Sweet potatoes	Cassava Sweet potatoes	Cassava Sweet potatoes	Sweet potatoes Cassava
Other Crops		Sunflower Castor bean Horticulture	Castor bean Horticulture	Palm oil Sugar cane Banana
Inputs and Conservation Farming Technology		Sun hemp Sesbaniasban Fertilizer	Agricultural Lime	Agricultural Lime

SOURCE: FOOD SECURITY MANUAL 2011

A provision is made to include in the Pack contents appropriate inputs to enable vulnerable but viable communities who wish to engage in alternative livelihood strategies such as fishing and small livestock rearing in some areas participate in the programme and become productive.

1.5 Input Distribution Chain

The MCDSS headquarters procures seed, fertilizer and agricultural lime centrally and then distributes them to all the districts through the Provincial Community Development Office.

The District Office distributes the inputs to Area Food Security Committees (AFSC) under the guidance and supervision of the District Food Security Committees (DFSC) where the Office of the District Community Development Officer plays a pivotal role.

The AFSCs gives the inputs to the selected beneficiaries under supervision of the District Food Security Committees with a view of weaning them after two farming season.

1.6 Quantities and Type of Inputs per Category of Beneficiary

1.6.1 Rain-fed Cropping

Each beneficiary receives the following:

- (i) 10 Kg Maize Seed for a two lima(2 Lima)
- (ii) 10 Kg of beans, or soybeans, or groundnut or 2.5Kg cowpea seed respectively for a half of lima.(½ Lima).
- (iii)Two bags of fifty kilograms of compound “D” fertilizer.(2 x 50 kg Compound “D”)
- (iv) Two bags of fifty kilograms of urea (2 x 50 kg Urea)
- (v) Cassava cuttings (Starter Pack)
- (vi)Sweet Potatoes

1.6.2 Ecologically Exceptions

Where ecological conditions are appropriate those beneficiaries receives the following:

- (i) 15kg Rice for a two lima (2 Lima) or
- (ii) 5 kg Sorghum plus 10 kg Maize (2 Lima)or
- (iii) Beneficiaries of rice will also receive: 1 x 50 kg of Compound “D” fertilizer
- (iv) Beneficiaries of sorghum will also receive:1 x 50 kg of Urea fertilizer

1.6.3 Wetland Cropping

Each beneficiary receives the following:

- (i) 5 Kg Maize Seed for one lima (1 Lima)
- (ii) 10 Kg beans or 2.5Kg cowpea for a half lima (½ Lima).
- (iii) 25kg Compound “D” fertilizer
- (iv) 25kg Urea fertilizer
- (v) Assorted vegetables Seeds

1.6.4 Alternative Livelihood

Each beneficiary receives one(1) goat or two (2)chickens or one kilogram (1kg) fingerlings or one (1) fishing net depending on their suitability

1.7 Beneficiary selection

1.7.1 Target group

The target groups for the program are the vulnerable but viable farmers in all districts of Zambia. The majority of them are cultivating less than 1 hectare of land. They have inadequate access (availability and affordability) to basic yield-enhancing technologies, so their earnings are not adequate to supply a household of six with staple food for the whole year. According to recent Seed Control and Certification Institute (SCCI) surveys, only twenty-two (22) percent of these farmers have access to improved seed. This category of farmers relies on traditional practices to produce crops such as maize, groundnuts, millet, cassava and sorghum, resulting in low yield.

The target farmers have low physical level of activity, resulting in reduced labour for food production. Most are headed by women. These households do not have adequate resources to subsist, and cannot contribute in labour intensive cash crops to supplement their food needs. Most of them do not own livestock, equipment or machinery. They do not produce for the market and their incomes are so low that they cannot afford to buy basic needs.

The group is however viable in the sense that if provided with a minimum set of basic yield enhancing inputs, they are capable of raising their productivity to levels that can enable them meet subsistence needs and gain a surplus for sale. They have the potential to break-even and are able to repay credit.

1.7.2 Selection criteria

Socio-economic sub-groups that are vulnerable but viable are eligible. The selection of beneficiaries is critical for not only the success of the Programme but also to ensure that only the deserving vulnerable but also viable farmers benefit from the Programme. The selection criteria to follow are as shown in table 3 below.

- i) Selection of the beneficiaries is done at community level by the Area Food Security Committees (AFSCs).
- ii) Only those who meet the above criteria and have prepared their fields according to the recommended Conservation Farming practices as shown in table 3 below are eligible to benefit from the Programme.

Figure 5: Beneficiary selection criteria

Criteria Level	Criteria	Specification
Primary/Entry	Have Access to land and cultivating less than 1 hectare	All primary criteria must be met
	Have adequate labour	
	Not in gainful employment	
Secondary/Qualifier	Female headed household and not in gainful employment (widow, single mother)	In addition to the primary criteria a beneficiary must meet one or more of the secondary criteria (priority to be given to a household meeting the highest number of the secondary criteria)
	Household keeping orphans or abandoned children and not in gainful employment	
	Child headed household	
	Terminally ill headed household	
	Disabled households	
	Unemployed youth	
	The Aged but with labour	

SOURCE: FOOD SECURITY MANUAL 2011

- iii) In view of the small target, only two to three (2-3) Sub centre or agriculture camps per district are targeted to maximize assistance and minimize operational costs.
- iv) Names of the selected beneficiaries are entered into the Beneficiary Registers provided by MCDMCH, which are kept at community level. Names of the selected beneficiaries entered into the Register in triplicate so that the original and second copies of the register are sent to MCDMCH headquarters (HQ) and the District Secretariat

respectively. However, records of all the applicants as recorded on the application forms are kept by both the DFSC Secretariat at district level and by the AFSC at community level.

1.8 Implementation mechanism

The implementation of FSP follows MCDMCH Structure and still continues with collaboration with all stakeholders.

a)The programme is implemented jointly by the Ministry Of Community Development, Mother and Child Health (MCDMCH) and the Ministry of Agriculture and Livestock (MAL).

1.9.0 Role of stakeholders

1.9.1 Area Food Security Committees

This composed of government officers, NGOs, Churches, and Communities found within respective area.

The AFCS Committees performs the following functions:-

- i) Identify and register the beneficiaries for the food security pack;
- ii) Distribute the food security packs to the identified beneficiaries in the designated area;
- iii) Monitor crop performance, loan recoveries establishment of the cereal banks and any other activities pertaining to the programme, and submit regular reports to the DFSC;
- iv) Keep detailed and updated records of all inputs received and names of the beneficiaries and maintain them to be reviewed at any time,
- iv) collection of loans from the farmers.

1.9.2 Ministry of Community Development, Mother and Child Health

Ministry of Community Development Mother and Child Health is responsible.

- i) Implementing the programme in the all the 72 Districts by that time , however they are more districts that have been created by the new government in power now and the implementation is expected to cover them all.

- ii) Collaborate with MALI and other stakeholders to ensure programme success.
- iii) Facilitating disbursement of available resources to Implementation of the programme.
- iv) Ensuring accountability through an effective reporting, monitoring and evaluation system and an impact assessment study
 - a) Responsible for financial matters at provincial and district level.
 - b) Monitoring the impact of the programme on the welfare of beneficiaries.
 - c) Coordinate participation at District and Community levels.
- v) Coordinating, orientation, sensitizing and training beneficiaries and stakeholders.
- vi) Procuring, mobilizing, distributing inputs and planting materials as well as implementing and monitoring of conservation farming practices and demonstrations in the assigned areas.
- vii) Training stakeholders in the implementation of Food Security Pack.
- viii) Supervision of its technical staff for the implementation of the services as complementary back up in the given programme areas.

1.9.3 Ministry of Agriculture & Livestock (MAL)

MALI is responsible for:

- i) Supplying the technical support to the programme field staff, beneficiaries and stakeholders,
 - a) Advise farmers on best combination of inputs.
 - b) Management practices.
 - c) Conservation farming practices to optimize yield.

1.9.4 Ministry of Finance (MoF)

The MoF is responsible for:

- i) mobilizing resources for the programme. ensuring timely disbursement of funds and accountability
- ii) monitor impact of the programme at macro level on poverty reduction.

- iii) audit the project resources through the Office of the Auditor General.

1.10 Collection, Management and Utilization of Recoveries

The powers to collect and management of recoveries have been vested into the Area Food Security Committees (AFSCs) that are operating at community level. The AFSCs have deliberately been assigned the responsibility for collection, utilization and management of the recoveries so as to:

- create managerial and administrative capacity at community level to manage food security and developmental issues and
- create capacity at community level to handle food deficit or disaster situations.

1.11 Quantities of Loan repayments

The quantities of amounts to be paid back by the beneficiaries are minimal and represent a small fraction of the value of the inputs given to the beneficiaries. The recoveries are deposited into the community cereal/grain bank. Note that FSP is a public funded programme. Therefore, accountability and transparency is very cardinal in the utilization of resources under the programme.

In this regard the following rules and guidelines apply in the utilization and management of recoveries or proceeds from the recoveries.

- a) Complete records of the names of the beneficiaries paying back the loans, indicating the type and quantities of the harvest paid back are collected and kept by the AFSC. These records are open to the public.
- b) The recoveries are used transparently and in a manner decided by the AFSC in active consultation with the community.
- c) Recoveries of legumes (groundnuts, beans, cowpeas and soya beans) may be loaned as seed to other vulnerable but viable farmers within the community. Such loans are repaid in kind as stipulated in the FSP loan repayment schedule given below:

Figure 6: Loan Repayment Schedule Per Given Input Type and Quantity

Input type	Input quantity	Pay back
Maize	10Kg	40Kg or 40 litre tin by volume
Sorghum	2Kg	10Kg
Rice	15Kg	10Kg
Cassava	105 cuttings	105 cuttings
Sweet Potato	20 x 50Kg bag vines vol.	20 x 50Kg bag by vol. vines
Groundnuts	20Kg	1 x 50Kg bag by vol. unshelled
Beans	15Kg	10Kg
Soya Beans	25Kg	15Kg
Cowpeas	5Kg	10Kg
D-Compound	2 x 50Kg	20Kg maize
Urea	2 x 50Kg	20Kg Maize

SOURCE: Food Security Manual 2011

- d) Recoveries may be loaned as food aid to needy members of the community, which are repaid back in kind at 1:1 ratio.
- e) When the community has a food/seed surplus the AFSC sells the recoveries in the community cereal/grain banks at market price.
- f) The Department of Community Development in each district facilitates the opening of Recoveries Account by AFSC for the money raised through the sale of recoveries and be deposited. Each AFSC opens a ledger book where records of the amounts of money deposited and the transactions shall be entered that is deposits and withdrawals of each AFSC shall be entered into the ledger book.
- g) Individual AFSCs receipts all monies raised and maintains a cash book and operating transparently.
- h) Area Food Security/Recoveries Account have two panels of signatories to the Recoveries Account thus Panel A and Panel B.
- i) Two signatures one from each panel are required in order to draw money from the account.
- j) AFSC can use 10% of the money realized from sale of their recoveries to

cover administrative costs.

- k) The bulk of the money realized from the sale of recoveries are strictly used for Food Security enhancing or agricultural inputs, rearing small livestock, draft power, bee keeping, fish farming, gardening or horticulture, shops for agricultural input supply, or seed multiplication.
- l) The project to be executed are decided upon by the community under the leadership of AFSC but approved by the District. Community Development Office (DCDO).
- m) On agreement with all concerned funds from a number of AFSCs can be pooled together to finance a big project that would benefit a larger community or result in better utilization of small quantities of money raised by individual AFSCs. Such projects are executed under the leadership of the District Community Development Office but in close consultation with the concerned AFSC.

Measures to anybody misappropriating recoveries or financial proceeds are that he/she are prosecuted in full accordance with the law of the land.

1.12 Justification for MCDMCH as an institution for attachment

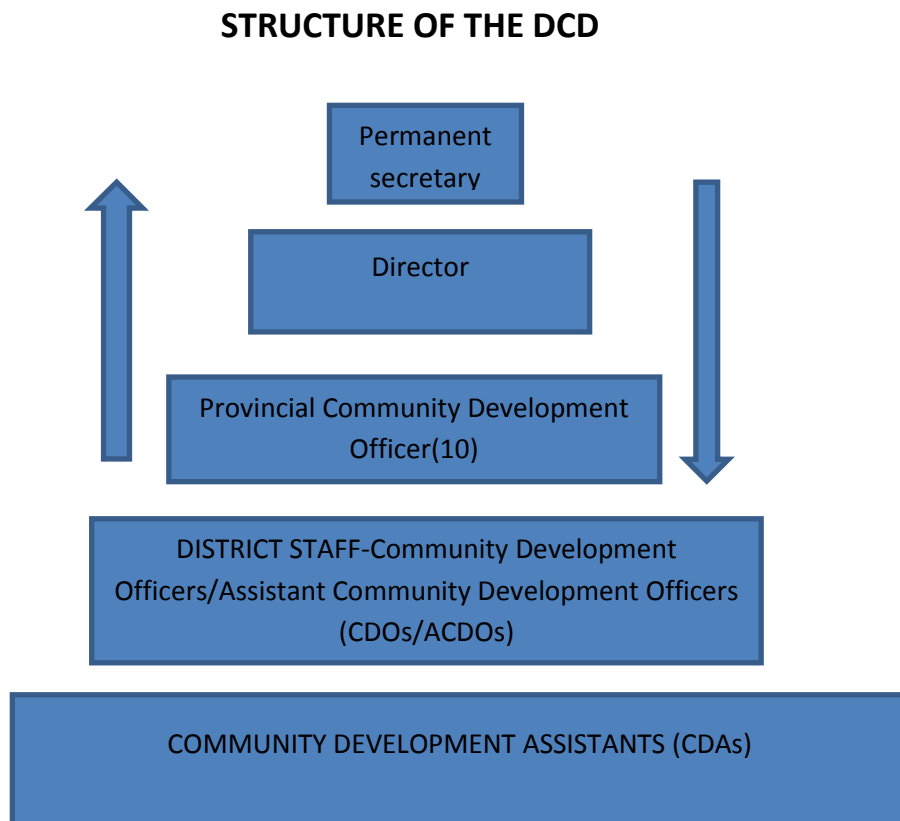
MCDMCH has been involved in rural development in general and agriculture development in particular over for a long time. The department has staff throughout the 76 districts in Zambia involved in rural development. It is the only mass medium institution that is specialized in information dissemination to the rural communities on food security issues. MCDMCH has acted as a link to other departments within government and institutions that offer credit to small-scale farmers.

1.13 The role of Ministry of Community Development Mother and Child Health (MCDMD) in communication for development

MCDMD's role in rural development as a communication institution is therefore very important. The student at MCDMD managed to access the

approaches used in communicating to Small Scale Farmers (SSF). The infrastructure at MCDMD made it possible for the student to examine some of the channels used to research the targeted audience.

Figure 7: Structure of District Community Development (DCD)



SOURCE: Food security manual 2011

1.14. Statement of the problem

The student undertook a research on the “The role of Communication strategies in improving Food Security in Rural Households: The Case of Shimabala in Kafue District of Zambia.

Communication is the process of giving information or of making emotions or ideals known to someone. Yet development means a change, growth, or improvement over a period of time. However, in economics, development is the

process of improving the economy of a country or region by increasing the amount of business activity.

Being a rural based person, the researcher sees how people are not knowledgeable about issues of food security in the environment they live. The researcher believes that there is lack of effective communication by the stakeholders on the subject matter. Methods in food security ought to be modern and sustainable, and so people need to have such knowledge, attitudes and practices.

To compound the problem, women are responsible for seventy percent (70%) of the agricultural labour force and eighty percent (80) of food production (FAO 1999). This creates a problem in that the already overburdened women folk also have to feed their male counterparts. Poverty levels in the country are sixty percent (60) and the literacy levels are very low in most rural households. Hence the researcher's interests in this study area.

The researcher hopes that this study on role of and adaption of communication for development in matters of food security will contribute to the body of knowledge, which our policy makers will use.

1.15 Rationale

The study was significant because it was sought to understand the success and failure of Development Communication initiatives by examining the effectiveness of the communication strategies that Government workers and other Stakeholders use to enlighten or acquaint its clients on farming activities in order to have food security. The findings also help us to evaluate the impact on the community and thereby suggest viable recommendations that may be used by any development agent in future so that it uses the approach. The study also contributes to the body of information on food security in Shimabala Area and Zambia as a whole.

Furthermore, this study is a partial fulfilment for the award of a master's Degree in Communication for Development at the University.

1.16 Objectives of the Research

1.16.1 General Objective

The general objective of the research was to determine the effectiveness of communication for development on food security.

1.16.2 Specific Objectives

The specific objectives of the study were:

1. To investigate the knowledge, attitudes and practices pertaining to agriculture in the area.
2. To examine strategies used by Government workers, NGOs and Churches in working toward the food security of the rural people.
3. To establish the types of communication media used to reach small scale farmers in Shimabala area on matters of food security.
4. determine the barriers, which hinder the work of the change agents.
5. Suggest how the Ministry of Community Development, Mother and Child Health improve the communicative strategies.

CHAPTER TWO

RESEARCH METHODOLOGY

2.1 Introduction

This chapter provides details of methods employed to conduct this research. However before the methods research questions are outlined first. These details include the design, population or sources of data, data collection methods, data analysis, ethical considerations as well as validity and reliability. Ways of gathering data and the sampling procedure that we used during the research are outlined.

The researcher used questionnaires to gather information from small scale farmers among some of them were selected beneficiaries of the FSP programme under the Ministry of Community Development Mother and Child Health. The researcher also used questionnaires for in-depth interviews and two focus group discussions were conducted on small scale farmers and another one on the key stakeholders working in the area. Secondary data was gathered from reports and other publications.

2.2 Research Questions

1. what are the knowledge , attitudes and practices of people of Shimabala regarding agriculture in the area?
2. what strategies do the change agents use in their work in Shimabala?
- .3. What media are used to communicate to small scale farmers in Shimabala area on matters of food security?
4. What barriers hinder the work of the change agents?
5. How can the Ministry of Community Development, Mother and Child Health improve the communicative strategies for the area?

2.3 Research Design

The research was done in Shimabala area in Kafue district. The researcher used triangulation method. Which involved the application and combination of several research methodologies in the study of the same situation or phenomena? The researcher triangulated in order to get the benefits from the use of variety approaches The following methods were used to collect data, in order to ensure that as much data as possible was collected in the research the author used both quantitative and qualitative surveys.

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2.3.1 Qualitative Survey

In an attempt to describe qualitative research Bryman (2004) asserts that qualitative research is more interested in understanding the social world of people in a natural context. The overall purposes of qualitative approach are to achieve understanding how people make sense out of their lives, delineate process (rather than outcome) of the meaning making and to describe how people interpret what they experience (Merriam and Simpson, 1995).

Therefore qualitative is most suitable because this study seeks to understand the phenomenon of communication strategies used in enhancing food security in order to bring development. The study was exploratory and Abramson (1994) points out that the term exploratory is often applied to a descriptive survey designed to increase the investigator's familiarity with the problem s/he wishes to study. The aim maybe to formulate a problem for more precise investigation in future or to make the researcher to be more familiar with the phenomenon studied.

However, the study borrowed and benefited from certain precepts of ethnography such as observation. Brewer (2000:63) defines ethnography as:

“the study of people in naturally occurring settings of fields by methods of data collection which captures their social meanings and ordinary activities involving the researcher participating directly in the setting if not also the activities in order to collect data in a systematic way but without meaning being imposed on them externally.”

2.3.2 Participant Observation

The researcher was attached to the Ministry of Community Development Mother and Child Health. The researcher worked hand in hand with the Community Development officers and other stakeholders to reach the farmers for a period of three months. The researcher was also involved in a workshop conducted by World Vision Zambia(WVZ) and Centre for Infectious Diseases Research In Zambia (CIDRZ).

In order to understand food security in the home from a cultural perspective, observation of the food consumption by the locals and the activities they are involved in relation to farming to bring development in the area. The researcher did these observations as an insider who belonged to one of the ethnic groups under study. This tenet of observations was not only done during meetings of small scale farmers but also during field demonstrations by key stakeholders in the area in order to capture the discourse of communication strategies on food security in the setting.

2.3.3 In-depth interviews

This was intended for to collect data from two administrators from the Ministry of Community Development Mother and Child Health office, one health officer and one teacher. These respondents were purposively selected for detailed information gathering, as they are main stakeholders working in this area (Shimabala).

23.4. Quantitative survey

The aim of the researcher using quantitative research is to determine the relationship between one thing (an independent variable) and another (a dependent or outcome variable) in a population. Quantitative research is all about quantifying relationships between variables.

The researcher used the quantitative method of data collection Hundred (100)questionnaires comprising structured questions, both closed and open ended, were administered to small scale farmers to solicit their views about the effectiveness of the communication strategies used in the area.

2.4 Selection of site

The identified sites were selected due to feasibility and appropriateness for investigation of the research problem. Shimabala in Lusaka province is located some 32 kilometres south of Lusaka, the Zambian capital city and it is a few kilometres from Kafue town. Because of this, it has a heterogeneous population with diverse backgrounds. It is a home for all ethnic groups in Zambia and various racial groups in Zambia and various reasons. In this area, one can meet not only the affluent but also the middle class and those who live in dire poverty. Being a rural setting, Shimabala has no reliable transport system. For this reason, the researcher chose to do the study in Shimabala where she resides for easy accessibility of the respondents considering the short period in which the study was to be conducted. Shimabala also has an advantage of having a mixture of ethnic groups giving stakeholders an opportunity that they might learn from each other.

Shimabala area has six villages in which it is divided into namely Kasamu, Muchini, Katyoka, Chitalu, Chipongwe, and Lukolongo. The researcher selected Kasamu, Muchini, Katyoka and Chitalu because they were the ones easily accessed and that is where it seemed like it has a problem of food insecurity.

Shimabala has many organisations working within the area such as Ministry of Agriculture and Livestock, Ministry of Community Development Mother and Child Health, World Vision and many other NGOs .The advantage of having these stakeholders is that they are given an opportunity to learn from each other and also they work in collaboration in enhancing development in the area. However, the major stakeholder in the area is the Ministry of Community Development Mother and Child Health where the researcher was attached because it spearheaded the food security pack programme in the area.

The Ministry of Community Development Mother and Child Health use catchment areas to reach out to their beneficiaries. Hence, the researcher worked within the catchment area for the organization.

2.5 Population

A population can be defined as the universe of units from which the sample is to be selected(Bryman,2004) Kasamu had a population of 2,048 people, Muchini had 500 people, Katyoka had 250 people and Chitalu had 354 people. However, for the study the research selected only 100 respondents from the four village who involved in small scale farming the FSP beneficiaries. To supplement this population one focus group comprising twenty (20) small scale farmers was conducted where five were selected from the four villages namely Muchini, Katyoka, Kasamu and Chitalu.

Initially the targeted group were the FSP beneficiaries because the researcher discovered that they were a few in number. However, the researcher was advised to use both small scale farmers and any other person living within the area of study. This was because the beneficiaries of FSP could not give all the information that was required. However, some small scale farmers were so conversant about the food security program, which was earlier offered by the Ministry of Agriculture and Livestock through co-operatives. Initially the targeted group were the FSP beneficiaries because the researcher discovered that they were a few in number. However, the researcher was advised to use both small

scale farmers and any other person living within the area of study. This was because the beneficiaries of FSP could not give all the information that was required. However, some small scale farmers were so conversant about the food security program, which was earlier offered by the Ministry of Agriculture and Livestock through co-operatives.

In order to get a detailed information another focus group was conducted which comprised two(2) Ministry of Agriculture and Livestock Extension officers, two(2) church representatives two(2), Health workers in the area, one (1) Community Development Officers and one teacher.

The office bearers working within the community are defined as follows:

Agricultural Extension officers are intermediaries between research and farmers. They operate as facilitators and communicators, help farmers in their decision-making and ensuring that appropriate knowledge is implemented to obtain the best results. (Ministry of Livestock and Agriculture).

Agricultural extension officers encourage farmers to adopt new, improved methods of farming, using a variety of methods to reach farmers that is organising study group for farmers, ‘farmer days’, demonstrations, lectures and literature, as well as informing the media. The best method though, is through personal contact with farmers on their farms. (IBID)

Extension activities are to bring changes in farmer /farmers’ way of thinking, attitude, knowledge, and application of technology. Extension activities can bring the changes in technology such as the spread of new hammer mill and also the changes in the way farmer(s) think of farming methods such as conservation farming.(Ministry of Agriculture and cooperatives)

Health worker are the people engaged in actions whose primary intent is to enhance health. These include doctors, nurses, midwives, pharmacists, laboratory technicians- as well as management and support workers such as hospital managers, financial officers, cooks, drivers and cleaners.(WHO 2010)

A community Development Worker often acts as a link between communities and a range of local authority and voluntary sector providers. They are frequently involved in addressing inequality, and projects often communities perceived to be culturally, economically or geographically disadvantaged. Community Development Workers usually have a specific geographical community or social group on which to focus.(Cooke faye, 2012)

Community Development Officers help communities to bring about social change and improve the quality of life in the local area. They work with individual, families and whole communities to empower them to; firstly, they identify their assets, needs, opportunities, rights and responsibilities, secondly, they plan what they want to achieve and take appropriate actions and lastly but not the least they develop activities and services to generate aspiration and confidence. (IBID)

A **Teacher** according to the free dictionary is a person whose occupation is teaching others provides education for pupils (children) and students (adults). The role of a teacher is often formal and on-going, carried out at a school or other place of formal education.

Another source of data was from an in-depth interview that was conducted with two Community Development Officers from the Ministry of Community Development Mother and Child Health District Officer and also an officer from MAL.

2.6 Sampling

The study utilized both probability and non-probability sampling procedures. The study took a multi stage sampling for small scale farmers. In the absence of a direct sampling source or an adequate list of individuals in a population and no way to get the population directly, multistage sampling provided a useful approach.

Purposive sampling was used to select some small scale farmers who were to be interviewed individually because they were likely to be knowledgeable and informative about the phenomenon the researcher was investigating.

Random sampling was used to pick the villages from which the small scale farmers to be included in the Focus Group Discussions were selected.. This was done to avoid bias in the findings and also to ensure that all small scale farmers had an equal chance of being selected. After building rapport with the Community Development Officer in charge of the area, the researcher randomly selected participants from the Ministry of Agriculture and Livestock, school, health post, and church and FSP beneficiaries under the Ministry of Community Development, Mother and Child Health.(CDMCH). Some two staffs from the ministry of community Development, Mother and Child Health were purposefully selected for in depth interviews.

Initially it was intended to random sample the staff from the CDMCH (those who assume the rate of ensuring the smooth running of the FSP)of the small scale farmers. However, at the Government school, the researcher intended to make appointments through the Small Scale farmers but the small scale farmers were reluctant and openly admitted that they could not even mention the subject of communication strategies on food security to their leaders (headmen) lest they were misunderstood to be up to mischief. At the church (Catholic) it was also not possible to access the priests as the small scale farmers declined to talk to their leader about the interviews. The school administration at Heffy Denen government school suggested that the researcher should attend an open day. This is the day when parents/guardians come to school with their Children/dependents to collect results of the end of previous term examination written by the pupils in all teachers concerned the progress of their children/dependents. A meeting is usually arranged to discuss issues affecting the pupils such as the food security situations in their homes. Therefore, on this day the researcher was given a table to sit in a row with other teachers and other stakeholders working in the area. In addition, was able to random interview some parents and guardians who were

willing to talk about the communication strategies used to reach out to them. Other parents refused to discuss issues of food security communication strategies used by the teachers to them and they could not give reasons for the refusal.

2.7 Sample

The sample consisted 100 respondents who were small scale farmers and the beneficiaries of FSP. This was quantitative survey. For the qualitative survey focus groups consisting 10 small scale farmers and beneficiaries who have been long enough on the programme to know the communication strategies and food security situation in Shimabala. Although I initially planned to conduct a FGD in the morning and the other one in the afternoon, but on separate days. The FGD for the 20 small scale farmers and beneficiaries for FSP was conducted in the afternoon because most of them were busy farming in the morning.

The second FGD for the key stakeholder who are working within the community was conducted the following day in the afternoon also because most of the participants were busy working in the morning and could only manage to come in the afternoon. The key stakeholders comprised two extension officers from ministry of Agriculture and Livestock specialized in general Agriculture and another one specialized in animal husbandry. Two(2) church representatives from the Catholic church two (2) health workers from Shimabala health post ,one (1) Community Development Officer for Shimabala catchment area and two teachers from Heffy Denen government school in Shimabala. It was assumed that they had been working in the area for long enough to know what goes on. It was also discovered that by selecting officers from the Ministry of Community Development Mother and Child Health only, one risked having biased information about the strategies used to communicate food security and other developmental issues in the area hence there was need to involve even the officers from the other organization to participate in the FGD. Different sexes were included to avoid either masculine or feminine biases in the discussions. In the first, FGD there were 8 female and 2 males, while in the second FGD there were 4 females and 4 males.

In order to validate the information obtained from the respondent's two in-depth interviews were conducted. Only two people were interviewed, one from the district office of Ministry of Community Development Mother and Child Health, three FSP leaders in particular the chairman, vice chairperson and the secretary of the FSP committee in Shimabala.

Figure 8: Respondents who participated in the study sample size

Sample	Female	Male	Total
Small scale farmers	69	31	100
MAL extensions office	1	1	2
MOH	2	0	2
Com. Development officer	1	0	1
Church	1	1	2
MOE	0	1	1
TOTAL	92	34	108

SOURCE: Field data 2012

2.8 Data Collection, Procedures, Techniques and Instruments

Data was collected using both primary and secondary sources, the following instruments were used: interview guides, focus group prompt list and questionnaires for the quantitative survey because they needed to be collected on time.

The study used in-depth interview to elicit information from the district office at the Community Development Mother and Child Health and the Community Development Officer at the centre. Although this was time consuming, interviews permit greater In-depth, allow clarification and restatement. For small scale farmers not only individual interviews were done but also focus group discussions comprising eight small scale farmers from each of the four villages who were randomly selected. In addition, a second FGD was done which comprised key stakeholders in the area. This was done in order to avoid bias' The eight participants in FGD from the organisations working within the area were

randomly selected using quota sampling. Quota sampling strived to represent significant characteristics of the wider population. This procedure helped to categorise participants into male and female and then from there categorise them into their subject areas of specialization such as the MAL staff in charge of general agriculture and livestock and so forth. Bias of opinion from a homogeneous group is avoided in this manner.

Observations were done during the attachment with the Ministry of Community Development Mother Child Health where the researcher was given an opportunity to attend workshops organized by two non-governmental organisations when they were trying to communicate to the community about the issues affecting them and how development can be brought to the area. The researcher was cautioned that observation of the activities going on in the community was not possible if one was not accompanied by a community worker. Accordingly, an officer from the MCDMH identified one community leader/opinion leader who became the gatekeeper, and negotiated for observations of the activities going on in the community. The time the researcher was in the field was also the time when small-scale farmers were busy preparing their fields, and the farming inputs were being distributed in the area. The researcher was allowed to attend every meeting that was organized for the community every week.

To supplement the interviews, focus group discussions were conducted. Despite difficulties in transcription and analysis, focus group discussions offered the researcher an opportunity to study the ways in which individuals collectively make sense of a phenomenon and construct meanings around it. Two groups (10 small scale farmers and 8 members staff from key stakeholders) of FGDs were engaged in a focus group discussion at Shimabala clinic. One way to allay participant's fears of lack of confidentiality was to allow them to discuss anonymously without introducing themselves to the group. Pseudonyms or initials were used by those who so wished. The discussion were recorded and transcribed. The advantage of focus group discussions was that they allowed respondents to react and build upon responses of other group members thereby creating a

synergistic effect. .During the focus group discussions, the researcher undertook the role of a moderator. The researcher also undertook the roles of moderator and an unformed outsider. This was done because the main concern was to catch the subjective meanings placed on the situation by participants. The focus group discussion was useful in bringing out participants experiences and viewpoints. This data supplemented the individual interviews with MAL Extensions Officer, Community Development Officers and small scale farmers. The session was recorded and at the end the discussants were given a chance to listen to what they said and were able to add information and clarify points where necessary. Later, the recorded interviews were transcribed.

Observations of what and how small scale farmers are communicated to about food security in their homes was done. To gain acceptance, win their confidence and build rapport with the small scale farmers in the community, the researcher had to briefly work as a relief Community Development Officer standing in when any of the officers was absent on a particular day. It was during this that the researcher was able to penetrate to the small scale farmers and one of the small scale farmer acted as a gatekeeper in the community on behalf of the researcher. The researcher who was at the mercy of the opinion leader so could not push for more time for observations.

Some meetings in the community were randomly observed. Caution was taken in order to avoid researchers against the observer effects on the observed. To avoid this, the researcher stood in for the Community Development Officer who may have been absent in some meetings that were later to be observed. This helped to building rapport, gain acceptability and become familiar enough with small scale farmers in clubs. Self-help women's club was observed. Since all the members of this club are small scale farmers, the researcher was only able to meet then four times during her observation. Since they only meet once a week on Tuesdays. The advantage of observation was that the phenomenon was studied in its natural environment so effects of the researcher were reduced.

Prior to interviews appointments were made with small scale farmers and the officers who were interviewed. Making appointments with small scale farmers proved futile. Hence, they were just requested to spare few minutes for discussions on the day of interviews. The researcher was advised to conduct door to door individual interviews as the opinion leaders did not want to raise dust from government leaders. Though a success ,it was not easy to get the small scale farmers to be interviewed, as they were mostly not found in their homes because they had to prepare their crops for sale after harvest and some were already preparing their fields in readiness for the next farming season. In some instances the researcher followed the farmers in their fields and interviewed. However, the ones approached cooperated to be interviewed.

2.9 Data analysis

Statistical package for social sciences (SPSS) was used when analysing data from the field. The data was interpreted and analysed descriptively through use of frequency tables, bar and pie charts, etc.

A stage approach to data analysis was adopted which involved transcribing recorded individual interviews and group discussions. Observations made were described in the form of text, written words, phrases, symbols describing or representing people, actions and events in social life. Collected data was organized into categories based on themes, concepts or similar features. At various stages of analysis thematic groups were adjusted and refined in order to accurately capture the knowledge patterns most linked to the research questions..

2.10. Ethical Considerations

Participants were interviewed on condition of anonymity and in this way their privacy was respected as suggested by Merriam and Simpson 1995. Permission to take part in the study was sought from individual participants, and participation was purely voluntary.

2.11. limitations of the study

The researcher had plans of having at least two members of staff from World Vision in the focus group discussions, these were not available at that time. She also expected a member of staff from Ministry of Agriculture and Livestock, but he was not able to answer the in-depth interview questionnaire because he was sent out for work. However the information that was gathered from those who cooperated from Ministry of Community Development Mother and Child Health was sufficient to collect information that was needed for the survey.

CHAPTER THREE

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.0 Introduction

This chapter looks at the main concepts and theories that the author used in the report. Development, development communication, participation, participatory development, participatory communication, food security, rural and food security pack programme. Conceptual and operational definitions were discussed respectively.

The second part of the chapter discusses the five theories that the author used in the study. This embraces the diffusion of innovation theory, dependency theory, Development Support Communication (DSC) approach, participatory communication approach and agenda setting model. The relevance of theories to the study was discussed too.

3.0. Conceptual and Operational Definitions

3.1. Development defined

Development scholars have come up with different definitions of the concept “development”. The term may mean different things to different scholars. It is, therefore, important at the outset that we have some working definition or core perspective on its meaning.

In strictly economic terms, development has traditionally meant the capacity of a national economy, whose initial economic condition has been more or less static for a long time, to generate and sustain an annual increase in its gross national product (GNP) at rates of perhaps 5% to 7% or more (Todaro, 1997).

The above definition was criticised on the nature of measurement of GNP. GNP measurements exaggerate the real difference of the living standard between the rich and poor countries, making the poor countries look worse than they really

are. They are average figures and hence do not reveal the differential income levels between the rich and poor people within a country.

Since the Second World War, the modernization school of thought dominated the development arguments. Development according to this school of thought was defined as the operational implementation of the modernisation ideology. This ideology can be traced back to the United States of America's plans to revitalize Europe after much of the continent was destroyed during World War II in 1945.

The Modernisation School is rooted in ideas about evolution and functionalism. Development is perceived as being unidirectional. According to this school of thought, development requires the elimination of traditional values. Development was understood as an internal process to the extent that foreign domination by states and Multi-National Corporations (MNC's) is ignored. Critics of the modernisation school of thought developed the dependence school, which attempted to explain the development process.

The dependence approach is based on the analysis of development of peripheral capitalism. It attempts to analyse development from the point of view of the interplay between internal and external structures. It focuses on the internal debate about whether capitalism remains 'historically progressive' in the countries of the South, such as whether it is capable of developing the productive forces of these societies and thus able to lead them towards socialism. One can distinguish two major approaches in the dependency analysis, dependence as a theory of inhibited capitalist development in the periphery and dependency as a theory of the 'development of underdevelopment'.

Development is the process of improving the quality of all human lives. It implies raising people's living standards, their incomes as well as their consumption levels of medical services, food and education (Todaro, 1977:487).

According to Rogers Everett (2003:474), Development is a widely participatory process of social change in a society intended to bring about both social and material advancement (including greater equality, freedom, and other value

qualities) for the majority of people through their gaining greater control over their environment.

According to Schramm and Winfield (1967) development is “ the economic and social changes taking place in a nation as it moves from traditional to a modernized pattern of society, these changes are associated with division of labour, growth of industry, urbanization, and incomes, and the preparation of citizens-by literacy, education of citizens, and information –to participate broadly in national affairs (White and Ascroft, 1994:401).

3.2. Communications

There have been several attempts to define communication. Communication may be defined as the sharing of human experiences or the environment between persons. This may be through the spoken word, either direct or by telephone or radio; the written or printed word, transmitted by hand, by telegraph or in any other way. Other forms of communication includes a nod or a wink, a drumbeat in a jungle, a gesture pictured on a television screen, the blinking of a signal light, a movement and posturing in a ballet, all of these are means that are used to convey the idea (Weaver, 1949:15).

According to (White and Ascroft 1994) communication may be of many forms, but it must, reflect the felt needs and interests of individuals receiving communication. The best way to arrange for this end is to have these individuals involved in producing communication message whenever possible themselves. Face-to-face dialogue is basic to this approach if communication is to become an integral part of the development process.

Although the word communication is frequently used, it has no consensus definition reached among the scholars yet. This means that it takes different meaning depending on the situation. The primary purpose of communication were centred on the core understanding that it is a process that involves the transfer, exchange, transmission, and dissemination of information from the source.

Communication in this study refers to the process of exchanging ideas, information and opinions through speech, writing, pictures, and other symbols (Elkamel, 1986). It is a sharing process where a source shares messages with a receiver via a certain channel in order to influence the receiver's thoughts and actions.

Communication may also be defined as the exchange of ideas. It is an interactive process that works in a circular, dynamic and on-going way. It involves the changing of roles between the sender and receiver depending on who is listening. There is freedom of equality, and shared interest (Moemeka, 1967). Audience-oriented feedback is imperative in the communication process, it creates an opportunity for understanding the receiver's point of view and, therefore, for ensuring co-orientation influence.

Communication may take place through several forms, some of them are:

1. Interpersonal-between two people.
2. Small group-involving several people
3. Mass-mediated by broadcasting or print media
4. Intercultural-between people of different cultures.
5. Health-involving health care providers and health care receivers
6. Political-involving the governing part of our society.

According to weaver (1949:170), information sources select desired messages out of a set of possible messages to a transmitter. The transmitter changes the message into a signal, which is sent over the communication channel to the receiver. The receiver is a kind of transmitter, it changes the transmitted signal back into a message, and handing this message on to the destination, one's vocal system is the transmitter, while the listener's ear is the receiver. In the process of transmitting the signal however, there may be additions to the signal called noise, which may change the message. In communication regardless of the type, there seem to be problems at three levels technical, semantic and influence.

1. Technical problems are concerned with the accuracy of transference of information from the sender to receiver.

2. Semantic problems are concerned with the interpretation of meaning by the receiver, as compared with the intended meaning of the sender.

3. Influence problems are concerned with the success with which the meaning conveyed to the receiver leads to desired conduct of his part.

The model of the communication process can help us understand the role that communication such as the media play in the development process. This model can help us understand some of the group information exchange processes that enhance community participation.

Communication can further be conceptualized as a process versus product, media practicing that has adopted a communication process approach focuses on the experience of collective planning, producing and reading or viewing of a mediated product. It places emphasis on the growth and learning experiences by the participants engaged in the communication activities. Media practicing or adopting communication as a product approach attends to narrative and aesthetic qualities of a final videotape, newsletter, or photograph without much concern for the levels of the grassroots' participation in the production of these products.

It is from the above premises that we create a platform for this report's objective of incorporating the Small-Scale Farmers (SSF) in the decision making process. SSF participation can also be divided into top-down versus bottom-up, oppressive versus liberating, order versus chaos, local versus global. For the purpose of this report we will mostly refer to the local versus global dualism.

Most training offered to SSF has been found to take an international approach despite the differences of the environments that the NGOs that provide credit operate in. Credit institutions have basically adopted the same approach in teaching Small-Scale Farmers skills in accounting and management skills. The international approach taken by these institutions has often resulted into non-

repayable of loans, as it does not take into account the true participation of the local people.

3.3 Development Communication

Development communication is the process by which people become leaders in their own development. This is the kind of communication that enables people move from being recipients to external development to generators of their own development (Bessette, 1996).

3.4 Participation is the process of involving the community or beneficiaries of the intended development in identifying their problems and needs and equipping them with the skills and the ability to find solutions to the problems.

Simply put, participation means taking part. It is a basic need and human right and thus it should be accepted and fostered. Participation emphasizes the liberation of the individual and the community through sustained effort. It is the liberation of human beings towards the fulfilment of his/her desires to be free. Participation recognizes that every individual has knowledge, ability and experiences, which they can put to good use or share with others when allowed to participate (White and Ascroft 1994).

Furthermore, it is the individual's awareness of the community through consciousness and individual's capacity to abstract thinking, conceptualizing and taking decisions, choosing alternatives and planning for social change (White and Ascroft, 1994).

Communication is only successful in changing certain attitudes and cultures in society if it involves the participation of the grassroots. Participation, therefore, plays vital role in the communication process, hence the need to understand what it means

Participation primarily signifies sharing in an activity or process that was traditionally organized and implemented in hierarchical or exclusive ways. Its

logic stems from a position that emphasises on community, dialogue, reciprocity, and understanding based on mutual respect (White, 1994: 36). Participation in the context of this report refers to the fuller involvement of people in their own development process such as capacity-building and selection of farmers to benefit from the food security pack programme.

Participation refers to new attitudes for overcoming stereotyped thinking and to promote more understanding of diversity and plurality, with full respect for the dignity and equality of people's lives in different ways (MacBride, 1980: 42). This mode stresses reciprocal collaboration throughout all levels of participation. Listening to what the others say, respecting the counterpart's attitude and mutual trust are needed. Participation supports do not underestimate the ability of the masses to develop themselves and their environment. Okigbo stresses that:

Development efforts should be anchored on faith in the people's capacity to discern what is best to be done as they seek their liberation, and how to participate actively in the task of transforming society. The people are intelligent and have centuries of experience. Draw out their strength. Listen to them (Okigbo: 1985: 257).

Two major approaches to participatory communication maybe considered as common sense to date. The first is the dialogical pedagogy of Freire, and the second involves the ideas of access, participation and self-management articulated in the UNESCO debate of the 1970s.

Freire believes that liberation involves the liberation of the human being towards the fulfilment of his or her historical vocation to be free. However, the process of liberation of both the individual and the community comes through a self-sustained effort through growth in individual awareness and community consciousness evolving through a process of learning. According to Freire:

“All individuals have the capacity for reflection, the capacity for abstract thinking, for conceptualizing, taking decisions, choosing alternatives, and planning social change. Action and reflection are not separate activities but an

organic whole and it's this dialectical interplay of action reflection that constitutes the process of conscientisation" (Freire, 1994: 50).

The second approach of participation implies a higher level public involvement in the communication system. It includes the involvement of the public in the production process and also in the management and planning of communication.

3.5 Participatory Development: its function is to serve as a tool for social transformation, a means for democratizing the mass media and play an important role in the selection of new technologies (White and Ascroft 1994:P20)

3.6 Participatory communication: is the social process in which groups with common interests jointly construct a message oriented to the improvement of their existential situation and to the change of the unjust social structure (Mody 1991:P30).

Participatory Communication aims to facilitate the expression of people's needs and priorities through effective communication processes (IISC 2011). In this study, participatory communication was used to refer to the active involvement of a community or group in using media or group communication and engagement of the audience in critical reception. The ultimate goal is to enable community members to make informed choices from a range of appropriate options for sustainable and equitable development (akdn.org 2012).

According to White and Ascroft (1994) participatory communication is when individuals seriously consider the views of others with the aim of achieving consensus on 'rational' collective decisions with regards to practical problems. The theory of universal pragmatics specifically addresses the conditions for dialog in the ideal speech situation, whether in face-to-face, small group, or national contexts. It also conceptualizes systematic violations of consensual dialog as ideology, or systematically distorted communication.

Participatory communication for development has received increased attention over the last 25 years and now constitutes a rich and diverse body of theoretical

and empirical research the report will focus on the primary contradiction between participation as end and participation as means. The idea of participation as means in development implies an empowerment of the grassroots and an emancipation that threatens to destabilize existing power relations. The power relations maybe academic, political or economic structures regardless of their qualitative inclination, too readily and sometimes unwittingly enact pseudo participation of marginalized participation altogether. Participation as means in development refers to the basic philosophic-ideological roots of the participatory communication paradigm. It acts to challenge the main features of the concept of development work and services to neutralize the push to transform this area of study (Dervin and Husca, 1997:48).

Participatory communication aims to facilitate the expression of people's needs and priorities through effective communication processes (IISC 2011)In this study, participatory communication is used to refer to the active involvement of a community or group in using media or group communication and engagement of the audience in critical reception. The ultimate goal is to enable community members to make informed choices from a range of appropriate options for sustainable and equitable development (.akdn.org 2012).

3.7. Food security.

Food security refers to a household's physical and economic access to sufficient, safe and nutritious food that fulfils the dietary needs and food preferences of that household for living an active and healthy life (FAO 2006).

The World Health Organization defines food security as having three factors: food availability, food access, and food use. Food availability is having available sufficient resources, both economic and physical, to obtain appropriate foods for a nutritious diet. Food utilization is commonly understood as the way the body makes the most of various nutrients in the food. Food use is the appropriate use based on knowledge of basic nutrition and care, as well as adequate water and

sanitation. The FAO adds the fourth facet: the stability of the first three dimensions of food security over time (FAO 2006).

Food Security refers to a household's physical and economic access to sufficient, safe and nutritious food that fulfils the dietary needs and food preferences of that household for living an active and healthy life (FAO 2006).

In other definitions, Food security can also be summarized according to three factors: Food availability, food accessibility and food utilization. Food availability is achieved when sufficient amount of food is constantly available for all members of society. This kind of food can be obtained through household production, local production, imports or food aids. Food accessibility is obtained when households and individuals have sufficient diet.

3.8. Rural

is a complex term to define: sociologists define "rural" as those areas, which are not urban in nature. Rural communities are places where people are distance from point's concentrated population or economic activity (Ricketts Thomas. C. et al 1998).

According to electronic dictionary "Rural is an outside city: found in or living in the country. Typical or a country: relating to or characteristic of or involving farming (Dictionary.com 2010).

Furthermore the OECD has identified the range of criteria, which member countries use to designate of "rural" areas for example, size of population (Total or agglomerated, absolute or relative), commuting intensity (towards major cities or labour market centres), share of agriculture (either in employment or in value added) (OECD, 1996).

3.9. Food Security Pack Programme: This is an important programme in the fight of poverty and hunger especially at household level. In concept, it is a scaled up programme with national coverage, and a mechanism for ensuring all potential beneficiaries might eventually be reached. It also builds crop diversification in

farmers' fields into the input pack programme encouraging a shift away from undue reliance on maize towards a balanced mix of grains, pulses and root crops and furthermore it builds in innovative farming practices that are widely recommended for improving the stability and level of crop yields in Zambia. Lastly it is one of the social transfer schemes with a clear vision for tackling the causes of rising vulnerability not just its symptoms. (Rural Net Associates, 2004, Food Security pack).

3.10. Communication channel

A communication channel is the means by which messages get from one individual to another. Interpersonal channels are more effective in forming and changing attitudes toward an innovation and thus in influencing the individual's decision to adopt or reject the innovation. Therefore, communication messages from extension workers are intended to promote learning processes, diffusion and adoption of innovation for improved results or practices.

A face-to-face channel provides an opportunity to tailor information to recipients and allows the advocate of the change to change to explore and, perhaps modify the reasons why a change is inevitable. New ideas are delivered through a variety of channels such as extension workers, mass media, television though limited in coverage, individual, and group approach (this is more of participatory approach in problem solving), seminars, workshops, use of print material, drama and short residential courses, and internet use, which is information technology. The essence of the diffusion process is the human interaction in which one person communicates a new idea to another person (Rogers, 1965).

3.11. Innovation

The characteristics of an innovation as perceived by members of a social system, determine its rate of adoption. Some innovations diffuse faster than others. Relative advantage, compatibility, complexity trial ability and observability determines an innovation rate of adoption (Rogers, 1995)

B) THEORETICAL FRAMEWORK: COMMUNICATION THEORIES

In this research we are going to use some of the following theoretical concepts and how they apply to the study.

3.2.1. Diffusion of Innovation theory

Diffusion of innovation theory examines how new ideas are spread amongst groups of people. Everett Rogers (1983) defines diffusion as the process by which an innovation is communicated through certain channels over time among the members of a social system. An innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption.

It has important theoretical links with the effects research. The emphasis is on communication effects, such as the ability of the media messages and opinion leaders to create knowledge of new practices and ideas among the target audience and to persuade them to adopt the exogenously conceived and introduced innovations (Rogers, 1976).

The theory is relevant because this study was, among other things, interested in finding out how ideas about the food security pack had diffused among the people of Shimabala.

3.2.2. Dependency theory

Dependency as a theory of inhibited capitalist development in the periphery emerged towards the end of the 19th century (source). Marxist analysis has put emphasis in the necessity of a 'bourgeois democratic revolution' as an essential requirement for any backward society to be able to embark in a process of capitalist development proper. (IBID) The 'bourgeois democratic' revolution is defined as a revolt of the forces of production against the old and outmoded production methods. In this way the structures of the old political and legal system would be broken and new economic expansion would be expected to take place. (IBID). Nevertheless, the major concern of this approach is why this 'bourgeois-democratic' revolution has not taken place despite the political

independence of countries of the south, and how this is hindering their process of capitalist development. In addition to that, the fall of the Soviet Union has made Marxist theory of development very questionable (IBID).

3.2.4. Development support communication (DSC) approach.

This approach seeks to re-orient the role and process of communication in development putting more emphasis on the beneficiaries. (Kasongo, 1998). This approach campaigns for a shift from the top-down. It bridges the gap between experts who bring the innovation and beneficiaries (IBID). This is as well referred to as Development Support Communicators who translate the technical information into a language that the beneficiaries understand. The role of communication is seen as an instrument for the diagnosis of a community's problems and as an instrument whereby the participation of the community in the solution of problem is encouraged. The only problem is that expert communicators direct and lead the process, and not the beneficiaries themselves. They are persuaded to participate while decision making is done by the same experts. In such a case, development cannot occur (IBID).

3.2.5 Participatory Communication Approach or another Development Paradigm.

Kasongo (1998) advocated a communication approach that is more participatory and beneficiary driven. Participatory communication approach allows the intended beneficiary communities to communicate vertically (upwards and downwards with development beneficiaries) once the community's spectrum of views, they easily identify their problems consensually and open up collective strategies for confronting them. Under vertical communication, they seek to implement the strategies, which have been developed.

Participation is the core or cardinal aspect of this theory. Participatory communication sees the role of communication as supportive of the processes of

self-expression and problem articulation by recipients. It also makes people conscious of their problems and solves them (Rensburg, 1996). Participatory communication is necessary in enhancing development. Emphasis is on the use of traditional media in facilitating dialogue. Modern media can also be used to support the development process (Lingela, 2006).

The theory is relevant because it provides some understanding of the issues involved in achieving rural development.

3.2.6 Agenda-setting model

Agenda-setting theory posits that, after a period of people being exposed to media agenda, the audience gets to accept that agenda as their own. (MacCombs, Maxwell, 2002).

In the model, all the developmentally influential sectors of the rural community are seen to have an input in what the rural newspaper publishes. The sectors include the individual in the extended family, men, women, youth, local political leadership, government extension workers, church groups, and cooperatives. The contribution requires anyone in the community, especially representatives of the sectors, to submit write-ups to the newspaper about issues that each sector wants the rural newspaper to highlight (Kasoma P. Francis 1981).

The task of the newspaper's editorial staff is, apart from generating its own original copy, to edit the articles from the community so that they are publishable form. The newspaper's editorial committee also has the role of gatekeeper in selecting the articles to be published and how they should be played. It is vitally important that the gatekeepers give the articles from members of the community, as much chance of being published as a copy generated by the newspaper is reporting staff. In this way the community has a chance to participate in the agenda-setting function of the newspaper. Of course, not all copies from the community are used, just as not all copies from the newsroom staff files are used. Moreover, some articles may not be used immediately but may be used later, depending on their agency and topicality (Kasoma P. Francis 1981).

In a village situation, traditional media such as symbolism, folklore, oral literature, music, dance, and drama have a key role to play in assisting the various sectors of the community to express their agenda. This is because these media permeate every fabric of the rural community. They are, in their own right, very effective agenda setters for rural people. Some of the agenda issues, therefore, may be expressed in the rural newspaper through the traditional media to broadcast the agenda to the community (Kasoma P. Francis 1981).

The theory is relevant because it explains how mass media will help to set the agenda of the audience, even on development matters.

CHAPTER FOUR

LITERATURE REVIEW

4.0. Introduction

This chapter looks at the literature that has been written related to the study on three levels: the world, Africa and Zambia.

4.1. The Role of the Media in Development

The media generally play the role of a mediating channel in society. The functions include surveillance of the environment and correlation of the parts of the society in responding to its environment, the transmission of cultural heritage. These refer to the provision of information, giving comment and interpretation to help make sense of the fragments of information and also the formation of consensus, such as expression of cultural values as symbols that are essential to the identity and continuity of society.

There are two contradicting arguments about the role of media in the development process. These contrasts are of values and of empirical observation/prediction as between the notion of change, freedom, diversity and fragmentation (centrifugal tendencies) on the one hand and one of order, control, unity and cohesion (centripetal) on the other. Scholars have associated mass media with both tendencies.

Mass media has historically brought messages of what is new, fashionable, advanced in terms of goods, ideas, techniques, and values from city to country and from the top social ladder to the base, and have seemed to challenge established ways and value systems. On the other hand, mass media may also be said as having contributed towards the weakening the hold of traditional values enforced by group sanctions and have helped to free individuals from the way of thinking of their own limited social milieu, consequently 'privatising' certain areas of social life. The media have been credited with replacing diverse and long-established values with new and homogeneous sets of values which are not very

complex or constraining, but which, nevertheless, stress conformity to the binding together of a large-scale, differentiated society more effectively than would have been possible through older mechanisms of religious, family or group control (Crey,1969; McCormack, 1961).

This chapter attempts to bridge the gap between all traditional academic literature and that, which has been collected or researched by different NGOs and the Government, compiled as one chapter to establish the depth. of the impact of communication for Development for Food Security in Rural Households through the past years. Access to desirable, sufficient, safe and nutritious food is a basic component of development and health of a society. Thus, for developing country goals and priorities, food security is of utmost importance. Most observers of rural development believe that, currently, the necessary condition for obtaining food security is information. Knowledge and information are important factors to ensure food security and ICTs have the ability to present the information required for improving food security. According to the definition determined by the World Food Summit (1996), 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 active and healthy life. Food security for a household means access by all members at all times to enough food for an active, healthy life (CTA 2005). In other words, food security is the guarantee of the physical availability of and economic accessibility to sufficient food (produced with bioenvironmental and sustainable social methods) in terms of quantity (amount, distribution, calories and quality (safe, nutritious, balanced), while cultural admittance for all people at all times means having healthy and active lives to preserve human places and degrees (Temu, A and Msuya 2004).

Furthermore, Food security was summarized according to Three Factors: food availability, food accessibility and food utilization. (Bakhtiari, S and Haggi Z 2003).

Food availability is achieved when a sufficient amount of food is constantly available for all members of society. This kind of food can be obtained through

household production, local production, imports and food aids. Food accessibility is obtained when households and individuals have sufficient sources to consume a suitable diet.(IBID) In other words, food accessibility is possible if the household income allows for the preparation and purchase of enough food. Food utilization is sufficient energy and nutrient intake by individuals is the result of good care and feeding practices, food preparation, and diversity of the diet and intra-household distribution of food. Combined with good biological utilization of food consumed, this determines the nutritional status of individuals (IBID).

However, different strategies exist for obtaining food security such as the use of information and communications technology is one of these strategies. ICTs consist of various collections of resources and technical tools that were used for connecting, spreading, storing and managing information. (Rigato, M: 2004). In other words, ICT represents the collection of hardware and software that is used for producing, preparing, transferring and storing data via devices such as computers, radios, televisions and many others. In addition, it includes an extensive scope of traditional and modern media (Norad, 2002).

According to Chowdhury (2001) Information Communication Technologies (ICTs) play an important role in food security through facilitating accessibility to related policies and information for market communication, improving market profitability, helping farmers to make decisions, increasing diversity in rural economies and reducing the cost of living. In general, some of the important capacities of ICTs in food security are related to improving communications between research systems, farmers and extension services, improving accessibility to information regarding inputs, introducing technologies, providing more rapid accessibility to high quality information, ensuring information about appropriate times and places for optimize sales of agricultural products, increasing agricultural products and decreasing agricultural waste products (Balakrishna. P, 2003 ;Maoz. A, 2004; Temu . A ,et al 2004).

Many studies have been carried out in relation to the role of ICTs in improving the food security of Rural Households. The main result of the FAO (1998) research focused on creating an agricultural communication network project in Italy has helped to ensure agricultural inputs and product marketing. The results of Indonesia's participatory Video project (1998) have been considered to help with clientele needs. The findings from the research of Fortier and Van Crowder (2000) about the electronic diffusion of agricultural information projects in rural communities of Kenya can improve the ability for individuals to acquire information, increase food production and develop the local capacity of rural community building.

The research of Gerste and Zimmermann (2003) focused on a radio program project aimed at improving financial decisions and increasing food production. The findings of Uganda's knowledge System and Agricultural Information project are related to improving the power of acquiring individual information and attending to clientele needs (2000). The results of PCARRD (2003) research regarding the Philippines' information services and agricultural technology were used to improve the marketing of agricultural products, decreased costs of accessing information and the creation of jobs. The main results of Malaysia's E-barrio project pertained to the improvement of interactions and communications and responses to clientele needs.

In fourth development program of Iran, 10000 ICT rural offices had been predicted, but 2,500 ICT offices had been mobilized by 2007. (Information Technology Company, 2007) There was no ICT rural office in Iran in 2000, but the quantity of ICT office in 2005 was 963 (IBID). In 2006, the figure had risen to 2287 and the following year to 2446. (IBID).

In India case studies aimed at establishing the effectiveness of organized radio study groups concerning participant's knowledge gain. (Manyozo.L,2008). With the help of UNESCO, India's farm forum project was implemented in the Poona region in the 1950s; the Government later attempted to introduce the project on a national scale. The evaluation of the Poona forums was carried out by the Tata

School of Social Sciences (IBID). The key findings were as follows: organized group listening and discussion improves knowledge gain and multi-channel communication is more effective than single channel communication. (IBID).

The Philippines radio schools were employed to help farming and rural communities access more relevant information that would help them improve their agricultural decision-making (IBID). The radio schools consisted of radio lectures delivered to farmers who listened to them under classroom conditions (IBID). The key findings were while radio school is very effective, radio should not act alone, testimonials and jingles facilitate the best recall and comprehension of messages; farm radio is an effective social lubricant and farm and development radio content is more effective when generated with and alongside local communities (Manyozo L, 2008).

According to *Zambian Reports* (2012), some of the problems of food security in Zambia are that it is under threat following expectation of a low harvest from 2012-2013 farming season after army worms invaded maize fields in some parts of the country. The country had, at the time of writing, a bumper harvest in 2011-2012, already recorded shortages in maize meal leading to the sky-rocketing of prices of the commodity, which is the staple food (Zambiareports.com).

Small scale farmers are the people responsible for food security in Zambia. According to the United Nations World Food Programme, most households in Zambia are currently food secure with only 62,842 of the country's estimated 13.4 million people being acutely food insecure (Mulenga 2012).

Another problem is that increased agricultural development in Zambia will actually compromise the country's food security as peasant farmers continue to be driven off their customary land to pave the way for large scale local and foreign agribusiness, according to the University of Zambia's Dean of the School of Agriculture Dr Mickey Mwala (Zambiareports.com).

Furthermore , the HIV and AIDS pandemic has exacerbated food insecurity levels and contributed to a decline in socio economic. HIV and AIDS are also born a cause and a consequence of household food insecurity in Zambia. Around 17% of adults aged 15-49 years are HIV positive and life expectancy is only 37 years. HIV and AIDS undermine the capacity of people in most rural areas to produce enough food for their families. Malnutrition is present to varying degrees in most communities nationwide.

Lastly but not the least, in this changing context, many factors-both long standing and relatively new-keep rural households in poverty, leave them ill equipped to face new risks and opportunities and undermine rural food security and nutrition. These factors include inadequate and insecure access to natural resources, particularly by rural women, natural resource degradation, limited human capital and skills, weak collective capabilities and organization, poor access to integration into agricultural markets and value chains, a lack of good employment opportunities, policy failures, and weak rural representation in policy processes (IFAD's Strategic Framework 2011-2015).

CHAPTER FIVE

PRESENTATION OF RESEARCH FINDINGS

5.0. Introduction

The process of data analysis was done by first sorting out instruments according to the numbers as they were collected from the field work. Qualitative and quantitative methods of data analysis were used. The process of data analysis involved the use of manual and computer by Statistical Package of Social Sciences (SPSS).

PART 1: QUANTITATIVE RESEARCH

5.1 Socio-demographic characteristics of small scale farmers

5.1.1. Sex of respondents

This research involved hundred respondents out of which 33 percent accounted for the male and 67 percent were female. The reasons for the female dominance in the number of respondents that participated in this study are that men were not found in their homes for they work as farm workers in the neighbouring farms, some homes are female and child headed due to loss of spouses and parents/guardians respectively. The loss of spouses and parents/guardians could be attributed mainly to HIV and AIDS.

5.1.2. Age of respondent

In this study as has been shown in table (1), there was a 1 percentage of respondents aged 20 years and below, 19 percent were aged 21-30 years, 3 percent were aged 31-40 years, 12 percent were aged 41 to 51 years, 14 percent were aged 51 to 60 years, 24 percent were aged 61 years to 70 years, 17 percent were aged 71 to 80 years and 10 percent were aged 80 years and above.

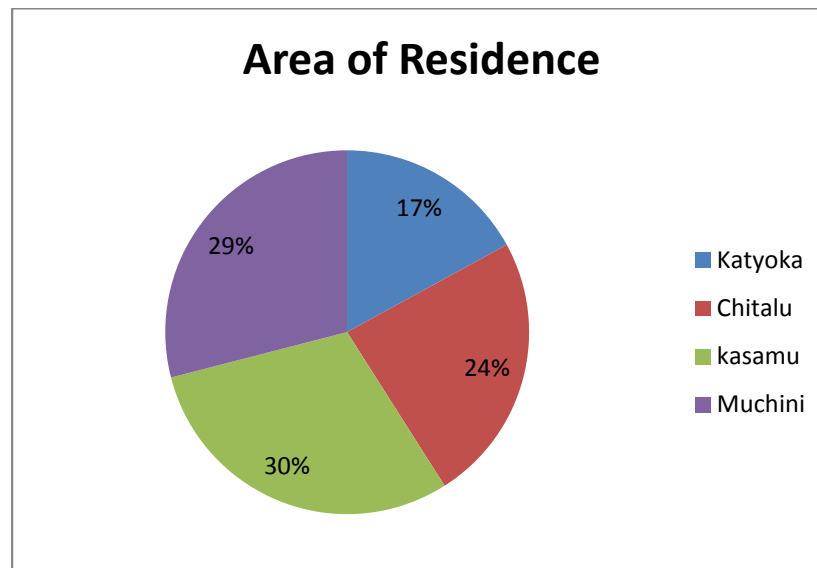
5.1.3. Marital status

This study in table one (1) reveals that the respondents mostly were married people accounting for 54 percent followed by those that were widowed

represented by 33 percent. Those that are single were only 4 percent and the separated were 9 percent.

5.1.4. Area of residence The study in this figure shows that 30 percent of the respondents live in Kasamu, 29 percent in Muchini, 24 percent in Chitalu and 17 percent live in Katyoka.

Figure 9



Source: Field 2011

5.1.5. Educational level

As shown in table 1, of the total respondents 44 percent attended primary school, 34 percent never went to school at all, 16 percent had secondary education, and 5 percent went up to college and only 1 percent got to university.

5.1.6. Occupation

The study shown in table one (1) 4 percentage were peasant farmers, 2 percent were peasant farmer and sales on the roadside, 1 percentage were peasant farmer and charcoal burner, 1 percentage peasant farmer and doing business while 1 percent were peasant farmer and volunteer for HIV and AIDS programme and about 3 percentage were involved in other activities.

5.1.7. Income levels

Table (1) shows that 46 percent of the respondents in this study have an income of K150 or less, while 21 percent of the respondents are in the range K151-K300. Those who have the income ranging between K301, ad K450 are 7 percent, 4 percent have an income of K451 –K600 while 2 percent in the income brackets of K601-K750,. K751 and more are 9 percent and exactly K150 are 11 percent.

Table 1: Socio-demographic characteristics of the small scale farmers

Socio-demographic characteristic	No	Percentage	Cumulative percentage
Age			
20 years and below	1	1	1
21-30 years	19	19	20
31-40 years	3	3	23
41-50 years	12	12	35
51-60 years	14	14	49
61-70 years	24	24	73
71-80 years	17	17	90
80 and above	10	10	100
Sex	No	Percentage	Cumulative Percentage
Male	33	33	33
female	67	67	100
Marital status	No.	Percentage	Cumulative percentage
Single	4	4	4
Married	54	54	58
Separated	9	9	67
Widowed	33	33	100
Educational level	No.	Percentage	Cumulative Percentage
Primary	44	44	44
Secondary	16	16	60
College	5	5	65
University	1	1	66
None of the mentioned above	34	34	100
Occupation	No.	Percentage	Cumulative Percentage
Peasant farmer	92	92	92
Peasant farmer and sales on the roadside	2	2	94
Peasant farmer and charcoal burner	1	1	95
Peasant farmer and doing business	1	1	96
Peasant farmer and volunteer for HIV and AIDS Programme	1	1	97
others	3	3	100

Income	No.	Percentage	Cumulative percentage
K150, or less	46	46	46
K150-K300	21	21	67
K301-K450	7	7	74
K451-K600	4	4	78
K601-K750	2	2	80
K751 and more	9	9	89
K150	11	11	100

SOURCE: Field data 2012

Table 2: The religious denomination of the respondent

Religion	No	Percentage	Cumulative Percentage
Seventh day Adventist	25	25	25
Catholic	22	22	47
Pentecostal assemblies of God	3	3	50
Church of Christ	8	8	58
New apostolic church	14	14	72
New life apostolic church	3	3	75
African apostle	1	1	76
Old apostle church	1	1	77
Baptist church	3	3	80
Jehovah's witness	4	4	84
Non-believer	2	2	86
Reformed church of Zambia	1	1	87
Salvation army	6	6	93
Pentecostal	3	3	96
None	1	1	97
church of Nazarene	1	1	98
united church of Zambia	1	1	99
Deeper Life	1	1	100

SOURCE: Field data 2012

5.1.8. Religious Denomination of the Respondent

Figure two (2) previous page shows that the highest number of respondents was 25 percent from Seventh Day Adventist, 22 percent were Catholic, 3 percent were Pentecostal assemblies of God, 8 percent Church of Christ, 14 percent were New Apostolic Church, 3 percent were New Life apostolic church, 1 percent were African apostle, 1 percent old apostle church, 3 percent of the respondents were from the Baptist church, 4 percent from Jehovah's Witness, 2 percent were non-believers, 1 percent from the Reformed Church of Zambia, 6 percent from the Salvation Army, 3 percent from Pentecostal, 1 percent were from none of the churches, 1 percent from Church of the Nazarene, 1 percent from the United church of Zambia, 1 percent from Deeper Life.

5.1.9. Duration of Respondents on FSP Programme

Table 3, shows that 54 of the respondents who said that the question was not applicable to them were (49%) and those they were not enrolled (5%) on the table below. Because of that, they could not state how long they have been on the programme. However, 13 % of the respondent had been on the programme for one year, followed by 11 % of respondent who had been on the programme for 2 years. While those that had been in the programme for 3 years and 4 years summed up to 15%. Those with five years and above were only 4% and only 1% had been on the programme for less than one year.

Table 3: Duration of beneficiaries on FSP programme

Duration of respondents of FSP	No	Percentage	Cumulative Percentage
Less than 1 year	1	1	1
1 year	13	13	14
2 years	11	11	25
3 years	7	7	32
4 years	9	9	41
5 years	4	4	45
Not applicable	49	49	94
5 years and above	1	1	95
Not enrolled	5	5	100.0

SOURCE: Field data 2012

5.1.10. Sources of FSP information

As shown in the table 4 above the most common form of communication was through a friend (22%) that is through interpersonal communication, followed by a combination of an officer from government and a neighbour with 19% respectively, that is word of mouth. A small number of respondents used a beneficiary of FSP, friend, and neighbour as a source of information. This summed up to 15%. However, among the respondents some of them used media such as the radio, television (ZNBC) newspapers in particular the Times of Zambia, Post Newspaper, Zambia daily mail (15%) which is the print media and audio media. While only 2% of the respondents got the information about FSP from NGOs which are organizations working within the community. Despite the above respondents having said their source of information, 6% said that they had

no source of information meaning that they were not aware of the FSP programme and only 1 % could not say anything about the source of information

Table 4: Sources of Information

Sources of information	No	Percentage	Cumulative Percentage
An officer from government	19	19	19
A neighbour	19	19	38
A friend	22	22	60
A beneficiary of FSP	8	8	68
Radio	7	7	75
Conservation farming leader	1	1	76
A beneficiary of FSP, post newspaper and radio	1	1	77
A friend and radio	1	1	78
A neighbour, beneficiary of FSP, radio and TV	2	2	80
A neighbour	1	1	81
No one	6	6	87
An officer from government and radio	3	3	90
A neighbour, radio and TV	3	3	93
Times of Zambia, post newspaper, Zambia	1	1	94
daily mail and ZNBC	1	1	95
NGO	1	1	96
Television	2	2	98
A friend & beneficiary of FSP	1	1	99
No response	1	1	100

FSOURCE: Field data 2012

5.1.11. Knowledge of respondents

As for what the respondents knew about the Food Security Pack Program, the research revealed that 70 percent revealed that, it was the program for giving seed and fertilizer. While, 7 percent said that it was there to give livestock and 5 percent did not know anything about the program .Furthermore a portion of 18 % of the respondents gave various answers of what they thought about the program as stated in the table five (5) below.

5.1.12. Media used to communicate to small-scale farmers on Food Security Pack Programme.

The researcher deemed it important to find out about the media used in informing the respondents about the food security program in the area of the study. The table six (6) on the next page shows that interpersonal communication reported to be

the most used media by 40 percent of the respondents and meetings accounting for 35 percent. While those for radio 9 percent, television 2 percent, newspapers 1 percent, meetings and newspapers 1 percent, radio and meetings 5 percent, radio and television 1 percent, radio and interpersonal communication 1 percent, not applicable 2 percent, and no response 2 percent.

Table 5: Knowledge of respondents

Knowledge of respondents	No	Percentage	Cumulative percentage
Program for giving seed and fertilizer	70	70	70
Program for giving livestock	7	7	77
Do not know	5	5	82
Programme that gives seed and lime	1	1	83
Programme that helps women get money	1	1	84
Farming to reduce poverty at household level	2	2	86
Program for giving seed, fertilizer, cassava cuttings, livestock, groundnuts, chickens	2	2	88
Program to enable us have income and hence reduce poverty	1	1	89
Program for giving fertilizer, cowpeas, beans, seed	1	1	90
Program providing seed, fertilizer, cassava cuttings, sweet potatoes, livestock, groundnuts	1	1	91
Program for giving seed, fertilizer, cassava cuttings ,livestock	3	3	94
Program for giving fertilizer, seed, livestock	1	1	95
Program for giving cowpeas and cassava	1	1	96
Program for giving fertilizer, seed, measuring cup, digging holes, rope	1	1	97
Program that gives seed, fertilizer and cassava cuttings	1	1	98
Program to know about farming methods and reduce poverty	1	1	99
Program for giving fertilizer, groundnuts, maize	1	1	100

SOURCE: Field data 2012

Table 6: Media used to communicate to small scale farmers on food security pack programme.

Media used	No	Percentage	Cumulative Percentage
Radio	9	9	9
Television	2	2	11
Newspaper	1	1	12
Public address van	1	1	13
Meetings	35	35	48
Interpersonal communication	40	40	88
Meetings and newspaper	1	1	89
Radio and meetings	5	5	94
Radio and television	1	1	95
Radio and interpersonal communication	1	1	96
Not applicable	2	2	98
No response	2	2	100

SOURCE: Field data 2012

5.1.13. Characters that gave information of food Security pack in the media.

In Table 7 below, according to the respondent interviewed it was observed that 25 percent information on the food security information was given by the officers from government, 8 percent was from Ministry of Agriculture, 1 percent was from Ministry of community Development Mother and Child Health, 2 percent could not remember the one who gave them information were as follows; 16 percent had no access to the media. While 2 percent was from the news broadcaster. Then 1 percent was from the community development worker, while 8 gave no response, 1 percent was from the officer from conservation farming unit, 1 percent was from the director of co-operatives, 1 percent was from Loveday Hachumba, 4 percent was from an officer presenting on the farming program, 9 percent was from an agricultural officer, 12 percent said that they did not have access to the radio, 1 percent was from officer from government and a non-governmental organization, 7 percent was from the Ministry of Agriculture and 1 percent said they had no interest to listen to the radio.

Table 7: Characters that gave information of food security pack in the media.

Character	No	Percentage	Cumulative Percentage
Officer from government	25	25	25
Minister of agriculture	8	8	33
Minister of community development mother and Child Health	1	1	34
Cannot remember the character	2	2	36
Have no access to media	16	16	52
News broadcaster	2	2	54
Community development worker	1	1	55
No response	8	8	63
Officer from conservation farming unit	1	1	64
Director of co-operatives	1	1	65
Loveday Hachumba	1	1	66
An officer presenting on the farming program	4	4	70
An agricultural officer	9	9	79
Do not have a radio	12	12	91
Officer government and Non-governmental organization	1	1	92
Ministry of agriculture	7	7	99
No interest to listen to radio	1	1	100.0

SOURCE: Field data 2012

Table 8: Recoveries made by the programme

Respondents' payment towards recoveries	No	Percentage	Cumulative Percentage
Yes	65	65	65
No	31	31	96
No answer	2	2	100

SOURCE: Field data 2012

5.1.14 Payments towards recoveries

In table 8: Recoveries made by the programme were as follows, 65 percentage said “Yes” that they had paid back to the programme while 31 percentage said “No” to having paid back to the programme because they were not aware that they had to pay back and some gave the reason that their yields they had were not enough to enable them to pay back. 2 percent of the respondents never responded.

5.1.15 Reasons for non-payment towards recoveries

According to table 9 below, 58 percent of the respondents were not applicable because they were not enrolled on the program and they received nothing, 32 percent said that they did not have enough yields to be able to pay back to the programme. Furthermore, 9 percent did not know that they had to pay. One percent revealed that they had already paid money before getting inputs

Table 9. Reasons for non-payment towards recoveries

Respondents' non-payment towards recoveries	No	Percentage	Cumulative Percentage
Not having enough yields to be able to pay back.	32	32	32
Did not know about paying back.	9	9	41
Already paid money before getting inputs.	1	1	42
Not applicable	58	58	100

SOURCE: Field data 2012

5.1.16. Challenges faced by farmers

As shown in table 10 on the next page, some of the major challenges that these small-scale farmers are facing are as follows: 23 percent are affected by droughts,

18 percent pests, 10 percent weeds, 6 percent floods, 6 percent, lack of fertilizer, 5 percent are affected by pests and droughts and 23 percent are affected by different problems. See table 10 on the next page.

Table 10: Challenges faced by farmers SOURCE: Field data 2012

Challenges faced by farmer	No	Percentage	Cumulative percentage
Drought	23	23.5	23.5
Floods	6	6.1	29.6
Pests	18	18.4	48.0
Pests and droughts	5	5.1	55.1
Weeds and drought	2	2.0	57.1
Pest and maize rotting in the field due to attacks by grain borers	5	1.0	58.2
Rats	1	1.0	59.2
Maize eaten by wild pigs	2	2.0	61.2
Not given enough fertilizer and seed	1	1.0	62.2
Fertilizer is expensive and floods	6	6.1	68.4
Lack of fertilizer	1	1.0	69.4
Lack of money to buy fertilizer and pesticides	2	2.0	71.4
Lack of fertilizer and seed	1	1.0	72.4
Fertilizer and farming inputs expensive	1	1.1	73.5
Marketing and pests	1	1.0	74.5
Lack of plough to cultivate land early	1	1.0	75.5
Lack of farming inputs	1	1.0	76.5
Pests and late coming of farming inputs	1	1.0	77.6
Drought and grain borer	1	1.0	78.6
Lack of fertilizer and weeds	1	1.0	79.6
Lack of land to farm from	1	1.0	80.6
Lack of information on farming methods, lack of fertilizer	1	1.0	90.8
Weeds	1	1.0	91.8
Pests and lack of fertilizer	1	1.0	92.9
Lack of fertilizer	1	1.0	93.9
Pests and weeds	1	1.0	94.9
Maize rotting in the field	1	1.0	95.9
Drought, floods and pests (Grain borer)	1	1.0	96.9
Lack of market for the products, delay to get inputs and drought	1	1.0	97.9
Non-availability of fertilizer and lack of markets	1	1.0	98.0
Pests and lack of weed killer	1	1.0	99.0
Lack of money to buy fertilizer and seed	1	1	100.0

1.1.17. Opinions and suggestions to improve the FSP programme

According to table 11 below, the majority of the respondents had this to say about the FSP. About 18 percent of them recommended that there should be an increase in fertilizer, seed and that more information on the farming methods should be given followed by 13 percent of the respondents who wanted the Government to provide weed killer. 12 percent only opted for the increase of fertilizer alone. 6 percent recommended the increase in the number of packs for all beneficiaries, 4

percent suggested that the Government should sensitize the community about food security.

Table 11: Opinion of respondents on the FSP and suggestions on its improvements

Recommendation	No	Percentage	Cumulative percentage
Increase fertilizer	12	12	12
Increase seed	1	1	13
Increase cassava cuttings	3	3	16
Increase livestock	2	2	18
Government to give more information on farming methods	13	13	31
Government to provide weed killer	2	2	33
Government to increase seed and fertilizer	18	18	51
Increase fertilizer, seed, give more information methods	11	11	62
Increase fertilizer, give more information on farming methods	3	3	65
Make people aware of the programme in the area	1	1	66
Increase number of packs for all the beneficiaries	6	6	72
Increase inputs such as beans, sunflower	1	1	73
More information on the role of the CDO in the area	2	2	75
Government to provide pesticides	1	1	76
Government to increase cassava cuttings, seed, fertilizer	1	1	77
Strengthen the co-operative extension office to everyone	1	1	78
Government to provide livestock for cutting land	1	1	79
Government increase providing various important inputs, livestock and more information on farming methods	1	1	80
Increase fertilizer and seed	3	3	83
Government to give more information on farming methods	2	2	85
The program should be more inclusive in terms of targeted beneficiaries	1	1	86
Government to provide fertilizer and markets	1	1	87
Increase seed, fertilizer and provide weed killer	2	2	89
Government to increase inputs to improve food security	2	2	91
Government to increase fertilizer, and give more information on farming methods	1	1	92
Government to increase seed, cassava cuttings, and give more information on farming methods	1	1	93
Government to increase fertilizer and increase livestock	1	1	94
Government to sensitize the community about the food security programme and how to access the services it offers	4	4	98
Government to give more information on food security program	1	1	99
Provided medication for livestock and flows(chickens)	1	1	100

SOURCE: Field data 2012

PART II: FOCUS GROUP DISCUSSIONS

Discussions

The study used two focus group discussions with beneficiaries of the food security programme and the key stakeholders in the community. These two discussions were held on two different days; one was held on a Monday and the other one on the following week on a Monday.

Each group comprised 6-10 participants, mainly those who had been on the program for a number of years, those that were not enrolled but wanted to, and those in leadership in the delivery of the pack. A prompt list of questions/topics was used to get answers on issues that relate to food security in the area of study. Areas that were topical in the study were: Knowledge about food security program, beneficiaries of the food security program, sources of information used to reach the small-scale farmers, attitude towards food security program by the small-scale farmers practices to encourage beneficiaries, communication channels used to reach farmers on issues of food security, how frequently is the media used to communicate about food security, the challenges faced in the food security program, what needs to be done concerning people living with HIV and AIDS and food security, monitoring and evaluation of the communication strategies used in the program and what needs to be done to improve the program.

What beneficiaries understand by food security?

In this study, the beneficiaries gave a range of what they know about food security. Their different responses were as follows: 10 percent of the respondents understood food security as cultivating crops for consumption and seed storage, 20 percent as having enough and different inputs for improved harvest, 5 percent said it is looked at as growing enough and keeping enough on reserve, 30 percent as having enough for consumption until the next harvest, 5 percent saw it as having enough money, 5 percent said it is cultivating and keeping it safe, 5 percent preparation of fields, planting, weeding and harvesting, 5 percent said they think it has to do with having enough for consumption, 5 percent were for the idea that food security is having land, inputs, rains/water for improved harvest to

have enough for consumption, 10 percent viewed it as having enough food for consumption and extra to meet other needs.

Beneficiaries' understanding of food security pack programme

The researcher in the discussions also wanted to bring out what the beneficiaries thought food security pack was. It was unanimously revealed in the discussions that the food security pack had something to do with the cooperatives giving inputs support to small-scale farmers; 95.2 percent of the respondents had no problems understanding the food security pack.

The beneficiaries of the food security program.

The discussants were guided to look at who the beneficiaries in the food security were and the discussions generated the results. 10 percent were widows, 5 percent single mothers, 5 percent are orphans and vulnerable children, 5 percent were child headed households, 5 percent were terminally ill headed household with labour support, 10 percent were disabled headed households, 15 percent are unemployed youths, 20 percent were the aged with labour support, 5 percent of the discussants were the poor and elderly, 5 percent were the widows, elderly and people living with HIV and AIDS, 5 percent orphans and elderly and 10 percent were widows and the vulnerable children.

The identification of the beneficiaries of the food security program.

The study did also investigate how the beneficiaries of the food security program are identified. 60 percent of those who were involved in the discussions put it that the beneficiaries were identified by the neighbourhood watch and 40 percent by the neighbourhood and the Ministry of Community Development.

Challenges faced in beneficiaries' identification.

On challenges that were faced when identifying beneficiaries, 5 percent of the discussants said there was an issue of fake beneficiaries, 35 percent were clear in

the discussion that the whole process lacked transparency, 35 percent said that those in the committee for identification themselves, their relatives and friends as beneficiaries, 10 percent thought the process did not involve those it concerns, 10 percent put the idea forth that the process was flawed because of poor record keeping of the beneficiaries, 5 percent said it lacked monitoring and evaluation.

The source of information about food security.

The discussants also talked about where information about food security was got. The discussion went as follows: 5 percent got it from an agricultural officer, 25 percent obtained it from a community development officer, whereas 10 percent from a NGO staff, 15 percent said that they did not know the source, 40 percent occasioned the knowledge as people were receiving the pack, 5 percent got it from the senior citizens.

The attitude towards the food security program.

The discussion on the attitude towards food security program was that 5 percent mentioned that they were able to meet the conditions for the pack by paying back, 25 percent said some people sold the pack after receiving it, 35 percent felt that some of those responsible for distribution gave their relatives, families and friends, 35 percent said that some of the people in charge of this exercise were dispensing their duties well for they were giving the real beneficiaries.

The practices that encourage beneficiaries

Most of the discussants, 53.8 percent talked of transparency and accountability, 15.4 percent of the composition to be inclusive, 23.1 percent said that those that were in charge were supposed to be committed, 7.7 percent mentioned of the exercise delivering to the intended beneficiaries.

Communication channels that can be used by social welfare to talk about food security

5 percent of the discussants said they preferred information about food security via ZNBC radio 2, 65 percent said through meetings, 5 percent told the researcher that they would like to get it through megaphone, church announcements, meetings and posters, 10 percent through church announcements, 5 percent through radio, 10 percent thought posters were the best.

The media frequently used to reach the beneficiaries with information about food security.

The discussants did tackle in the discussions the issue of media frequently used in disseminating information about food security. 50 percent of the discussants said the meetings were used to reach them with the information about food security and another 50 percent accounted for church announcements.

The frequency of the media used to communicate about the food security program.

The deliberations on this on the mentioned topic was that 6.3 percent of the discussants said that they frequently used the media, 75 percent used the media very frequently, 12.5 percent occasionally used the media, 6.3 percent rarely used the media.

Teachers communicate about food security via different ways.

The study researched also, on how teachers send messages of food security across to beneficiaries in communities where this study was conducted. It was discovered that 65 percent of the discussants said they got to beneficiaries through pupils, 30 percent said they gave the message as they interact with some of the beneficiaries, 5 percent got some messages from teachers about food security through meetings on different issues in the communities since the teachers were part and parcel of the community.

How Non-governmental organizations reach out with messages about food security.

The research did dig into finding out about how NGOs communicate about food security and the findings were that 95.2 percent of those who participated in the discussions felt that NGOs reached out through the traditional leadership in the name of headmen.

Others in the line of communication about food security.

Discussants did deliberate on other people in the line of communication. 70 percent said that it was village leaders, while, 30 percent talked of leaders of different groups in communities.

What is being done concerning the food security of people living with HIV and AIDS?

Most of the discussants, 55 percent on this issue said that clubs in the community were developing income generating activities such as gardening, farming and many others. 25 percent said the committee in charge had people living with HIV and AIDS as a priority of the pack program, 20 percent came out that the committee does facilitate the access to medication and nutrition of the people living with HIV and AIDS (PLWHA.)

What needs to be done to improve the communication strategies used in the food security program?

The recommendations vis-à-vis improving communication strategies on food security were that 35 percent of the discussants suggested that there should be clear community structures of leadership through which information about the program can be exchanged without problems with the beneficiaries, 25 percent said that the committee in charge should work as a team in order that there is co-ordination, 5 percent spoke out that keeping and adhering to the records of the beneficiaries would do the community good, 10 percent thought that officers need

transport to execute their duties well, 25 percent were said that there was need to have offices in the communities in order that beneficiaries could regularly meet and talk to the officers.

Suggestions to government to improve the program

Winding up on the discussion, the discussants had this to say on the how Government could improve the program; 30 percent of the discussants talked of increasing seed , 60 percent said that both seed and fertilizer should be increased, 10 percent suggested that the number of beneficiaries needed to be increased.

5.2.2 IN-DEPTH INTERVIEWS

Two in-depth interviews were conducted one with a district staff in charge of the food security pack program at the Department of Community development in Kafue which is under the Ministry of Community Development Mother and Child Health and the other one with the Community Development Assistant of the Ministry of Community Development Mother and Child Health staff based in Shimabala area. For the interview guide see appendix ii. The findings of the two interviews have been put together and the following is what was gathered.

Both interviews mentioned the use of interpersonal communication, as the main method of communication to the farmers. There was a mention of meetings, women clubs and monthly reports being used as communication tools to the community.

The interviewee revealed that both the District Development Officer and the Community Development Assistant were satisfied with the level of communication in the organization and were optimistic that it would improve. The District Officer said that communication on food security pack was very effective because their office uses all local languages to get through to the beneficiaries of the program. He further argued that Public gatherings are the best

media used and we think they provide room for questions if the message is not clear.

According to the respondents, the other media used were the press, (both electronic and print media) at national level, while at district level, community meetings were preferred and at sub-Centre level community meeting and group, discussions were used.

Challenges that the staffs were facing included difficulty for a rural farmer to do away with old practices.

When asked about the messages used to inform people about the Food Security Programme and how they are relayed to people, the Community Development Officer said that these include trying other methods of farming not only sticking to traditional practices, since farming is dynamic. Others included keeping records of their yields, conducting field monitoring and holding public meetings.

On the identification of beneficiaries the Community Development Assistant said that the vulnerable but viable farmers who have labour and land where fields are prepared and the reason why they were beneficiaries the officer said that they were beneficiaries because they could not afford to buy farming inputs such as fertilizer and seeds. Secondly, are those not working most of them and have no one to support them from their families and those that cannot even afford to buy membership fees and other demands in the co-operative societies.

When asked what knowledge the staff of FSP expected to change, the community development officer responded that not all vulnerable groups but only viable are required to be on the FSP programme. She added that they always encourage clients not to depend on hand-outs but to work hard during their time on the FSP programme and sustain themselves afterwards.

When asked what practices are to be encouraged among the beneficiaries, the Community Development Assistant said that Practices such as conservation farming, early planting and planting good seeds are very important.

The officer confirmed that there was monitoring and evaluation of the FSP. She suggested that the government could improve the programme by offering more alternative farming methods.

5.2.3 IN-DEPTH INTERVIEW FOR THE FSP EXPERTS

The researcher had an opportunity to interview an expert who is in-charge of the Food Security Pack Programme at the district level at the Ministry of Community Development Mother and Child Health in Kafue and following are the findings.

He said that from the inception of the programme to the end, they were the owners as a department.

He had been on the programme since inception in 2000. When communicating to the community; he said that the avenues used included meetings and women's clubs.

The officer said that their communication on food security is effective because they use all local languages to get through to the beneficiaries of the program.

When asked on the procedure used, he said that the program started with beneficiaries identification exercise and involved planning, implementation, monitoring and evaluation.

He suggested that they adequately covers the needs of the beneficiaries using drama, meetings and reports .He said that these are effective because the results are in most cases achieved, for example, recoveries that are received. He also said that Food security levels in have improved.

The expert also mentioned that the following media were used in communicating about FSP: The press, both electronic/print media at national level, while at

district level community meetings were used, sub-centres level community, meetings and group discussions.

However, the following were suggested as being the best medium to communicate with rural farmers: Drama, community meetings and group discussions where questions and answers were tabled. Last but not the least announcements that are done in churches and schools could also be encouraged.

The expert said the important messages sent to farmers were centred on the importance of food security at household level, sustainability of food security and diversification.

He said that the monitoring and evaluation covered the following subjects: usage of the inputs, size of yields, recoveries and food levels and whether or not farmers had improved. He suggested that There is need to involve civic leaders and use local languages to communicate to the beneficiaries. He added that there should be more use of radio and television.

Lastly, the sources or contacts that the expert uses on the ground to communicate their messages were field officers(Community Development Assistants and Agricultural Extensional officers.)

CHAPTER SIX

DISCUSSION OF RESULTS

This chapter contains a discussion of the results of the study in relation to the conceptual and theoretical framework of chapter three of this report.

6.1 Socio-demographic characteristics of respondents

6.1.1 Sex

The last chapters show that there were more female respondents than male respondents that were interviewed. 67 % and 33% respectively. This was so because most of the farmers were women since the men had immigrated to cities and towns in search for better paying jobs. This explains the fact that women account for seventy percent (70%) of the agricultural labour force and eighty percent (80%) of food production (FAO 1999).

Another reason was that some men were out working as casual labourers on neighbouring farms to supplement their income. Furthermore, Women are more of care-givers than men are, and so they are the ones who are found at home to look after orphans, vulnerable children and other needy people. Consequently, When targeting is done for the FSP, more women than men are captured as clients. For the above reasons more women were interviewed in this study than men.

6.1.2 Age

The FSP programme targets vulnerable but viable farmers. Very old persons were not necessarily classified as viable people because most of them lack the strength to be able to engage in gainful farming. However, most of them depend on their grandchildren whose parents may have died of the scourge of HIV and AID, to provide labour. If the elderly are assisted with inputs, they will be able to increase their production so that they have enough food for their sustenance as well as for sale. Although Farming is a labour intensive activity and requires people who are strong and energetic ,it could also be argued that leaving out the elderly from the

FSP program, denies it the potential to benefit from ideas, maturity, experience, sense of responsibility and leadership, which the elderly might have provided.

However, not only is labour an issue in this community, but there are also matters of land to take into account. According to the findings in the survey, most of the small scale farmers are landless. This is because most of them have sold out their land to other people with money from urban areas like Lusaka. This has made them squatters in such places as the railway line reserves and under the ZESCO Limited (National Power utility) pole lines.

if they have to farm, they rent a piece of land from those who have land to rent out. Because of this, most small scale farmers end up working in other people's fields in order to meet their food security.

6.2. Discussion of findings

6.2.1 What are the knowledge, attitudes and practices of the people of Shimabala regarding agriculture in the area.

Generally, the attitudes of the people of Shimabala confirmed the suspicions of the researcher. The majority of the respondents said that the attitudes of those responsible for distribution of inputs had not been good because they offered their relatives, families and friends instead of targeting the real beneficiaries. This tantamount corruption, and this should not be condoned in these matters involving aid to the poorest of the poor.

However, some distributors were said to be doing their duties well for they targeted the real beneficiaries. Who are the beneficiaries? according to the FSP manual, the beneficiaries are those who are vulnerable but also viable. The very old are also considered as beneficiaries though they have no strength to cultivate land since they look after other dependents such as orphans who they use as labourers.

The findings show that most of the beneficiaries that were given the pack managed to pay back, and this shows that their attitude towards the program is good despite them having a few individuals who choose to sell the farming inputs in exchange for money when they were given. This has made most of them not to be able to meet their food needs despite them having received the farming inputs on time.

Furthermore, the researcher observed that the use of fertilizer in the fields would eventually lead to the soil losing its natural fertility. However, when the officer from Ministry of Community Development was asked why they had continued giving fertilizer despite encouraging conservation farming, the response was that they did so just to help quick germination of the crop as the soil were already lacking some fertility unless if they used virgin land where the soil was still having its nutrients. Furthermore, the officer said that due to lack of composite manure they opted to use just a bit of fertilizer to increase the yield.

Despite the Government conservation farming and teaching how to make composite manure, small-scale farmers have continued using the old ways of farming because they think that conservation is labour intensive as compared to old way of cultivating the land before planting. The knowledge of conservation farming is given to these farmers in this area but the farmers tend to ignore what they are taught.

According to the researcher's analysis, in the field the observed reason that so many small-scale farmers usually attend the training demonstration by the Conservation Farming Unit (CFU) is that they are attracted by the incentive they are given when they attend the meetings. Food is one of the incentives they are given and therefore not only do they attend meetings to learn but also to eat. As a result of this, the small scale farmers have continued having a negative attitude. The theory of diffusion of Innovation does support the finding mentioned above but of consideration should be taken to avoid consequences of consequences.

Rogers E.(2003) theory of diffusion of innovation supports the findings on the knowledge, attitude and practices pertaining to agriculture in Shimabala area. There are desirable consequences, which are the functional effects of an innovation for an individual or for a social system, while undesirable consequences are the dysfunctional effects of an innovation to an individual or a social system. However an innovation such as the use of fertilizer can have desirable consequence, which is the promotion of high yields, and it can also have undesirable consequence, which can be the depletion of the soil fertility after a long use of fertilizer.

The conservation farming, which is introduced in this community, has been accepted by a few individuals and it has taken different stages to be accepted by different individuals, which also qualifies the theory of diffusion of innovation to be useful in this research.

6.2.2. What strategies do the change agents use to reach the clients in Shimabala area of Kafue?

Government officers, neighbours, friends, beneficiaries of the food security programme, conservation farming leaders, The Post Newspaper, television.(Zambia National broadcasting corporation), Times of Zambia and Daily Mail are all used in strategies to reach the clients.

The findings show that the main strategy communication is to share information through friends, Government officers and neighbours. This kind of communication is referred to as interpersonal communication. This is necessary because these rural people tend to stay in isolation where they are cut off from the main sources of information through electronic and print media.

However, the findings show that a small portion of the selected sample had access to radio and television. This is so because a lot of these people live in a village set-up homes where there are deprived of a lot of social benefits such as access to

electricity and other facilities which has made them unable to access information from the electronic media .The few who could afford the electronic media tend to abuse it for other things such as entertainment instead of access to informing on developmental issues.

Furthermore, the levels of education show that most of them could only afford to reach primary level of education and some had no access to a formal education. As a result of this, most of the respondents could not access the print media because they were illiterate. This shows that the right to education is something, which these people in this area have not enjoyed due to many reasons, which could be economically, socially or politically inclined.

The government workers working in this community towards eliminating hunger were from the Ministry of Community Development, Mother and Child Health and the Ministry of Agriculture and Livestock. The Non-Governmental Organization working in partnership with the government departments in this area are the Conservation Farming Unit, World Vision and Centre for Infectious Diseases Research in Zambia The Heffty Denen school and the Shimabala Health post are some of the organizations working in this community.

Meetings, interpersonal communication, church announcements, small groupings, use of instruments such as mega phones, and interpersonal communication through children and local traditional leaders are the channels used to communicate matters of food security. However, the findings show that respondents think that the most effective communication strategies are meetings and group discussions.

The Self-help project is also another group of women who work together in improving their foods needs at the household level. In this project, the women are linked to an organization that can give them loans to do business, and they are also taught how to practice good farming methods such as conservation farming

and how to prepare, store and utilise the farm products. They are also linked to markets where they can sell their farm products. However, this group works hand in hand with the Ministry of Community Development, Mother and Child Health(MCDMCH) and the Ministry of Agriculture and Livestock. (MAL)

The Development Support Communication approach, which emphasizes on the role and process of communication and gives emphasis on the use of channels, which favour the beneficiaries, is clearly instructive here. The change agents would be advised to shift from the top-down tendencies, and bridge the gap between experts who bring the innovation and beneficiaries. The Participatory Communication approach is also relevant in its support for popular involvement by the masses.

6.2.3. What media are used to communicate to small scale farmers in Shimabala area on matters of food security?

The media used in this area are as follows Radio, meetings, group discussions, mega phones and posters.

The meetings are the mostly frequently used tool to access and disseminate information on food security. The Radio is used but on a smaller scale as most people in this area do not own radios and the only media usually used is the meetings and group discussions.

The District Community Development Officer mentioned that they used different Media at different levels such as public gathering, and press (both electronic and print media) at national level. At district level, community meetings were preferred and at sub-Centre level, community meetings and group discussions were used.

Group discussions and meetings were preferred in this locality because the officers used the local languages and clarification was done when an issue was not clear in a way whereby the people were able to ask questions and answers were given right there. However, the use of megaphone is perhaps the most

favoured of technologies for activities seeking to mobilise a crowd (White and Ascroft, 1994). It is informal, cheap, and mobile and affords the person holding it dominance and power (IBID).

Agenda setting and persuasion are easily achieved with participatory approaches in traditional media such as symbolism, folklore, oral literature, music, dance and drama. The meetings and group discussions were probably said to be effective by the respondents because they involve the people actively and help them to be setters of their own agenda (Kasoma P. Francis, 1981).

The use of such channels is understandable in the mass media poor environment such as Shimabala communities of the underprivileged. The advantage is that they may be very effective. Interpersonal communication is said to be the most effective channels, followed by group communication. To overcome the aged o poverty, all interested service providers should be encouraged to keep their staff updated on these techniques. Perhaps, since, communication for development encourages the use of a multimedia approach, government and non-government groups could consider donating radio sets and introduce of radio listeners groups. These would constitute a useful complement to existing channels.

6.2.4. What barriers hinder the work of the change agents?

The hindrances or barriers in accomplishing these communicative strategies of the residents of Shimabala area regarding food security showed that they had a negative attitude towards the program because they tended not to practice what they were taught. They also felt that the program was not catering for all the beneficiaries in the area as a result they felt that the programme was not worthy having in the area.

Gatekeeping is controlling the flow of messages through a communication channel. One of the most crucial choices in the innovation-development process is the decision to begin diffusing an innovation to potential adopter.(Everett M Roger 2003) it was observed that by the researcher that most of the respondents

were not aware of the communication channel used in identifying beneficiaries as a result of gatekeeping that is in place.

Agenda-setting occurs in the innovation process when a general organizational problem that may create a perceived need for an innovation is defined.(Everett Rogers 2003) In this community of Shimabala , the Ministry of Community Development, Mother and Child Health, identified the need to reduce poverty in this area by coming up with the Food Security Pack programme. The headmen are considered as opinion leaders who have worked with the people and other stakeholders in the community.

The noble intentions of the Food Security programme have left the beneficiaries worse-off than before. This is because communities are complex social systems with numerous interlinked units, with the result that any change in one unit could have unforeseen and undesirable consequences on other units.

6.2.5. How do government and other agencies attempt to achieve and sustain food security?

The findings show that the major stakeholders that have been working in this community are as follows,

From the Government departments are the Ministry of Community Development Mother and Child Health and the Ministry of Agriculture and Livestock. Both these use the meetings and interpersonal communication whereby they are able to talk to farmer on a one to one bases. Owing to the way the small scale farmers are sparsely located it is easier to bring them at one central place where they could be talked to on issues of development like food security.

Occasionally, church announcements are used when calling out small scale farmers to come and attend meetings as most people congregate in churches every week. Since the church is taken as, a place where whatever is said is taken to be biblical truth, the church qualifies as the best source of information and whatever is said is taken seriously. Health centres also play a major role in disseminating

information in the community. The Ministry of Health in the community uses all sorts of strategies to get the information passed on to the community such as the use of small groupings that go out in the community to inform the people about issues of health or development. A megaphone is one instrument that is used to talk to the people or disseminate information to the people in this locality.

However, these methods used above have proved to be not effective because the staffs that disseminate information work on voluntary bases and are not able to reach the far-away places because of lack of transport.

In addition, the people who distribute the information and inputs tend to be corrupt not because they want to, but because of the situation, they find themselves in whereby they cannot meet their food requirements. Food requirements of the distributors of inputs are issues that need to be taken into consideration in order to stop corruption in this area.

Ministry of Education is also playing a big role in this area. Children are used as channels of communication to inform their parents on issues of development. This is done with collaboration with other stakeholders relevant in food security. However the pupils cannot be relied on as they tend to distort the information given and therefore meetings are called on when need arises.

Last but not the least, NGOs also help in disseminating information to the community. NGOs reach out through traditional leadership in the name of head men. In this area of study, there were four headmen that were used by NGOs in helping reach out to the community. The headmen worked hand in hand with other village leaders such as committee members in the food security programme

Some of the NGOs that were working in this community on issues of food security are the Conservation Farming Unity, which teaches the farmers on issues of conservation farming in order to increase their yields. Potholing was

encouraged one of the criteria to qualify for the Food Security Pack collection. However, if someone did not meet this demand, he or she was not given the pack. However, from the researcher's finding those who did not qualify were mostly those that were not well health such as the terminally ill, handicapped and others who suffered from different ailments.

6.3. Comparing the Dependent variable with the independent variables

Figure 12: sex of the respondent*which media were used to informing you about food security program?

Media used	Sex of respondents		
	Male	Female	Total
Radio	2	7	9
Television	1	1	2
Newspaper	1	0	1
Public address van	1	0	1
Meetings	14	21	35
Interpersonal communication	9	31	40
Meetings and newspaper	0	1	1
Radio and meetings	2	3	5
Radio and television	1	0	1
Radio and interpersonal communication	0	1	1
Not applicable	1	1	2
No response	1	1	2
Total	33	67	100

Table 12:SOURCE: Field data 2012

6.9 Table twelve (12) compares the media used by both male and females, the finding reveal that the most prominent media used is interpersonal communication and meetings, which are used by the majority of the women while only small number of male uses these Media.

In addition, more women than men use radio while the television is equally accessed by both male and female however, a certain group does not even have access to any media due to different reasons, which might be political, economic and social moulded.

Table 13: Sex of the respondent*if ‘no’ what do you think lacks in the information you were given. Cross tabulation

If “no” what do you think lacks in information given	Sex of respondents		
	Male	Female	Total
Not applicable	23	42	65
Information on how to access inputs	1	0	1
Information on how to enrol in the program	0	1	1
Friend was too fast when talking	0	1	1
Lack of proper information about the program	2	6	8
Negative attitude towards the program	1	0	1
No information about the program	1	0	1
Not serious about the program	0	1	1
No assistance and information about FSP not detailed	1	0	1
Everything about food security pack program	0	1	1
Lack of concentration to the program	1	1	2
Too busy to listen to the program	0	1	1
	32	62	94

Table 13 shows that the majority of the respondent could not say anything about what was lacking in the information about food security because they did not even have any information about the programme and were not aware whether it existed. While those who had heard about the programme had the following to say: they lacked detailed and proper information on how to enrol, how to access inputs, information about the entire programme. One segment of the farmer confessed that they had a negative attitude about the program because they had never benefited anything from the program since its inception.

Table 14: Sex of the respondent*did the information you were given help you understand fully what the food security pack program is about. Cross tabulation

Did the information you were given help you understand fully what the FSP is about	Sex of respondents		
	Male	Female	Total
Yes	22	43	65
No	9	22	31
Not applicable	1	1	2
No answer	1	1	2
Total	33	67	100

The figures show that the majority of the female understood the information given to them about food security while only a few men understood the information they were given, about 4 percent of both male and female were not enrolled and some could not say anything.

The finding shows that more females were very alert and interested in understanding issues of food security since they were the ones who prepared food for the families.

Table 15: Residential area of respondent * which media were used to informing you about food security program? Cross tabulation.

Which media were used to informing you about FSP	Residential area of the respondent				
	Katyoka	Chitalu	Kasamu	Muchini	Total
Radio	4	0	4	1	9
Television	1	0	1	0	2
Newspaper	0	1	0	0	1
Public address van	0	1	0	0	1
Meetings	5	7	14	9	35
Interpersonal communication	4	15	8	13	40
Meetings and newspaper	0	0	1	0	1
Radio and television	1	0	1	3	5
Radio and interpersonal communication	0	0	1	0	1
Not applicable	2	0	0	2	2
No response	0	0	0	2	2
Total	17	24	30	29	100

Table 15 above shows that the majority of farmers in Katyoka and Kasamu villages use the meetings as a media to communicate about food security, while Chitalu and Muchini village farmers use interpersonal communication.

Table 16: Residential area of the respondent * who gave you the information? Cross tabulation.

Who gave the information?	Residential area of the respondent				
	Katyoka	Chitalu	Kasamu	Muchini	Total
An officer from the ministry CDMCH	2	2	7	3	14
An officer from MAL	0	6	11	13	30
Don't know	1	0	0	0	1
From neighbours	0	6	3	2	11
Friend	3	3	2	9	17
FSP beneficiary	2	0	1	0	3
PAM officer	0	2	0	0	2
Not applicable	1	0	0	0	1
Self-help leader in the area	2	0	0	0	2
An NGO staff and an officer from MAL	0	0	1	0	1
An officer from a NGO	3	1	2	1	7
An officer from Government and NGO	1	1	1	0	3
No response	0	0	1	1	1
Headman and an officer from MAL	0	1	0	1	2
TOTAL	17	23	30	30	100

Table (16) above shows that the 30 percent of the respondent got the information from an officer from Ministry of Agriculture and Livestock , followed by 14 percent of respondent from all the four villages shows that they got the information from the officer from the Ministry of Community Development Mother and Child Health (CDMCH). These findings show that the Ministry of Agriculture and Livestock had worked hard in communicating to the small scale farmers as compared to the officers from the Ministry of Community Development Mother and Child Health who were the current owners of the Food Security Pack Programme. However, apart from these two organizations mentioned above, friends also play a major role in informing each other about the issues of food security in this community. Participatory communication where all the members of the community were involved in disseminating information was quite impressive in this community.

However, the researcher had observed that the most informed about the food security programme were from Kasamu and Muchini while Katyoka and Chitalu have little or not much information on Food Security Pack Programme.

Hence there was need to cover all areas when disseminating information about food security, so that all the people could be well informed so that they could all work together to enhance development in the area.

CHAPTER 7

CONCLUSION AND RECOMMENDATIONS

7.1 CONCLUSION

The study aimed at finding out the communication efforts towards sustainable Food Security in Zambian rural Households-a case study of communication efforts aimed at eliminating hunger in Shimabala area of Kafue.

The study revealed that interpersonal communication and meetings were the most common ways of communication, which accounted for 40 percent and 35 percent respectively. Officers would normally pass across the messages but other ways also included friends, neighbours, radio, television, and Post newspaper, Zambia Daily Mail, Times of Zambia (newspapers) and ZNBC. , which accounted for a smaller percentage this caused small scale farmers to have different information on FSP.

Despite the high number of recoveries that the programme records, households have continued suffering from food shortages. The high number of recoveries was due to fear of being removed from the programme because most of them knew that if anyone defaulted, one would be removed from the scheme, which meant one would not receive inputs in the next farming season. The food shortages could be attributed to a number of factors such as weeds, floods, pests, droughts and inadequate information on farming methods among other things. This therefore, gave an impression that the programme was a success and yet there were other factors such as given above that made the programme to be so unsuccessful. In addition, the packs were not enough to cater for all the beneficiaries in the area as a result the small scale farmers had continued living in food insecure household.

The study revealed that there was little use of radio, television (electronic media) and little use of newspapers (print media) in communicating information to the

beneficiary farmers. The farmers depended on the interpersonal communication, where they depended on friends, neighbours and officers to give them information. This type of communication yielded results in a way but it was limited in the sense that information tended to be distorted along the way as it was passed across from person to person and this made the respondents to have varied information on the FSP.

The finding shows that there was need for the programme to address such factors if the programme was to be a success.

7.2. RECOMMENDATION

Based on the results of this study and the discussions herein the following are the recommendations that will assist the Government in particular, the Ministry of Community Development Mother and Child Health and other stakeholders working within the Shimabala community to improve communication and enhance food security in the area.

7.2.1. The Government should give priority to procuring inputs early so that they do not delay to distribute them. If inputs are procured late, it becomes a chain reaction in that farmers will plant late and consequently will not be able to get the required yield leading to inadequate food at household level.

7.2.2. There is need to improve the communication strategies on food security by having clear structures of leadership through which information about the program can be exchanged without problems with the small-scale farmers.

7.2.3. There is need for transparency and accountability among the staff in-charge of the FSP and the small scale farmers.

7.2.4. There is need to have infrastructure development in this area, for stakeholders especially the Ministry of Community Development, Mother and Child Health as it is the mother body of all stakeholders.

7.2.5. The packs should include pesticides and fungicides to treat crops because pests also contribute to low yields and livestock medicines should easily be accessible through the Ministry of Agriculture and Livestock to every small-scale farmer.

7.2.6. There is need for aggressive monitoring and evaluation of Food Security Pack Programme so that officers are in regular contact with small scale farmers in order to see the problems that farmers are facing, educate them and listen to them. Irregular contact with them is not beneficial for both officers and small-scale farmers because both parties do not really know what things have come up since their last contact.

7.2.7. There is need for the Government to include livestock in every pack so that the small-scale farmers can use them both for cultivating land and to the cattle dropping as manure to add fertility to the soil.

7.2.8. There is need for the Government to give the small-scale farmers winding radios so that they can access information in their households instead of depending on person to person information, which is not reliable as it tends to be distorted as it is passed on.

7.2.9. There is need for the Department of community Development to intensify the training component as they make distributions of inputs to the farmers. In order to help the farmers to do their farming successfully there is need to train farmers on different types of farming methods such as conservation farming and this should be done in collaboration with the other stakeholders such as Ministry of Agriculture and Livestock and other NGOs working in the area.

7.2.10. There is need to promote effective communication strategies and access to inputs such as fertilizers and seed stock, small scale farmers have fallen back on subsistence farming, often struggling to meet their food requirements.

7.2.11. There is also need to promote gender equality in food production and many other income-generating activities in the households unlike the situation

where the women have to cope with farming and domestic tasks while the men go for income generating activities.

7.2.12. There is need for the Government to conduct workshops for farmers where officers give information on the FSP and farmers ask questions on the programme and answers are given.

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Appendix 1

INDIVIDUAL QUESTIONNAIRE

RESEARCH TOPIC:

Towards sustainable Food Security in Zambian Rural Households.- A case study of Communication efforts aimed at eliminating hunger in Shimabala area of Kafue District.

Dear Respondent,

You have been randomly selected to help with information on assessing the challenge of communication that farmers face to be aware of food security by the ministry of community development staff and its agencies. This information is required as part of an academic research exercise and will by no means be used against you. Information provided will be kept confidential. Your cooperation will be highly appreciated.

INSTRUCTIONS

Please read all questions carefully and provide answers accordingly, indicate your answer by ticking[], in the box provided. In case an explanation is need, please use the provided space for short and clear answers.

QUESTIONNAIRE FOR THE BENEFICIARY HOUSEHOLDS

BACKGROUND INFORMATION

1. SEX Male [] Female []

2. Age

1) 20 years and below []

2) 21-30 years []

3) 31-40 years []

4) 41-50 years []

5) 51-60 years []

6) 61-70 years []

7) 71-80 years []

8) 81 and above []

3. Marital status

1) Single []

2) Married []

3) Separated []

4) Widowed []

4. Area of Residence _____

5. Highest Level of education completed

1).Primary Level []

2) Secondary Level []

3) College []

4) University []

5) None of the mentioned []

6. Religious denomination

1) SDA []

2) Catholic []

3) Pentecostal []

4) Islam []

5) Church of Christ []

6) New Apostolic []

7)Others(Specify) _____

7. Occupation

1) Unemployed []

2) Peasant Farmer []

3) Other []

8. Income per month

1) K150 []

2) K151-k300 []

3) K301-k450 []

4) K451-k600 []

5) K601-k750 [...]

6) k751 and more []

9. Who told you about the Food Security Pack Programme?

- 1) An Officer from the government []
- 2) A Neighbour []
- 3) A friend []
- 4) A beneficiary of FSP []
- 5) pamphlets []
- 6)Times of Zambia []
- 7)post Newspaper []
- 8)Zambia Daily Mail []
- 9)Posters []
- 10)Bill boards []
- 11) Radio Phoenix []
- 12)Zambia National Broadcasting corporation []
- 13)Radio []
- 14)Television []

10) Which character gave information of the food security pack in the media?

11. What do you know about the Food Security Pack Programme?

- 1) Programme for giving seed and fertilizer []
- 2) Programme for giving cassava cuttings []
- 3)Programme for giving livestock []
- 4)Do not Know []
- 5)Other Specify_____ []

12. What information were you given about the FSP before you were enrolled on the programme?

13. Who gave you the information?

- 1) An officer from Ministry of Community Development, Mother and Child Health []
- 2) An officer from Ministry of Agriculture and Livestock []
- 3) An officer from a Non-Governmental Organization []
- 4) Don't Know []
- 5)Other, Specify_____

14 Which media were used in informing you about food security programme?

- 1) Radio []

- 2) Television []
- 3) Newspaper []
- 4) Public Address Van []
- 5) Meetings []
- 6) Inter personal Communication []

15. Did the information you were given help you to understand fully what the Food Security Pack programme is all about?

- 1) Yes []
- 2) No []

16. If “No” what do you think lacks in the information you are given?

17. How long have you been on the programme?

- 1) 1 year []
- 2) 2 years []
- 3) 3years and above []

18. What kind of assistance have you been receiving from the programme?

- 1) Fertilizer []
- 2) Seed []
- 3) Fertilizer and seed []
- 4) Cassava cuttings []
- 5) Livestock []
- 6) Other, Specify_____

19. In your opinion, how would you rate the assistance you have been receiving from the programme?

- 1) Not enough []
- 2) Enough []
- 3) More than enough []
- 4) Cannot tell []

20 what other challenges have you been facing as a farmer? Kindly specify.

- 1) Drought []
- 2) Floods []
- 3) Pests []
- 4)Other,specify_____

21. Have you ever paid back towards the loan recoveries since you enrolled on the programme?

1) Yes

[]

2) No

[]

22. If “No” why have you not paid back towards the recoveries?

1) Not having enough yields to be able to pay back

[]

2) Did not know about paying back

[]

3) Other, specify _____

23. What do you think should be done by Government to improve the programme?

1) Increase fertilizer

[]

2) increase seed

[]

3) Increase cassava cuttings

[]

4) Increase livestock

[]

5) Give more information on farming methods

[]

6) Other, Specify _____

THANK YOU FOR ANSWERING THE QUESTIONS

**Appendix 2
QUESTIONS FOR IN-DEPTH INTERVIEW
(QUESTIONS FOR THE FSP EXPERTS)**

Name:.....
Organization:.....
Questionnaire Number:.....Date.....

1.In what ways have you been involved in the Food Security Pack Programme?

.....
.....
.....

2.For how long have you been involved in the Food Security Pack Programme?

.....
.....

3.How did you use communication Tools on the programme?

.....
.....
.....
.....

4.What is your perception about communication on the Food Security Pack Programme?

.....
.....
.....
.....

5.Have you ever been involved in communications regarding the distribution exercise of the inputs?

YES [] NO []

6. If “YES” what is the procedure of the entire exercise?

.....
.....

.....
.....
.....
7 In your opinion, do you think the current communications tools used covers what needs to be done in the field? Please explain.

.....
.....
.....
8.What methods are used in passing across messages to the farmers during field exercises?

.....
9. Do you think the methods are effective?
YES NO

10. If “YES” why do you say so, give your reasons.
.....
.....
.....

11. If “NO” State why you say so
.....
.....
.....

12. Which media did you use in communicating about the Food Security Programme?
.....
.....
.....
.....

13. Give your suggestion on what you think is the best medium to use for communicating with the rural farmers.
.....
.....
.....

14 what types of messages are passed across to the farmers about the Food Security Pack Programme?

.....
.....
.....

15. Have you ever been involved in monitoring and evaluating the programmes after the distribution exercise is over?

YES NO

16 If “YES” explain what you normally look out for in these programmes?

.....
.....
.....
.....

17. Can you suggest ways of improving communications on the programme?

.....
.....
.....

18. What sources or contacts do you use on the ground to communicate your messages?

.....
.....

THANK YOU FOR ANSWERING THE QUESTIONS

Appendix 3

QUESTIONNAIRE FOR STAFF INVOLVED IN FSP ACTIVITIES

1. Sex 1) Male 2) Female

2. Age

- 1) 20 years and below
- 2) 21-39 years
- 3) 40-49 years
- 4) 50-59 years
- 5) 60-69 years
- 6) 70-79 years
- 7) 80 and above

3. Education

- 1) None
- 2) Primary
- 3) Junior Secondary
- 4) College
- 5) University

4. Marital status

- 1) Single
- 2) Married
- 3) Divorced
- 4) Widow/Widower

5. How long have you been working for this institution?

- 1) Less than one year
- 2) 1-5years
- 3) 6 years and above

6. How is the information on the FSP passed on to the beneficiary farmers?

- 1) Interpersonal
- 2) Post Newspaper
- 3) Times of Zambia
- 4) Posters
- 5) Pamphlets
- 6) cell phones
- 7) Internet
- 8) Radio
- 7) Other, Specify _____

7. Which type of media do you think is the most effective in communicating to the beneficiaries?

- 1) Interpersonal
- 2) Post Newspaper
- 3) Times of Zambia
- 4) Posters
- 5) Pamphlets
- 6) Cell phones

- 7) Radio []
- 8) Internet []
- 9) Other, Specify _____

8. Why do you think this media is effective, give reasons?

9. What do you think should be done to improve the use of good sources of the FSP to the farmers?

10. What do you think should be should be done to improve available channels of food security on farmers?

11.what do you think should be done to improve the available messages?

12. What challenges have you been facing working with the rural farmers?

13. What messages have you used to inform people about the Food Security Programme?

14. By whom are these messages relayed?

15. Who are the beneficiaries?

16. Why are they your beneficiaries?

17. What knowledge do you want to change by your beneficiaries?

18. What attitudes do you want to change among the beneficiaries?

19. What practices do you want to encourage among the beneficiaries?

20. Did you carry out a baseline study before starting the Food security programme?

[]

No

[]

Yes

21. if "Yes" how did you do it?

22. if "No" Why didn't you do it?

23. Do you monitor and evaluate the food security programme?

- 1) How
- 2) By whom
- 3). When

20. What do you think should be done by Government to improve the programme?

- 1) Increase the number of fertilize []
- 2) Increase the number of livestock given []
- 3) Increase the number of fertilizer []
- 4) Increase the number of cassava cuttings []
- 5) Give more information on farming methods []
- 6) Employ more communication channels []
- 7) other, specify _____

THANK YOU FOR ANSWERING THE QUESTIONS

Appendix 4

FOCUS GROUP DISCUSSION PROMPT LIST

INSTRUCTIONS TO GROUP FACILITATOR

- A. Greet and welcome the participants.
 - B. Introduce yourself, where you are coming from.
 - C. Facilitate the discussion making sure that each participant has a chance.
 - D. Tell them all information confidential.
 - E. Collect details on participants
 - Age range
 - Sex distribution
 - Positions held/occupation
-

1. knowledge about Food Security Programme.
2. Beneficiaries of the food security programme.
 - Widows
 - Single mothers
 - Orphans or abandoned children and not in gainful employment
 - Child headed households
 - Terminally ill headed household with labour support.
 - Disabled households
 - Unemployed youth
 - The aged but with labour support
3. Sources of information used to reach the small scale farmers.
 - Chiefs
 - Headmen
 - Agriculture officer
 - Community Development officer
 - NGO officer
4. Attitude towards food security programme by the small scale farmers.
 - Knowledge
 - Attitude
 - Practice
5. Practices to encourage among the beneficiaries.
6. communication channels were used to reach the farmers on issues of food security.

- By ministry of Community Development Mother and Child Health
- By ministry of Agriculture and Livestock
- By the churches
- By the NGOs
- By the health workers
- By teachers

7. Communication channels:-

- Radio Phoenix
- Radio Yatsan
- Radio Mazabuka
- ZNBC Radio 2
- Radio 4
- cell phone
- television
- newspaper
- Newsletter
- Pamphlet/Brochure

8. Frequency:

- very frequently
- Frequently
- Often
- Occasionally
- Rarely
- Never

9. Needs to improve the food security programme.

- Increase fertilizer
- Increase seed
- Increase seed and fertilizer
- Increase the number of beneficiaries

10. Needs to be done to improve the communication strategies on food security programme.

- Transparency
- Transport
- Offices

END

