

SC2123

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN EVALUATION OF THE INFORMATION DISSEMINATION ACTIVITIES OF  
THE ENVIRONMENTAL MANAGEMENT AGENCY IN FOSTERING A  
SUSTANABLE ENVIRONMENT AMONG A1 FARMERS RES ETTLED AT  
PORTLET FARM, CHINHOYI

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A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE  
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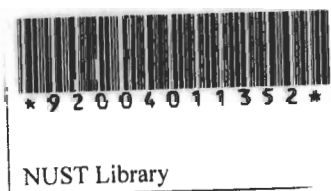
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## ABSTRACT

Following a series of reports on veld fires at Portlet farm, the study sought to evaluate the extent to which the Environmental Management Agency was effective in disseminating information to curb environmental degradation at the farm. Trends emerged in the literature review that successful information dissemination was that which emphasized the feedback aspect between the parties in the communication process. The evaluation research design was used to obtain data from the A1 farmers at the farm and the field officers at the Agency. Twenty farmers out of thirty-five responded to an interview whilst seven out of ten field officers responded to a questionnaire. The study revealed that most A1 farmers did not have access to environmental information. Where such information was available, it was not based on formal audience researches, hence, mostly irrelevant. Recommendations were made that encouraged the Agency to engage in effective audience researches as well as partnering other organisations whose mandate was either environmental management or rural development. Of major importance was the introduction of a community information system which would collect, document and provide access to the needed information.