

**SOCIO-ECONOMIC AND SOCIO-CULTURAL FACTORS  
INFLUENCING  
PEOPLE'S INVOLVEMENT AND PARTICIPATION  
IN THE ANIMAL HEALTH SERVICE  
AT MADINYANE**

**BY**

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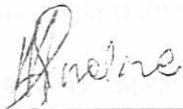
**NOVEMBER 2001**

## DECLARATION

I hereby declare that this dissertation is the result of my independent investigation and that all the sources used have been acknowledged by means of complete references.

I hereby certify that this dissertation has been accepted in substance for this degree and it is not submitted concurrently for any other degree.

Signature



M.C. Simelane  
Candidate

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## SUMMARY

Topic: Socio-economic and socio-cultural factors influencing people's involvement and participation in the Animal Health Service at Madinyane  
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The aim of this research study was to investigate the socio-economic and socio-cultural factors influencing people's involvement and participation in Animal Health Service delivery in Madinyane. The objectives of the research was

- To establish a knowledge base of social development and animal health services in a rural community context.
- To determine the community members' needs and problems with regard to the Animal Health Service in Madinyane.
- To identify the strengths, capacities, and resources within the community which could facilitate participation and development.
- To identify guidelines to encourage involvement in the Animal Health Service in Madinyane.

The approach for the study was qualitative and the type of research was applied. The research design for the study was descriptive.

Findings of the study indicated that there are various factors that affect the involvement of the people in the Animal Health Services in Madinyane. These factors mainly stem from poverty and a lack of education and capacity. Key conclusions of the study were as follows:

- Animal owners lack knowledge as far as animal management and commercial farming is concerned due to the fact that they never received any formal or informal training about livestock farming.
- The fact that the respondents lack knowledge about various factors related to farming as a result of their lack of training, contributes to their low involvement in the service because they do not understand the importance of the service.
- The community is faced with poverty, so members are cautious and sensitive whenever money is involved. The small amount they have at their disposal must be used for the needs of their families. Consequently, payments for services to their livestock remain a very critical issue. The community is not only in need of better animal health services, but also development of the total community.

The study is concluded with specific guidelines for the facilitation of involvement in the Animal Health Service in Madinyane.

**Key words**

- Animal health service
- Community development
- Socio-economic factors
- Socio-cultural factors
- People participation
- Community involvement
- Poverty
- Rural development
- Small-scale farmers
- Community participation

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## CHAPTER 1

### GENERAL ORIENTATION

#### 1. INTRODUCTION

Social development enjoys a very high priority on the transformation agenda in South Africa. According to Midgley (1995:5) social development is a process of planned social change to promote the well being of the population as a whole in conjunction with a dynamic process of economic development. This definition by Midgley is also complementary with the White Paper for Social Welfare (1997:7) which states that human development and economic development are two interdependent and mutually reinforcing processes. The White Paper for Social Welfare (1997:11) states that South Africans are called upon to participate in the development of an equitable, people-centred, democratic and appropriate social welfare system.

In South Africa, many of the areas, especially the rural areas are facing poverty. According to Chambers (1987:92) the rural poor have to struggle against interlocking disadvantages which trap them in deprivation; poverty, physical weaknesses, isolation, vulnerability and powerlessness. This situation calls for attempts to address poverty. Falk (1984:12) confirms that by implementing social development, social transformation with the potential to transcend the industrial state and its inherent dilemma and to create a new social order based on social justice, human dignity and equality should be promoted. By implementing community development as a strategy for social development, poverty can be addressed.

According to Lombard (1992:118), community development is a process, a method, a programme, and a movement aimed at enabling and encouraging communities to become involved with the necessary support from the private and

the government sectors, in improving and managing their own living conditions in all areas of development.

Community development calls for the mobilisation of community participation and involvement in development efforts. It also offers an effective means for promoting social development within the context of economic development (Midgley, 1995:117). It is important to note that applying social development, is not an easy task to accomplish. Atkinson & Heymans (1998:28-31) state that community development needs to consider various socio-economic and socio-cultural factors which may affect people's involvement in community projects. They mentioned *inter alia* the following factors: lack of cohesion, infrastructure, interaction, social factors, literacy and that people are busy. Another factor that needs attention is the development of local leadership as Lombard (1992; 55) states involvement of leaders will encourage the involvement and participation of members of the community in development efforts.

From the researcher's point of view, social development can play a vital role in addressing poverty in rural areas. Social development encourages community development, which calls for involvement and participation. This enables members of the community to be part of the development process. Community member's inputs are important because they know the community better than the external agent. Meaningful participation of community members in planning, implementation and evaluation of the community development projects can contribute to addressing of poverty.

Madinyane is the study area that can benefit from social development. Through a community development strategy, people of the area can be involved and develop their human capacity in order to change their situation. They can also gain more skills on how to deal with future problems. Through social development, the community will be empowered by gaining skills to meet their basic needs.

This chapter will focus on the following aspects: Motivation for the choice of the subject; formulation of the problem; aims and objectives of the study; a hypothesis statement; research methodology as well as an overview of the feasibility of the study. Further aspects to be discussed will include the description of the research population; the boundary of the sample and sampling methods; definition of key concepts; limitations of the study and contents of the research report.

## 2. MOTIVATION FOR THE CHOICE OF STUDY

There are various factors that motivated the researcher to pursue the study. Firstly, at Madinyane, a cost effective, yet affordable extension and veterinary care delivery system has been initiated. This system is based on active participation of resource-poor animal owners. During a visit to the area, the researcher observed that there was a lack of animal owners' involvement in the system. This might be due to various reasons that are not known by the organisers. According to Atkinson & Heymans (1998:28-31) community developers need to consider various socio-economic and socio-cultural factors that might have an influence on the community members' involvement and participation with regard to development efforts. According to Atkinson & Heymans (1988:28-31) community developers need to consider factors such as the *social factors* (the infrastructure of the community, interaction level of the community, cohesion or unity within the community, social affiliation, social stratification, literacy, and of people social engagement), *economic factors* (availability of money, the level of deprivation of the people concerned, and the level of vitality of the internal economic system), and the *cultural factors* (the place and role of traditional leaders, the role of women in society, and the norms and beliefs of the local society).

These factors mentioned above can influence people's involvement because if there is lack of cohesion and interaction in a community, it will be difficult for them

to work together in achieving common goals. Secondly if women are placed in a subservient position, participation will be low - therefore this means that there will be less inputs from the community members. Lastly, if the community is economically poor, it means that there will not be enough resources, including a lack of information. Thraen and Stephan (1989:21) also emphasise that there are factors which can influence people's involvement which include the following:

- The distance to the desirable site
- Lack of desire to participate more often
- Inadequacy of existing support
- Household size
- Age
- Time
- Past participation
- Satisfaction with existing projects.

Thraen and Stephan (1989:21) are also of the opinion that these factors need to be considered in order to ensure successful community projects. These factors motivated the researcher to pursue the study.

The researcher wanted to determine whether these factors are also relevant with regard to the Madinyane community. In addition, the researcher was motivated by literature that stresses the use of research in community development. The need for research is emphasised by Swanepoel (1992:39-41) who state that research defines precisely the needs of the people, establishes resources available for certain needs, and contributes by identifying factors, which may impede the progress of a project. According to Coetzee (1989:265) scientific research will create opportunities for interaction between the direction given by the community developer and the self-identification of need by community members.

This is true because imposing projects on people without determining their feeling on what they really need eventually leads to failure because people are unlikely to participate in such projects. Research contributes to community participation because people are able to voice their needs that have to be addressed by a particular project. By getting involved in the Madinyane community the researcher obtained information about the people's problems with regard to animal health services. This information will give direction to the system organisers with regard to their level of participation as well as the particular socio-economic and socio-cultural factors that impacts on their participation.

A further motivation stemmed from a personal experience in 1999. The researcher conducted a study with people with disabilities in Soshanguve. The aim of the study was to determine the availability of support for them in the area. This study resulted in the initiation of a project for the people with disabilities, called the Employment Awareness Project for the disabled. The project was successful because it was based on the needs identified by the people.

In summary, the researcher had a keen interest in this area of practice and was eager to determine what impacts on the participation of the community in the Animal Health Service delivery in Madinyane.

### **3. FORMULATION OF THE PROBLEM**

Madinyane is a rural community experiencing poverty. According to Chambers (1987:112) poverty contributes to various problems such as physical weaknesses, isolation, vulnerability, and powerlessness. These problems affect the people of Madinyane. They are unemployed, have no source of income, and depend on subsistence farming to survive. Because of this poverty situation it is difficult for them to manage their livestock. This led to the Department of



Veterinary Science, University of Pretoria, initiating an affordable veterinary care delivery system called Animal Health Service in the area.

The aim of the project was to build the people's capacity in order for them to be able to manage and make profit through their livestock and to bring cost effective and affordable veterinary services to the farmers of Madinyane. This means that the people will be educated or provided with information on strategies to manage their livestock as well as on how to make profit out of their livestock so that they can improve their life situation.

In order for the service to be successful, it requires the involvement of community members. So far, due to unknown reasons, there is limited involvement in the implementation of the service. This research study was planned in order to determine these unknown reasons causing the lack of involvement. This problem raises questions such as the following:

- What are the community members' perceptions towards the system?
- Are they in need of resources?
- Are the people motivated to take part in the programme?
- Is there any leadership within the community?
- Is there any cohesion within the community?

According to Neuman (1997:11) when formulating a problem, the researcher narrows down the topic into a specific research question that he or she can address in the study. In this study the researcher narrowed down the topic in the following question:

Do socio-economic and socio-cultural factors have an influence on the community's involvement in Animal Health Service delivery at Madinyane?

## **4. AIM AND OBJECTIVES OF THE STUDY**

### **4.1 Aim**

The aim of this research study was to study the socio-economic and socio-cultural factors influencing people's involvement and participation in Animal Health Service delivery in Madinyane.

### **4.2 Objectives**

- To establish a knowledge base of social development and animal health services in a rural community context.
- To determine the community members' needs and problems with regard to the Animal Health Service in Madinyane.
- To identify the strengths, capacities, and resources within the community which could facilitate participation and development.
- To identify guidelines to encourage involvement in the Animal Health Service in Madinyane.

## **5. HYPOTHESIS FORMULATION**

According to Royce (1991: 17) a hypothesis is an assumption that is expressed as a statement. It is a premise that can be used as a basis for investigation. Bloom (1992:40) affirms that a hypothesis "...advanced from logical chains of inferences arising from the evaluation of the interrelationship of data regarding factors thought to be contributing to the problem, and from recommendations proposed for methods to counter act the factors towards controlling the problem". From the researcher's point of view a hypothesis is what the researcher take as a point of departure to conduct a research study.

The hypothesis in this study was as follows:

Socio-economic and socio-cultural factors have an influence on people's involvement and participation in the Animal Health Service in Madinyane.

## **6. RESEARCH METHODOLOGY**

### **6.1 Research approach**

There are various research approaches that a researcher can use in conducting a research study. De Vos (1998:71) mentions two different approaches, namely the qualitative and quantitative approach. It is the responsibility of the researcher to decide which approach is appropriate depending on the topic of research. For this study, the researcher utilised the qualitative approach.

According to De Vos (1998:240) the qualitative approach refers to a multi perspective approach (utilising different qualitative techniques and data collection methods) to social interaction aimed at describing and making sense of and interpreting or reconstructing this interaction in terms of the meaning that the subject attach to it. For this research the aim was to determine socio-economic and socio cultural factors influencing the community's involvement in the Animal Health Service in Madinyane.

### **6.2 Type of research**

In this study the researcher used applied research. Baker (1994: 473) defines applied research as research for which one of the primary rationales is that the study may have some practical use. The New Dictionary of Social Work (1995:4) defines applied research as a research directed at the solution of some problems in social work. The information to be gathered in this research will be of practical use because it will be utilised to facilitate community participation to ensure

effective Animal Health Services at Madinyane. It will further provide the community developers with guidelines with regard to community participation and development.

### **6.3 Research design**

De Vos (1998: 72) defines “research design” as a blue print or detailed plan for how a research study is to be conducted. Bless and Higson-Smith (1995: 63) defines a research design in almost the same way as a program to guide the researcher in collecting, analysing and interpreting observed facts.

In this study, the researcher used the descriptive research design. According to Royce (1991: 41) descriptive studies can provide precise information on the characteristics of a group of respondents.

Herbert (1990: 40) adds that descriptive research seeks relationships between variables to determine whether there is any significant correlation between them.

In this study the descriptive research revealed the potential relationship between socio-economic and socio-cultural factors and the involvement of people in the Animal Health Service program in Madinyane.

### **6.4 Research procedure and strategy**

The procedure that the researcher used was the focus group. According to De Vos (1998:314) a focus group implies a purposive discussion of a specific topic or a related topic, taking place between eight to ten individuals with a similar background and common interests. The researcher studied the socio-economic and socio-cultural factors influencing the community’s involvement in the Animal Health Services in Madinyane by using a focus group.

The strategy that the researcher used was the semi-structured interview. According to Bless and Higson Smith (1995: 106), a semi-structured interview is a method of getting people to express their view broadly on a certain issue or topic by using an interview guide that is a written list of questions and topics that needs to be covered in a particular order. In this study, a group of respondents were given a chance to share their views towards the Animal Health Service at Madinyane.

## **6.5 Pilot study**

A pilot study is defined in the New Dictionary for Social Work (1995:45) as the process whereby the research design for a prospective survey is tested. The utilisation of the pilot study is very important because it helps to discover some difficulties and deficiencies that might disturb the investigation (Herbert 1990: 147). In this study the researcher did the pilot study by doing a study of strategic units and testing the questionnaire.

### **6.5.1 Literature study**

The researcher conducted a thorough literature study. Both local and international books, journals, reports and articles were used to obtain more information about the topic.

### **6.5.2 Consultation with experts**

The researcher consulted Prof.C.Stewart from the Faculty of Veterinary Science and the Community Animal Health Worker appointed at Madinyane. These experts provided the researcher with information about the situation at Madinyane and about the Animal Health Service that has been started at Madinyane.

### **6.5.3 Overview of the feasibility of the study**

Rubin and Babbie (1989: 81) refers to certain issues to determine the feasibility of the study, such as its scope, the amount of time it will require, the cost, ethical considerations and the co-operation with other people.

From the researcher's point of view, the study was feasible because literature was available at the information centre as well as information from both the Department of Veterinary Tropical Diseases and the Department of Social Work, University of Pretoria.

### **6.5.4 Study of specific entities /strategic units**

In order to enhance knowledge about the topic, it is important for a researcher to do a study of strategic units (De Vos 1998: 82). In this study the researcher did a pre-test study in order to determine content validity and reliability.

This helped the researcher to determine whether the questions were clear to the respondents.

## **6.6 Description of the research population, delimitation of samples and sampling methods**

### **6.6.1 Description of research population**

De Vos (1998:90) defines population as "individuals in the universe who possesses specific characteristics". In this study the population referred to all animal owners in Madinyane.

### **6.6.2 Sampling**

According to Neuman (1997:20) sampling is a process of systematically selecting cases for inclusion in a research study. There are two types of sampling. The first one is the probability sampling. According to De Vos (1998:195) probability sampling is the one in which each person in the population has the same known probability of being selected. The other type is the non-probability sampling which refers to the case where the probability of including each element of the population in a sample is unknown (Neuman, 1997:88).

In this study the researcher used the non-probability sampling. This is because it was not possible to include all the community members of Madinyane, so a certain number of people at Madinyane Village, that is the animal owners, which were available during the time of the research, were included.

### **6.6.3 Method of Sampling**

In this study the researcher used the purposive sampling method. According to Babbie (1992:230) the purposive method of sampling implies that the sample is selected on the basis of the researcher's knowledge of the population elements and the nature of the research aims. In this study the researcher included the farmers staying at Madinyane. Madinyane consists of about forty farmers' families. In this study the researcher included the animal owners staying in Madinyane area.

## **7. DEFINITION OF KEY CONCEPTS**

Concepts serve the function of communication, sensitisation of experience, generalisation and theory construction (Royce 1991:129), as such concepts have to be clear, precise and agreed upon. The following key concepts were defined:

**Social development** is a process of planned social changes to promote the well being of the population as a whole in conjunction with a dynamic process of economic development (Midgley, 1998:5). According to Bell (1992:12), social development can be defined as the greater capacity of the social system to utilise resources to generate favourable changes in the level of living, interpreted in the broad sense as related to accepted social values and a better distribution of income, wealth and chances.

In the context of Madinyane context social development can be regarded as the process of empowering people to improve their own life by concentrating largely on economic development. However, economic development can only be successful if integrated with people (human development).

**Community development** according to Wade (2001:3) is the purposeful effort by community people to learn and work together to guide the future development of their communities making full use of their own resources as well as external resources. The authors continue to say that community development is a process through which people and communities learn how they can help themselves. Hugo (1984:210) confirms that community development is a process wherein joint efforts is taken by the community itself with the help from government and the private sector to improve economic, social, cultural, and physical conditions in the community in order to improve their quality of life.

For the purpose of this study community development can be regarded as a process whereby community members (farmers), with the help of an external agent, (community developer) can become actively involved and participate in the efforts of improving their own life.

The researcher could not find specific definitions of the concepts *socio-economic* and *socio-cultural* in the literature. Thraen and Stephan (1989:21) however, indicate relevant factors linked to these concepts, namely:



**Socio-economic factors** refer to the combination of social factors such as cohesion, infrastructure, availability of resources and the interaction level of the community whilst economic factors include availability of money, the level of deprivation of the people as well as the vitality of the internal economic system of the community which influences the community member's life.

**Socio-cultural factors** imply the combination of various social factors (e.g. cohesion, infrastructure, availability of resources and the interaction level of the community) and cultural factors (i.e. norms and beliefs, gender status and the role of traditional leaders which influences the community member's life).

**Madinyane** is a poor, rural community, which consists of about fifty farmers. It is situated close to Pretoria, near Jericho. Of the farmers who are staying in the area, most of them are not working and are depending on their livestock to survive.

## 8. LIMITATIONS OF THE STUDY

The researcher did not encounter major problems whilst doing the study. The only limitation for the study is that the results can not be generalised for all rural areas. However since most of the farmers in Madinyane were involved in the study, the results can be generalised for this specific area.

## 9. DIVISION OF RESEARCH REPORT

Chapter 1 as noted, consisted of the general orientation of the study. The focus was on the motivation for the choice of the study, problem formulation, goals and objectives for the study, hypotheses, the research methodology and the definition of the relevant concepts.

The focus for Chapter 2 is on social development as a theoretical framework for community development. It includes the need for social development, theories underlying social development and the strategies of social development.

In Chapter 3 Animal Health Service as a strategy for alleviating poverty is discussed. It entails the nature of poverty, rural development, strategies of Animal Health Services, participation and agricultural development, the human dimension of livestock disease control and the conceptual model of human behaviour and animal disease control.

Chapter 4 focuses on the presentation and the interpretation of data.

Chapter 5 includes the conclusions, and the guidelines and recommendations concerning the Animal Health Service in Madinyane.

## CHAPTER 2

# SOCIAL DEVELOPMENT: THEORETICAL FRAMEWORK FOR COMMUNITY DEVELOPMENT

### 2.1 INTRODUCTION

This chapter will give relevance to the theoretical foundation for social development from both a South African and international perspective. It will cover various aspects of social development, as Midgley (1995:102) states that social development is a multidimensional process involving tangible programs, policies and strategies for achieving specific goals.

According to Midgley (1995:8) social development offers a comprehensive macro-perspective that focuses on communities and societies, emphasises planned intervention, promotes a dynamic change oriented approach which is inclusive and universalistic, and above all seem to harmonise social interventions with economic development efforts. The social development approach integrates economic and social objectives. It not only recognises the critical importance of economic development in raising standards of living, but also seeks to harness economic development for social goals (Birdsall, 1993:11).

Social development with its most distinctive features to promote economic development can be applied in various countries and in various situations. In South Africa there are communities, which call for this approach, especially in the rural areas. This chapter will give relevance to the theoretical foundation for social development as a process of promoting people's welfare in conjunction with a dynamic process of economic development.

Factors such as the need for social development, characteristics of social development, the goals of social development, the nature of theory in social development and the strategies for social development will be discussed in this chapter.

## 2.2 THE NEED FOR SOCIAL DEVELOPMENT

Social development is an approach to promote people's welfare that is well suited not only to enhance the quality of life for all citizens, but also to respond to the problems of distorted development. According to Midgley (1995:4) distorted development refers to the situation whereby economic development has not been accompanied by an attendant degree of social progress. This implies a failure to harmonise economic and social development objectives and to ensure that the benefits of economic progress reach the population as a whole. According to Kgarimetsa (1992:5) distorted development is largely manifested in poverty. The widespread poverty, which exists in the third world, cannot be remedied by social measures that operates independently of economic solutions.

According to the researcher's point of view, in South Africa there are rural areas which need the social development approach in order to address their problems with regard to poverty. Kgarimetsa (1992:10) states that "poor rural people have no means to satisfy even basic needs such as nutrition, safe drinking water, reasonable housing, adequate healthcare, education and the opportunity to have a say in how they will like their needs met, and this indicates distorted development". According to Chambers (1987:103) the apathy prevalent with rural people could be ascribed to their powerlessness to influence the power structures meant to represent them. In order then to address poverty in South African rural areas, there should be a harmonisation of social processes with economic development.

It is important for social development practitioners to note that by not integrating the two phenomena will result in distorted development, which will be a constraint in the alleviation of poverty. Wilson and Ramphela (1989:47) mention the following constraints in the alleviation of poverty:

### 2.3 CHARACTERISTICS OF SOCIAL DEVELOPMENT

- Lack of policies that provide opportunities for the poor;
- Institutional structures that lack capacity to plan, implement, manage and monitor projects and programs designed to alleviate poverty;
- Lack of reliable statistical data to provide information on the number of the poor people and on why they are poor;
- Uncoordinated efforts towards poverty eradication at the national, regional and local levels;
- The tendency to perceive poverty in terms of economic growth only and a refusal to acknowledge that it has social as well as political ramifications;
- A bias towards concentration on finding the cause of poverty and therefore delaying in formulating strategies towards action.

### 2.4

According to the researcher's point of view, the community developer needs to consider these constraints in order to effectively facilitate the alleviation of rural poverty. These constraints show a lack of integration of social processes and economic development. It is therefore important for the community developer to use these constraints positively in order to meet the distinctive features of social development that is, integrating the social development process and the economic development process.

### 2.5

In summary, the main need for social development is to address distorted development and in doing so alleviate poverty. This can be achieved through the implementation of social development strategies.

### 2.6

These strategies are implemented in an understanding of the context of the characteristics, goals and theory of social development, which will be subsequently discussed.

### 2.3 CHARACTERISTICS OF SOCIAL DEVELOPMENT

Social development has its own distinct characteristics, which make it unique from other developmental approaches. Various authors (compare White Paper for Social Welfare, 1997:20 and Midgley 1995:25-27) are in agreement on the characteristics of social development, which is more or less the same. According to the World Bank Development Report on Poverty (1990:21) social development should be seen as a dynamic, flexible and innovative process carried out by people to improve their standard of living.

Social development entails a process that initiates social and economic change and is focussed on people. The White Paper for Social Welfare (1997:20) states that social development should be regarded as a process, which is implemented through:

- Holistic, integrated services reflecting equality and accessibility for all people in particular people from the disadvantaged communities;
- Community participation, particularly the communities who were previously excluded;
- Social development projects, linking human and economic development; and
- Intersectoral co-operation and networking with infrastructure and non-governmental organisations.

Midgley (1995:25-27) stated the characteristics of social development which are as follows:

- Social development is a process of planned social change to promote the well being of a population as a whole in conjunction with economic development;
- It seeks to relate social intervention directly to economic development.
- It has an interdisciplinary focus, which draws on the insights of the various social sciences.
- Social development invokes a sense of process. Development is a process of growth, change, evolution or movement.
- The process of change is progressive in nature.
- It is interventionist. Organised efforts are needed to bring about improvements in social welfare.
- Social development goals are fostered through strategies. These strategies seek to link social interventions with economic development efforts.
- It is inclusive or universalistic. It concerns the population as a whole and it seeks to promote social welfare within specific spatial settings such as rural communities.

According to the researcher's point of view, these characteristics can help the community developer to guide community members involved in achieving their goals. It is the task of the community developer to ensure that these characteristics prevail during the process of social development.

## **2.4 THE GOALS OF SOCIAL DEVELOPMENT**

According to Midgley (1995:27) the main goal of social development is "the promotion of social welfare through various mechanisms or institutions with its commitment to progress, macro focus, universalism and integration of social policies with economic growth, socio-spatial focus and pragmatic approach".

According to Gray (1996:18) the goals of social development are as follows:

- Improving people's material conditions of life through job creation and poverty reduction policies and programs;
- Maximising the development of human capacity to create productive members of society;
- Promoting individual and collective self-reliance in an enabling social, economic and political environment;
- Assisting individuals and groups at various stages of their development and in different circumstances and helping those in need of protection, care, support, and material assistance to achieve their optimal development;
- Infrastructure development and the establishment of organisations by the people themselves to drive and manage social development processes;
- Equitable resource distribution;
- Maximising human capacity;
- Building grassroots democracy through the empowerment of people to press for policies and programmes to meet their needs and to contribute to social and economic progress;
- To target the population as a whole. The priority should be given to the most needy, the least powerful, the disenfranchised and the most vulnerable.

The goals of social development are important for both the community developers and the community members and can be used to guide and evaluate social development programs

## **2.5 THE NATURE OF THEORY IN SOCIAL DEVELOPMENT**

Like most other social science fields, social development makes use of different types of theory, that is the representational theory, explanatory theory and normative theory (Midgley, 1995:68). The relevance of the respective theories for this study will be indicated in the following discussion. These theories, as outlined by Midgley are explained in this context as follows:



### 2.5.1 Representational theory

According to Midgley (1995:68) representational theory seeks to create conceptual images or representation of situations. This type of theory translates observable patterns or structures in the real world into abstract, mental pictures, and these representations are often known as models. It does not seek to explain why events take place, but rather to provide a conceptual framework, which can facilitate the analysis of causation (Billups, 1994:33).

According to Midgley (1995:68) representational theories are based on concepts, and tend to organise these concepts and the interrelations between them into more complex conceptual systems. The fact that they order and make sense out of reality, make representational theories very important for working with communities. Without this kind of theory it will be very difficult to come to grips with complex phenomena such as poverty. Social issues such as unemployment, illiteracy and overpopulation need to be analysed in order to understand poverty.

### 2.5.2 Explanatory or analytical theory

This theory is concerned with causal associations. According to Midgley (1995:69) explanatory theories build on representational theories, but their primary purpose is to explain why particular events occur. These theories also organise concepts into hypotheses that can be tested empirically. Because explanatory theories seek to explain events, they are important not only to academic social scientists but to professionals as well. If professionals want to formulate policies, which will effectively control events, they need to know why these events take place. For example, in Madinyane there is a lack of people involvement in the animal health service. By applying this theory means that the professionals involved will have to determine the causes of this behaviour.

### 2.5.3 Normative Theory

Normative theory is concerned with the evaluation of events and with the formulation of principles which will inform the policy making process (Billups, 1994:36). Normative theory are widely used in applied fields such as social work, social policy and social development and are of value in determining whether particular approaches are effective or not (Billups & James, 1994:37). For example, in eradicating poverty, professionals can use different approaches like individualism, populism and collectivism and they can also integrate normative theory to evaluate whether the approaches were effective or not.

While it is possible to distinguish between the three different theory types, they are actually interrelated. According to Midgley (1995:70) representational theories often contain both descriptive and analytical elements and they often provide a normative framework within which specific interventions are implemented.

In communities like Madinyane these theories can be used in an interrelated manner. They can help in understanding various factors leading to the lack of participation in the area. Professionals will be able, for example to determine the underlying causes of a problem/situation in the area. Grounded in a theoretical framework, various strategies of social development can be implemented by community developers.

## 2.6 STRATEGIES FOR SOCIAL DEVELOPMENT

Social development has primarily a practical focus involving tangible programs, policies and strategies for achieving specific goals (Midgley, 1995:102). Basically social development consist of three strategies, that is social development by individuals which believe that the social welfare of the community is enhanced when individuals strive to promote their own welfare; secondly social

development by communities with the view that social development can be promoted by people themselves working together harmoniously within their local communities; and lastly, social development by governments with the view that social development can be best promoted by governments, their specialised agencies, policy makers, planners and administrators (Midgley, 1995:124-125).

In this study, the focus will be on social development by communities. This does not imply that the other strategies can not be applied in Madinyane, but it is due to the fact that the Animal Health Service in Madinyane is focussed on working together with the community to alleviate poverty. Basically the veterinary service delivery was a service to individual animal owners. However, the action planning process involved the people to develop animal production and other development initiatives.

Advocates of this action planning strategy believes that people and communities have an inherent capacity to organise themselves to ensure that their situation is improved and opportunities for advancement are created (Midgley, 1995:114). In order to achieve these goals, they need to co-operate with each other and share a common vision so that they will be able to exert greater control over local resources and local affairs. This will also help them to secure external resources to promote social development at the local level. This strategy rejects the idea that the government should be responsible for development and promotes that local people should be responsible for their own development.

According to Midgley (1995:102) different strategies for promoting social development in community settings are: (1) community development, (2) community participation and involvement and (3) gender issues which focus on women empowerment. These strategies will subsequently be discussed.

### 2.6.1 Community development

Community development programs share common operational features regardless of whether they are administered by government or non-government organisations. Community development is a community driven process. According to Midgley (1995:118) community development include enhancing community identity, strengthening democratic participation and fostering self-help and self-determination. Community development offers an effective means for promoting social development within the context of economic development. The fact that it relies on local participation indicates that people can gain skills and knowledge on how to approach their daily life situation. The development of human potential is the central aspect of community development.

Community development, like other approaches of social development, has its own characteristics, which make it effective in improving the community's standard of living. Swanepoel (1992:2-9) states the characteristics of community development as an attempt to draw basic guidelines that will enable practitioners to perform their roles and provide some perspective of what take place among a group of people in a community development setting.

The characteristics as outlined by Swanepoel (1992: 2-9) are as follows:

- *Community development addresses both concrete and abstract needs*

When people are striving towards achievement of concrete objectives, they achieve abstract goals at the same time. Through community development, people manage to achieve other goals that they have not initially planned. This implies that by the achievement of concrete goals, abstract goals can be achieved, for example, if people at Madinyane receive a source of income through their livestock, they will have trust in their capabilities and therefore their self-esteem will improve.

- *Community development is a learning process*

Community development can be a learning process if the people really participate. They learn to improve on their own action, gain in self-sufficiency and self-reliance, and move towards self-help. In order to make it a learning process, people should be guided and helped to take the initiative. Through participation in decision-making and evaluation, people are able to learn through the consequences of their own efforts. For example in Madinyane, people can learn skills on what to do when their animals get sick and on how to practice commercial farming in order to generate profit for themselves.

- *Community development is collective in action*

In community development, a group of people sharing some mutual interest, sentiment or concern, act together and in concert. This also enhances the learning process because the people involved throughout learn to work as a team. Because the farmers mostly share common problems they can work collectively to solve these problems.

- *Community development is need orientated*

Community development addresses specific needs and concrete needs. However, this need focus is based on the deficiency model. The current notion is to move away from the deficiency model to a capacity and visioning model. The visioning model emphasizes the shift from the identification of needs to creation of vision for the future. So it is the responsibility of the community developer to facilitate this transition.

- *Community development is objective oriented*

Community development's objectives should be precise and concrete. A community development project can never succeed without goals and objectives.

Objectives serve as guidelines on how the program should be implemented. It also helps in planning activities that should be executed to achieve goals. By formulating objectives the farmers will be able to plan activities like meetings, workshops and the selection of a committee as an action strategy to achieve their goals. According to Bailey (1996:29) community development can play a major role in poverty alleviation because of its goals emphasising the empowerment of people.

Hope and Timmel (1984:92) state that the goals of community development are specific and need to be achieved in order for the whole process to be successful. These authors outline the goals as follows:

- The stimulation of people's involvement and participation in the management of their own community affairs;
- The creation of resources and the encouragement of the people to utilise these resources;
- The development of self-help, mutual assistance and self-determination within the community;
- Educating people to enable them to use their strengths, knowledge and skills to take care of their environment;
- Changing attitudes and ideas in the community, which impede development;
- To further human development.

According to the researcher's point of view, these goals of community development show the strength of community development as a strategy to address poverty. In Madinyane, these goals can play a major role in changing the animal owners' situation. All the goals lead to the empowerment of people, and this implies that the animal owners will also be empowered and their human capacity will be built. It is important that the community developers and the participants acknowledge these goals because they serve as a point of departure for sustainable social development efforts.

- *Community development is action at grassroots level*

Community development is not a method to be applied by experts, government or non-government agencies and elite, although it is clear that they will, in most cases play a major role.

It is a process in which the ordinary people (community) will play the leading part whilst government and experts playing the facilitating part. Community development is a simple process and it addresses the needs of those at grass roots level, but at the same time built their capacity to deal with their own developmental issues. The best technology relevant to the local situation should be used in order to help the community in achieving its goals. The community members should understand this technology, because complicated technology can result in a loss of interest from the community members. It is important to use someone from the community whom they know very well. The community will benefit for instance, by training one of their community members on how to deal with animal diseases with the view that the person can support and train the farmers.

- *Community development leads to community building*

In community development people gain self-sufficiency, self-reliance and dignity. They learn how to organise activities more effectively and their leadership skills are developed. What people learn in the process of community development, they also use in their everyday lives. If the farmers can participate in the animal health service at Madinyane, they will learn to solve their animal problems on their own and at the same time realise other problems in the community.

- *Community development creates awareness*

People become aware of themselves and their environment, and of their needs and resources. They realise their abilities, and other problems that they were not

aware of. Community development can help the farmers to be aware of both internal and external resources that they can use to improve their situation.

For example, in Madinyane the farmers may learn more about other diseases that they were not aware of and they can also gain knowledge about commercial farming.

- *Community development leads to further development*

Community development project initiates further activities, apart from the confidence the community acquires through community participation. They also experience enthusiasm to tackle further problems, and they become aware of needs in other fields. For example, if people were involved in a vegetable growing project, they may develop interest and start a pottery project whereas at the same time they help each other concerning family problems. One successful project can lead to various other projects. By participating in the Animal Health Services in Madinyane, farmers may mobilise themselves to work together in for example preventing stock theft in the area.

According to the researcher's point of view, these characteristics can serve as a guideline for community developers. The characteristics will help the community developer to facilitate the community development process. These characteristics can also help the community developer to evaluate whether the goals and objectives of community development were achieved or not. However, characteristics of community development are not the only guideline for the community developer. It is important to note that community developers are working with human beings and therefore they need to work according to a set of principles. The principles of community development regulate the behaviour that the developer must manifest when working with people. Swanepoel & De Beer (1996, 24-29) suggested that the following set of principles would really make development worthwhile for the poor:



- *Principle of abstract human needs*

In accordance with the Maslow theory, human beings have both basic, concrete needs such as food, water, clothing and shelter and basic, abstract needs such as self-reliance, happiness and human dignity. While people are struggling to fulfil their concrete needs, their abstract needs also need to be satisfied. All development must be humanistic, implying that development has the same primary focus namely human beings.

- *Principle of learning*

When people are involved in programs about improving their life situation, they become better in doing so through the skills that they have gained in such programs. All those involved in development must learn. The community developer should not teach the people, but the people must learn from the situation and from one another.

- *Principle of participation*

This does not mean that people must participate only on the work that must be done on the project, but that they have the right to be part of the decision-making regarding their own development. It is therefore necessary to facilitate and enable the community to participate fully. It is necessary for the community developer to make information available to people so that they can make enlightened decisions with regard to their own development.

- *Principle of empowerment*

Information, knowledge and experience built people's confidence in their own abilities, which in turn feed people's empowerment process. It is important for the community to be empowered in order for them to take responsibility for their own development. Therefore, it is the task of the community developer to help

them gain the ability to develop themselves by bringing them (community) into contact with information systems and training opportunities and development of self-confidence.

- *Principle of ownership*

Community development projects are not the property of the NGO or government institutions. The community developer has no authority over the people participating in development initiatives. The most important outcome of participation and empowerment is the establishment of ownership where it really belongs; that is with the community.

- *Principle of release*

The main goal of development is to eradicate poverty. In other words to release people from the poverty trap. The community developer should release people from the poverty trap by empowering the community with skills and human capacity to improve the situation themselves as free and self-reliant individuals.

- *Principle of adaptiveness*

The principle of adaptiveness requires a total mind change for the community developer. It calls for the willingness to learn, to admit mistakes and to use them as opportunities to learn. This implies that the community developer should not follow a blue print planning, rather a flexible one. The community developer should accept changes and new things arising within a project. Adaptiveness makes it easier for the community to be active and encourages creativity.

- *Principle of simplicity*

The community developer must not encourage sophisticated and complex projects because it limits the scope of learning and participation. This is true

because if formal projects with difficult languages and full of educated people are implemented, those who are poor and uneducated will not feel comfortable with the project. They may find it difficult to contribute ideas. Hence, it is important for the community developer to facilitate and encourage a simple process for a community project in order for the people to feel that they achieve specific objectives.

The principles of community development should be guiding the community developers as well as the community development process. It is important for community developers to apply them for the benefit of the community. According to the researcher's point of view, community development as a strategy of social development offers an effective means for economic development. The participation of the community offers them an opportunity to gain knowledge about opportunities and resources available around them.

In rural areas like Madinyane the farmers will benefit a lot if they can participate in the Animal Health Service. They will learn various skills like working together, leadership skills, skills to deal with animal diseases and will gain knowledge about making profit with their livestock.

Community development as a strategy of social development has been explained by looking at the characteristics, goals and principles. The following community strategy for social development to be discussed, is community participation.

### **2.6.2 Community participation**

The United Nations (1988:3), in its guiding principles for developmental social welfare policies and programmes, has emphasised participation as a principle and a means to social development. Full and free participation on equal terms in all social, political and economic activities is a principle underlying the elements of international instruments adopted by the United Nations. This implies that

and workshops. So, it is very important for community developers to have knowledge about community participation in order for them to be able to enhance it successfully. Community developers need to have an understanding about various factors such as the components of participation, how to catalyse community participation, importance of participation and the socio-economic and socio-cultural factors that can influence participation.

Following next is the discussion of these factors, which are outlined as follows:

### **2.6.2.1 Components of participation**

Bailey (1994:29) states that three key components are central to participation, namely:

“The translation of the principles of participation into action by asking questions such as what mechanisms are needed to ensure that all sectors of the population participate? How do we ensure that the least powerful and the most needy are able to influence political and economic policies? Do grassroots social development initiatives enable people to advocate for their needs and rights? The creation of opportunity for beneficiary participation; and the direct participation in community based programs.”

According to the researcher’s point of view, these components need to be utilised by community developers to ensure effective participation. It is also important to know that participation only, does not imply success of a project. What is important is what is happening when people have participated. The question is how are the people participating and is that participation going to benefit the participant?

Community participation is not always something that happens spontaneously; it requires skills and knowledge. Following now are suggested skills needed by community developers to facilitate community participation.

### 2.6.2.2 Catalysing community participation

Community participation and involvement does not take place without motivation. It is important for community developers to note that in order for the community members to be involved in a project, they need to be motivated. According to Lisherm (1984:47) in order to facilitate community involvement and participation, facilitators should be trained to have

- belief in the potential of the community;
- skills in a participatory approach;
- the ability to motivate community members, to create awareness and educate, to understand the community culture and to create structures to assist with the participatory process.

Smith (1988:6) proposes the following skills to facilitate community involvement and participation:

- *Proceed at the pace of the community*

Every community is different and must be respected for those differences, not forced into preconceived ideas of what the community is. Community participation cannot be predicted or planned. Moving at the pace of the people is a prerequisite for participation.

- *Understanding the community dynamics and identifying community structures*

Every community has different power structures, dynamics and issues. It is necessary to listen to ordinary people at grassroots level and not only to the elite in the community. The women in the community must be heard and they must have access to full participation.

The people in the community must be known, as well as how they relate to each other and their responsibilities within the community. It is beneficial to get information from various sources, for example, community committees, women's committees, civic associations, traditional leaders and churches.

*- Develop a trusting relationship*

Community members want to see that those people who get involved are going to stick with them through good and bad times. It is therefore important for people entering the community to develop trustworthy relationships with the people. Most communities have negative attitudes towards outsiders coming to their community. For example, in black communities one may find that there is a negative notion about white developers, so there might be a lack of trust. This is a challenge for the community developer to restore trust by using his or her skills.

*- Develop a structure to channel community participation*

It is necessary to choose the best possibility on facilitating for each particular community. The community organisers must have a good channel to use in order to encourage participation; for example they can co-operate with councillors in order to get people involved.

These skills can assist community developers to facilitate participation. It is important for community developers to have knowledge on catalysing participation because it is not easy to get people involved in a community project. People need to understand very well why they should participate. The manner in which community developers approach the community contributes to the success or failure of a development project. By having various skills of facilitating participation, community developers may find it easier to get people involved.

### 2.6.2.3 Importance of participation

There are various reasons that make participation and involvement to be the most important part of development. De Graaf (1986:15) gives ten reasons for the importance of community involvement and participation, which are as follows:

- People will only make their resources such as labour, land, information and interpersonal relationships available when they are of the opinion that the project will be of value to them.
- The local inhabitants are the only people who can make information available regarding the community's cultural code and information which is very important for the success of the development project such as resources within the community.
- The better the participation of the local inhabitants' the better the central control of the project.
- Participation counteracts different forms of paternalism and dependence, as well as abuse of power, and the dependence on the person who holds power.
- Credit worthiness and continued support must back a development project. In order to survive possible setbacks and delays, local inhabitants have to be part of the course of the development project.
- Local participation ensures that scarce resources are decentralised and are not accumulated in the main centres.
- Local participation ensures that the planning for the development is flexible and that the project remains big, yet manageable enough to fit the community's existing economy and structures.
- Participation contributes to the development of organisation, planning and problem solving skills.
- People learn to become independent.
- Local participation tests the relevancy of a development project. When the people do not participate in the project, it is proof that they do not need the project.

The researcher agrees with the above mentioned reasons for the community involvement and participation. If a project exists without the participation of the people, that project does not belong to them, but to the community developers. It is a principle of community development projects that it should be communally owned.

The only way of owning a project is for community members' to be involved and participate. Although community participation plays a very important role in community development, it is important for community developers to know and accept that there are various socio-economic and socio-cultural factors, which can slow down the process.

#### **2.6.2.4 Socio-economic and socio-cultural factors influencing participation**

According to Atkinson & Heymans (1998:28-31) there are various factors, which needs the attention of the community developer. These factors include the following:

- *Social factors*

The infrastructure of the community plays a vital role in the social life of community members. If the infrastructure is poor, it will affect the members negatively, for example, if there are no communication devices like telephones it will be difficult for information to move across the community. Another important factor is cohesion. If there is cohesion it is very easy for community members to work together in order to achieve a common goal. Community developers also need to be aware and acknowledge various social factors such as: social affiliation, stratification and literacy. All these factors influence people's daily lives and behaviour. In Madinyane there is a problem with infrastructure, which can affect the level of participation in the Animal Health Service. A shortage of community communication systems like telephones can have detrimental effects.



In case of an emergency the farmers might experience difficulty in getting hold of the animal health technician or community animal health worker, for example when an animal is sick.

- *Economic factors*

Aspects such as the availability of money, the level of deprivation of the people concerned, and the level of vitality of the internal economic system are important considerations for any project. If the community is poor, and there are no facilities for provision of information, it will be difficult for the community members to know what is happening around them. The fact that the people are poor leads to high expectations within the project, and might cause impatience because members may want to get something quickly. Poor people tend to anticipate cheap and free things if external people come to their communities. Others may think about going to look for better things to do and ignore workshops from the Animal Health Service. For example, Madinyane is being faced by poverty, so the farmers may expect to obtain everything free from the Animal Health Service. This might influence their participation if things do not happen according to their expectations.

- *Cultural factors*

Cultural factors are perceived as one of the biggest stumbling blocks to development. Cultural factors that may be stumbling blocks are the place and the roles of traditional leaders, the place and the role of women in society and lastly the norms and beliefs of the society (Atkinson & Heymans, 1998:30). The community developer needs to take these factors into consideration by consulting the traditional leaders because they can provide important information about the community.

Community developers find it difficult to deal with the issue of norms and beliefs, but this does not mean that norms and beliefs are static laws, which cannot be changed. People change their norms and values as their circumstances change.

The community developer must treat this aspect with circumspection and should check with community members what weight various norms and beliefs carry for them. The community developer also need to know about the culture of the community and must have respect for it. Most farmers, especially black rural farmers, tend to apply subsistence farming methods instead of commercial farming. They attach cultural values to their livestock and maintain that livestock symbolises status. Although they sometimes sell their livestock, they do not do this under the framework of commercial farming. They usually sell their livestock when they have financial problems. For them, livestock is like an insurance for events such as deaths and marriage ceremonies. However, this does not mean that the situation cannot be changed. It can be changed if the farmers obtain knowledge about commercial farming.

According to the researcher's point of view the issue of culture is sometimes generalised. The fact that farmers do not sell their livestock should not be attributed to status. This might also be due to the fact that most of the animal owners are not educated and do not have information about commercial farming. It is therefore important for animal owners to be approached in order to get their perspective about their own situation.

Thraen and Stephen (1989:21-25) explain factors influencing participation by using the utility theory. According to these authors one of the basic assumptions of the utility theory is that human beings are motivated to participate by expectations of rewards. They argued that people would select the action that they expect to produce the best rewards for them.

According to Thraen and Stephen (1989:22-25) those factors influencing participation are as follows:

- *Distance to desirable site*

The distance from the activity site can reduce participation in development activities. Travel costs are also affected by distance and if the place where major activities take place is too far it can make participation too expensive for community members. This implies that facilities for development should be in a central place where people can easily access them.

- *Lack of desire to participate more often*

Individuals will not participate in activities that they do not value. If they perceive that they will not benefit from the project, it is very unlikely that they will take part. So it is important for the community developer to explain the value of the project to members in order to encourage participation.

- *Inadequacy of existing supports*

If people perceive existing support to be inadequate, or if they perceive that there is no support at all, they will be favourable to participate. People like to start projects that are not existing in the community. Community members will not like to participate in a project that is already existing because they will see it as a duplication of service. Therefore it is important for community developers to do research in order to make sure that there is no duplication of services or projects.

- *Household size*

People are likely to participate in development programs that provide future benefit for the family members. The larger the family the more is the willingness to attend or participate in development projects.

This might be because they think the benefits from the project will meet their family needs. It is important to note that involvement of various families implies the involvement of the community at large, because the community is made up of families.

- *Age*

Increasing age is frequently associated with declining participation due to reduced ability to physically engage in certain activities. It will be difficult for older people to attend various activities due to physical weaknesses and this implies that if a community consists of many older people, they will have less participation. In some cases this does not cause problems if there is a young person in the family that is willing to participate. In this case the younger generations can represent the older one.

- *Time*

Lack of time is one of the most important barriers to participation. Working people may not participate due to work commitment. In this case the community developer need to arrange meeting time in order to accommodate as many people as possible. For time to be an issue depends on the nature of the project. For example, a profit-generating project is likely to have more participants because they are not working.

- *Past participation*

Participation in past projects may affect subsequent participation. If people in past projects have benefited, it is likely that they will participate. On the other hand, if the previous participation did not work for them, it is unlikely that they will participate. The third strategy of social development emphasises the empowerment of women and their recognition in development efforts.

### 2.6.3 Women, gender and social development

There are enormous variations in the roles of men and women in different societies. These variations are particularly marked when the work that men and women perform in different societies is compared. Despite these variations, gender roles are seldom egalitarian. There are exceptions, but in most societies the division of labour by gender is highly differentiated and unequal. In most societies, however largely in rural societies, these variations place women in an inferior position to men. This further leads to the exclusion of women in development. According to Van der Homberg (1993:43) development policies, plans and projects have conventionally been designed to serve the interests of men, and have seldom recognised the existence of women. Usually women were confined to domestic work.

However, this position with regard to women is currently changing. The cost of living is high and men are allowing their wives to go for work. Even in rural areas there are those men who appreciate their employed wives. When it comes to farming issues, however, there are some cultural factors, which can lead to the exclusion of women in development. For example, in some African cultures there is a belief that a woman in her middle ages may not enter the kraal because this may impede production. These gender roles have been entrenched in such a way that even women accept that they cannot look after livestock. Other women, who own livestock, even ask their brothers or a male relative to look after the livestock. This may be the reason why the women at Madinyane do not participate in projects concerning livestock.

Moser (in Midgley, 1995:123-124) reviews various approaches, which have emerged over the years, to address gender issues in development. The first approach, which she called the *welfare approach*, views women as passive recipients of special development programmes designed to address their needs as mothers and homemakers. This strategy emphasised that projects that

promote domestic activities should be made available to women. In rural areas, women are experiencing difficulties in looking after their children, so programs which educate them about parenting can help them to balance their lifestyles. This can also help them to be able to participate in development programs. The second approach, according to Moser, is the *equity approach*, which seeks to enhance the status of women. It fosters greater equality with men through access to employment, equal pay and opportunities. In rural areas, this approach can help in enhancing involvement of women in decision making. It can also enhance participation of women in economic developmental projects like men. This will empower women and make them independent. The third approach is the *anti-poverty approach*, which seeks to foster productive self-employment among low-income women. This approach defines the low position of women as a consequence of economic underdevelopment and not as a result of subjugation. By creating small-scale income generating projects among poor women, women can enhance their status through economic development. Empowering women in rural areas can address poverty because both the father and the mother will be able to provide money at home. It will further develop women because they will be able to meet their own needs independently.

The fourth approach is known as the *efficiency approach* because it seeks to enhance the involvement of women in development on the ground that women are a useful productive resource for economic growth.

It encourages the participation of women in development because of the positive contribution they can make to development. This calls for the respect of women and their inclusion in decision-making. Women are often the victims of poverty, so it is important for them to be involved when poverty is addressed.

In rural areas, the negative impacts of gender inequality should be explained to the community. Rural people need to be aware of the contribution women can make in development. People need to deal with some of their superstitions about

women as far as farming is concerned. The final approach, which is known as the empowerment approach, contends that the position of women can only improve when women become self-reliant and exercise full control over decisions that affect their lives.

The concept "empowerment" means different things to different people. According to Berger and Neuhaus (1977:20) empowerment is one of the buzzwords used in developmental circles today. To some it means participation and to others it means self-reliance, transformation, consciousness raising, and giving training. It is therefore an open-ended concept. According to Mokgohloa (1995:4) empowerment is a process of hope, willingness and progress in all-human qualities. It is a commitment to change which leads to transformation. Deprivation of empowerment cannot be condoned. Empowerment can also contribute in helping the community at large. Providing information can help the community to develop. In rural areas, people lack information about opportunities surrounding them. Another type of empowerment, which can change community members' life, is education. Through education human capacity will develop. Women will gain skills on how to start something for themselves. For example in Madinyane, through education, women farmers can learn to attend to their chickens when they become ill.

The issue of empowerment of women is a crucial factor as far as rural development is concerned. In order for empowerment to be effective, the community developer needs to be acquainted with requirements of empowerment. These requirements can help the community developer to empower individuals effectively and are subsequently discussed:

### ***Requirements for empowerment***

Empowerment cannot occur in silence. According to Freire (1972:63) it requires dialogue which is based on trust of man: "Without dialogue there is no

communication and without communication there is no transformation". Byham, Cox & Shomo (1992:116) see empowerment as requiring an ability or willingness to listen and respond with empathy to people and to encourage involvement. According to Mulligan and Graffin (1992:93) empowerment is creating space for learning and teaching, be it formal or informal. Wilson and Ramphela (1989:261) state that empowerment is not co-option, giving handouts or reaching out.

According to Kieffer (1981:9) empowerment is not a top-down approach. It does not follow the blue print approach of planning, designing and administering of projects from head office on behalf of communities. It is not all about training people without knowing their needs. It is not an organisation driven process but a people driven process. Empowerment is not about technical assistance, financial support, quality control and development of the area. It is about learning from the people and starting with what they know (Solomon, 1976:21). Empowerment is therefore a partnership process and should allow for learning and growth to take place.

From these arguments, the requirements of empowerment may be summarised as follows:

- Dialogue, which means communication between community developers and the community members.
- Enthusiasm, which implies the willingness to work and listen to people.
- Education, which means training people, and giving them information and skills.
- Participation, which implies that it is a people driven process.
- Partnership, which implies that both parties, that is the community developer and the community, should learn from each other.



Staples (1987:44-49) confirms that empowerment has certain requirements, namely:

- *Collectivity*

Collectivity is a process of merging energy of individuals into a whole. Empowerment goes beyond treatment in groups, contain notion of the provision of a mediating or third force function for people who need to attain a resolution to their situations from an impinging system, and who in turn must shape those systems and assist in their functioning. It is the process that provides an opportunity for support, mutual aid and collective action on behalf of the whole (Staples, 1987:44).

- *Education*

It provides education for the people to consider their situation in a normative socio-political context. The people must learn to examine their situations in relation to environments through the process of dialogue and education. An avenue for this development is through the interaction with others in similar circumstances.

- *Competency Assessment*

Competency based assessment assumes potential competency on the part of the client. People generally know what they need and with heightened self-awareness and support will choose a good alternative for action on their own behalf.

According to the researcher's point of view, another important requirement of empowerment is that community developers need to empower themselves before they can be able to empower the poor people. Community developers need to have knowledge about life skills and the knowledge that they share with the

people should be correct and valuable. The impact of empowerment in a community development setting, can be summarised in the advantages of empowerment, as outlined by Mokgohloa (1995:4):

- Empowerment helps people overcome hurdles that stands in their way of achievement by increasing their self-confidence through bridging the gap of learning;
- It creates transformation of people's entire life which remains irreversible;
- It makes people aware of their personal power, free from self-imposed constraints and confident about taking action in the world;
- It helps to change community development officers' attitudes of labelling people as "poor" and "powerless" to "people can";
- It improves dialogue between people and develops self-control, co-operation, trust and responsibility among people and the experts.

According to the researcher's point of view the above mentioned strategies can promote social development and are also important property of social development.

The involvement of women in Madinyane can contribute to the development of the community. Both men and women need to co-operate to ensure a better environment. They need to be empowered through education and information. However, men need to understand and appreciate the responsibilities that women can take in development. This will ensure that both men and women participate and together benefit from their collective efforts.

## 2.7 SUMMARY

This chapter has given relevance to the theoretical foundation for social development and included strategies for implementing social development. Various factors such as the need for social development, the goals and

objectives of social development, the characteristics of social development and the nature of social development theory has been discussed. It also continued to look at the strategies for promoting social development in community settings, i.e. community development, community participation and involvement and gender issues which focussed on women empowerment. In chapter 3, the focus will be on Animal Health Services as poverty alleviation strategy.

## CHAPTER 3

# ANIMAL HEALTH SERVICES AS POVERTY ALLEVIATION STRATEGY

### 3.1 INTRODUCTION

While opinions may differ as to what poverty is, and what its causes and effects are, the reality is that it simply will not go away and is getting worse by the day. Various Government departments, parastatal bodies, non-Government organisations and developmental agencies are attempting to address poverty as a social problem. In South Africa, the worst poverty is found in rural areas, whereby rural people have no means to satisfy even the basic needs such as nutrition, safe drinking water, reasonable housing, adequate health care, education and opportunities to have a say on how they would like their situation to be improved (Kgarimetsa, 1992:1).

This poverty culture affects the rural people because they cannot afford various services that are available to them. Rural people depend on various forms of farming to survive. It is necessary for them to look after their farming activities in order to be able to make profit. Hence, given the poverty situation it is difficult for the people to manage their situation. This chapter focuses on rural development, poverty and animal health service as a strategy to alleviate poverty.

### 3.2 THE NATURE OF RURAL POVERTY

Poverty is a multidimensional concept. Its nature can be understood by looking at the views of Derman and Poultney (1984:7-10) who illustrated poverty's two-dimensional view by classifying it as being: absolute or relative, primary or secondary, physiological or social.

### **3.2.1 Absolute, primary and physiological poverty**

This is a concept describing extreme human deprivation where there is a lack of the basic necessities of life such as food, water, shelter and health facilities. This reflects total failure to address and satisfy basic human needs. These factors have a negative effect on human functioning.

### **3.2.2 Relative, secondary and social poverty**

This view explain the inequalities in life such as the uneven distribution of resources, and deprivation where people are denied access to opportunities in order to advance themselves. This might include the fact that most of the poor people do not get a chance to influence the power structures in order to effect change in their lives.

Piven and Cloward (1972:29) present a three-dimensional perspective on poverty. According to these two authors, poverty is looked at from an economic, social and political viewpoint. Politically poverty is perceived in terms of lack of resources such as land, infrastructure and productive resources. This also refers to no or minimal access to such facilities as credits, markets and production assets. A social perspective explains lack of access to such basic provisions as health, education, recreation, sanitation and shelter. Poverty from a political perspective refers to the lack of power of people to make decisions and to take control of their lives.

Lewis (in O'Neil, 1992:5) developed a theory on the culture of poverty, which can be seen as both an adaptation to and a reaction by the poor to their marginal position in a stratified society by identifying various traits of the poor. These traits of the poor include the following:

- Low literacy and education level; non-affiliation to groups; minimal use of public facilities such as schools, hospitals, clinics and welfare agencies.
- Absence of ready cash enforcing a pattern of buying in small quantities; chronic debt and mismanagement of available funds.
- A tendency to live in the present. An inability to plan for the future, a sense of resignation and frustration and little sense of community.
- A deep mistrust of authority, characterised by the hatred of police and cynicism about formal help.

These points by Lewis seem to look at poverty from the individual's point of view. They do not consider other factors such as political, social and economical. It is also important to mention that the poor are not in that situation out of their choice. They are where they are because of various reasons based on political, social and economical factors. Like other social problems, poverty has its distinctive characteristics.

### **3.2.3 Characteristics of rural poverty**

According to Chambers (1980:41) the characteristics of rural poverty can best be described within five major categories from which highlights of causes and effects can be derived. These categories include the following:

#### **- *Unemployment***

Rural areas are populated by a great number of the unemployed and the unemployable. The latter refers to children, the handicapped and the elderly. Most of the youth staying in rural areas are unemployed.

This might be due to the fact that they are not educated, and lack many skills to compete in the market. This makes it difficult for the rural household to meet their basic needs in life.

- ***Lack of sufficient land***

Mostly, the poor people occupy a small part of the available land. Concentration of people within such small parts of land accelerates land degradation and this result in low production yields from which people cannot make a living. This causes problems to livestock farmers because their animals are left without sufficient grazing land due to problems such as erosion (Chambers, 1980: 41).

- ***Population increase***

Although rural people live in small spaces available, they are also affected by the problem of population increase. Rural people do not have knowledge about family planning. This makes life difficult for them because a household has to look after many family members with a small income. This also includes grandchildren. With a decrease and depletion of resources, this factor will aggravate the poverty situation significantly.

- ***Education***

Many people staying in rural areas do not have qualifications like a degree or diploma. The younger generations usually are matriculated people, and could not go to higher institutions due to lack of financial support. Even the older generation did not have school education on secondary level and this has impact on their socio-economic status.

Although the matriculated people can read and write, they lack knowledge about services around them. They do not have an understanding about the importance of the Animal Health Service and this leads towards the resistance to the service.

- **Migration**

A great number of the economically active populations of rural areas migrate to urban areas. This is further aggravated by the fact that even those who have qualifications tend to go to urban areas (Chambers,1980:42). Those who get a chance to go to tertiary institutions often end up staying in the urban areas after graduating. This also applies to the able-bodied who are still young and who go to urban areas and seek employment. There are strong indications that migrant earnings are relied on to keep rural households going.

According to Chambers (1980:42) all these characteristics of rural poverty are caused by the following factors:

- Lack of housing and overcrowding;
- Dependence on migrant earnings, which often are not enough for basic household needs;
- Fragmented families characterised by the elderly and children;
- Low food production resulting in nutritional disorders;
- High rate of illiteracy and unskilled people further reduce the chances of better employment and higher income;
- High mortality and morbidity rate.

These characteristics indicate very clearly that poverty is not a desirable phenomenon in any community. Poverty affects animal owners in rural areas even more negatively.

The animal owners cannot afford to buy medicines for their sick animals and this further affects production. Their animals may die because of sicknesses and this leaves them without anything to survive from. The Animal Health Service in Madinyane may help the farmers because it will help prevent animal diseases.



This will also help in poverty alleviation because the animals serve as insurance and protect the farmers from poverty.

There are various ways of alleviating poverty. As it was discussed in Chapter 2, social development strategies can help alleviate poverty to rural areas. Another strategy that can contribute in alleviating poverty, especially in rural areas, is rural development.

### **3.3 RURAL DEVELOPMENT**

There has been a tendency for organisations and experts to define agricultural development as the increase in production of food and fibre, and rural development as the improvement of the quality of life (Bembridge, 1987:665). For the purpose of this chapter, rural development is taken as including both types of activity and is regarded as an approach to increase the participation of the rural population in the development process, consequently improving their level of living.

The focus of rural development is on the overall economic and social development of rural people, which includes giving them access to resources and technology, non-farming activities and choice of strategies, all of which are aimed at increasing the well-being and income of rural households (Bryant & White, 1980:23). Since the causes of poverty are multiple and interdependent, it is necessary for them to be addressed simultaneously in many sectors.

Rural development, however, should be viewed broadly - beyond meaning agricultural development only. It should include the creation and promotion of opportunities for the rural people to contribute meaningfully to the rural economy. It should entail the empowerment of people to participate towards their own advancement.

According to Jeppe (1985:31) rural development should be seen as a dynamic, flexible and innovative process carried out by rural people to improve their living standard. Rural development is a process that initiates social and economic change. It has its primary focus on people. With people at its centre, it is aimed at strengthening the confidence of the people to exploit their own potential, encouraging independent action and self-initiative (Jeppe, 1985:33).

Rural development is furthermore an empowering process that enables people to take control of their lives. This greater emphasis on human resources, calls for appropriate education of the poor, trained locally towards improved life-skills, self-management and self-sufficiency (Kgarimetsa, 1992:12). The World Bank (1990) suggests that rural development, aimed at the eradication of poverty, should involve the following focuses:

- ***Increase access to land***

An increase in access to land includes the reforming of property rights and the improvement of tenancy. According to Bembridge (1987:680) there are limitations to the extent to which traditional small-scale agriculture can be developed without some form of land reform focussed on a system of negotiable rights for grazing. Suitable land tenure arrangements are important in accelerating agricultural production. Small-scale farmers are affected by shortage of land. This compels them to look for grazing at distant areas, which leads to livestock being lost or stolen.

- ***Increase access to credit***

An increase to access to credit entails subsidising credit to the poor and the development of financial institution for the poor. In many rural areas there are no organised credit facilities. Rural families often have to rely on the extended family to obtain credit. This is not considered to be a real credit. Because of the

problems of collateral security' commercial banks play a very minimal role in providing credit for rural development activation. The necessary procedural requirements act as constraints to seeking help. Tests for credit worthiness and credit acquisition requirement leads to the denial of credit to the most needy rural families whom neither pass the test nor understand the procedure.

- ***Increasing access to infrastructure and to appropriate technology***

This entails the adapting of technologies for small farmers. The development and transfer of technology must be an integral part of an overall comprehensive rural development program. This includes basic need technology for ensuring clean water supplies, alternative fuel conservation, food technology, housing and other technology aimed at utilising local resources.

The context and nature of rural poverty help the community developer to understand the situation in which rural people find themselves. It also brings insight into the characteristics and constraints in alleviating poverty. Rural development is necessary for eradicating poverty in rural areas because it is a dynamic, flexible and innovative process carried out by rural people to improve their living standard. Rural development uses various strategies to eradicate poverty. In this study Animal Health Services will be discussed as a strategy to eradicate rural poverty.

### **3.4 ANIMAL HEALTH SERVICES**

Most people may wonder about how animal health can contribute in addressing rural poverty. Small-scale farmers in rural areas are faced with minimal access to veterinary services. Veterinary services are mostly centred in cities and rural areas, where people who can afford the services reside. Small-scale farmers experience difficulties in accessing these services because they are far away and costly. This contributes to poverty because the small-scale farmers do not obtain

necessary resources to manage their livestock. This results in a high level of animal diseases and livestock death, which leaves the farmers with less to survive on.

The provision of animal health service attempts to address poverty by bringing the veterinary services to the poor small-scale farmers in rural areas. Small-scale farmers function as a system. In a system small changes in one part of the system can bring changes to the other parts of the system. For example, livestock is part of the system. Good treatment and management of livestock will improve production, which will further contribute to the well being of the farmers. Animal health services attempts to address poverty by using different strategies. With regard to animal health services, the aims and objectives, status of animal health services in South Africa, participation and agricultural development, the human dimension of livestock disease control in small-scale farming and a conceptual model of human behaviour and animal disease control will be discussed in this section.

### **3.4.1 Aims and objectives**

In order for animal health programs to be effective in rural areas, they need to be guided by aims and objectives.

Animal health goals and objectives are not the same for all community settings. For example, an animal health project in rural areas will have different goals and objectives from the ones in informal community settings in urban and semi-urban areas.

According to the aims and the objectives of the project at Madinyane, the aims and the objectives of the Animal Health Services are as follows:

### **Aims**

- To develop a cost effective, yet affordable extension and veterinary care delivery system based on active participation of both resource poor animal owners and emerging commercial farmers.
- To promote primary animal health programmes in order to have broader access to veterinary services, improve the health status of animals and ensure human health.

### **Objectives**

- To determine how affordable veterinary services can be provided to emerging farmers and resource poor animal owners.
- To develop the communities ability to help themselves and develop the capacity to learn to work together to guide the future development of their communities making full use of their own resources as well as external resources.
- To develop the community's ability to produce an action plan and to implement that plan.
- To improve the farmer's knowledge of animal health and production by providing technical advice and extension to determine the occurrence and relative importance of animal diseases.

Madinyane is one of the South African rural areas, which need assistance in order to develop. Animal Health Services are meant to assist rural areas in dealing with animal diseases. Since this service is rendered to various South African communities and not only refers to the project initiated at Madinyane, it will be important to contextualise the status of animal health services in South Africa.

### 3.4.2 Status of animal health services in South Africa

South Africa is characterised by an agricultural system with a close integration of livestock and humans resulting in a need to consider both components in the delivery of animal health services. Animal health services include the components of field veterinary services, laboratory services, and public health (Umali, Feder, and De Haan, 1994:77). According to the Report from the Onderstepoort Veterinary Services (1998:2) field veterinary services in South Africa are suffering from a lack of veterinarians, particularly in rural areas. Most government veterinarians are overburdened with administrative work and any technical activities are mainly related to prevention and elimination of major infectious diseases, provision of clinical services, handling reproduction and production problems, and regulatory services.

The overall effectiveness of the field veterinary service is limited by inadequate transportation, inadequate funding for running and maintenance costs, poor communication facilities, lack of drugs and vaccines, insufficient trained man power at professional and support level and inadequate funds for monitoring programmes (Stewart, 2001, Veterinary Service Provision and Extension for small-scale farmers).

According to the researcher's point of view, veterinary services are still inadequate in South Africa. Most farmers do not receive the necessary services like education as far as animal management is concerned. It is sometimes very difficult for farmers to have access to other facilities that are mainly found around cities. This is due to the fact that farmers are staying far from towns and cannot afford travelling costs. This makes things difficult for farmers to acquire skills from any training source so that they are able to manage their livestock.

In South Africa, the government should consider changing its policy on delivering of veterinary services. Veterinary services, which are accessible and affordable,

need to be developed with the emphasis on primary health care and economic development. According to the World Bank (1994:49) the improvement of veterinary services can be achieved by encouraging the development of various strategies such as privatisation, use of para-professionals, education, and use of research and local knowledge to render service to poor rural farmers. These strategies suggested by the World Bank (1994:54) will be discussed in more depth.

### **3.4.2.1 Privatisation**

The changes taking place in South Africa have raised expectations in the population with regard to rural development. One of the cornerstones of government policy is reconstruction and development. It is important that the veterinary profession adapts to meet these changes by focussing on community based services. Privatisation of animal health services is one of the strategies that are considered by the government.

According to Leonard (1993:223) in terms of delivering of veterinary services, it is important to distinguish between public good and private good. Public good exist when the service benefits spill over to other members of the community and in many cases is paid for through government taxes, for example foot and mouth disease vaccinations. Private good occur when the individual consumer captures the benefits of the service in full. An example of private good is a clinical visit to a farm to treat an animal for an abscess. The owner captures the full benefit from the treatment given and the consumer should pay for these costs (Leonard, 1993:225).

In rural areas of South Africa, privatisation can contribute to the improvement of farming. Public good services should be provided to animal owners by vaccinating against animal diseases that can affect the whole community, which is paid for from taxes.

Private veterinary services, in most instances, are provided by veterinarians and are controlled by the veterinary council. These experts have knowledge about farming so they can educate farmers through their skills. Through training farmers can gain knowledge about various farming aspects such as animal management, nature of animal diseases and commercial farming. This can be paid for by the government to alleviate poverty. Private good can be provided for the benefits of individual farmers. This may even include giving credit to farmers in order for them to be able to use the service. Through privatisation the farmers can have access to treatment of their animals but would require payment by the farmer or subsidy from the government.

#### **3.4.2.2 Use of para-professionals**

The use of para-professionals for resource-poor and emerging farmers could result in a more affordable service (Stewart, personal communication, 2001, Veterinary Service Provision and Extension to small-scale farmers). These auxiliaries could work under the direct supervision of a veterinarian. McCrindle, Tice, and MogoJane, Stewart and Mosupi (1994:91) proposed two categories. The first is the Animal Health Technician (AHT) for which there would be statutory requirements for registration. This could be a person with a national diploma in animal health. The Animal Health Technician will be responsible for visiting the community and the Community Animal Health Worker (CAHW) on a regular basis to treat animals and to replace used remedies. The Animal Health Technician will contact the responsible veterinarian for any treatment, which are not within the competency of the Animal Health Technician to handle (Stewart, 2001, Veterinary Service Provision and Extension for small-scale farmers). The second would be a Community Animal Health Worker (CAHW) who would be permitted to carry out certain procedures under permit specifically in that case. The CAHW would be resident in the village and would sell remedies to farmers and help them with treatment of their animals. He would make profit from the sale of these remedies .



The proposed para-professionals could be of benefit to expand the client base of the veterinary profession in South Africa. It would be a low cost scheme resulting in local capacity building, with increasing knowledge of animal health by local communities. In achieving this, farmers can be trained to have skills in managing their own livestock in order to improve their quality of life. In situations whereby the farmers are staying far from cities, they can benefit from the para-professionals because they will obtain drugs and remedies from the para-professional staying in their community.

This will help farmers to maintain the health of their animals because when an animal gets ill, the Community Animal Health Worker will be living in the community. This will also reduce the cost of transport because the Community Animal Health Worker lives in the village.

#### **3.4.2.3 Education**

A lack of knowledge and skills is one of the main problems affecting rural communities. The people do not have information about resources and various opportunities available for farmers. According to Flora (1997:4) education maximises local participation and provides community and leadership development by encouraging people to help themselves acquiring skills and knowledge to improve their quality of life and that of the community.

It is important for the veterinarians and the Animal Health Technician to provide regular education courses to the farming community. These courses will lead to community building and community capacity. According to Flora (1997:2) community building implies a broad set of participants and a shared vision by the community members of what the community should be like in the future, looking at the whole and not just at a few parts.

Community capacity means the ability of the associations and institutions within the community to use the skills, knowledge and ability of all the people in the community to take initiatives, responsibility and be adaptable in the face of constant change (Flora: 1997:3). It requires strengthened relationships and communications both inside and outside of the community.

Due to lack of education various communities experience difficulties in initiating their own development. They expect someone from outside, like the government, to come and do things for them. By introducing education, people will learn to take action to improve their situation. In a rural area such as Madinyane, farmers days can be conducted to educate, for example, animal owners of that area about animal diseases and the advantages of commercial farming. Education in that area will build their capacities to do something on their own to change their situations. They will also learn to work as a group in dealing with other problems such as animal theft in the community. The fact that education is a tool for economic development emphasises the need for education at Madinyane. Through education the farmers can be encouraged to manage their livestock in order to generate profit and change their economic situation. The fourth strategy to be discussed is research and local knowledge.

#### **3.4.2.4 Research and local knowledge**

##### **- Research**

Research can play a major role in rural development efforts. The research task in veterinary science should be guided by economic considerations with an attempt to identify private and public good, and to determine how best resource poor and emerging rural animal owners can be provided with veterinary services (Krerek, Cornelius, McCrindle, 1995:117). In order to evaluate veterinary services, it is necessary to document its programs based on sound research principles.

**- Local knowledge**

Norgaard (1984:875) states that “Only very rarely is local knowledge treated as a knowledge per se in the mainstream of agricultural development and environmental management as knowledge that contributes to our understanding of agricultural production and the maintenance and use of environmental systems”. Local knowledge is an important aspect of society's development. Warren and Cashman (1988:1) characterised such knowledge as the sum of experience and knowledge for a given group, which forms the basis for decision-making with regard to familiar and unfamiliar problems and challenges.

Altieri (1990:22) defines such knowledge as “accumulated knowledge, skills and technology of the local people derived from the direct interaction of humans and environment”.

According to the researcher's point of view local knowledge plays a major role in development. It is important for the practitioner concerned to obtain information about the resources of the community before development can proceed. There is not a more reliable source of information about a community like the community members. Community members are able to identify needs and resources of the community. By interacting with community members, knowledge about strengths and weaknesses of the community can be obtained. In addition community leaders need to be consulted since they have important information on the community such as population density of the community, type of resources available and the kinds of problems experienced in the community.

Furthermore, local knowledge can provide practitioners with information such as values and norms of the community which can enhance a better understanding of the community.

It can also help in formulating plans and strategies to approach the community. Looking at Madinyane, there are individuals like the headmen, Chairperson of the Community Committee and committee members, who can provide essential information.

### 3.6 PARTICIPATION AND AGRICULTURAL DEVELOPMENT

Participation of farmers in agricultural development is an important issue. According to Farrington & Martin (1998:27) participation implies the balance in control of decision-making, information and resources between outsiders and the community, which require local people to take ownership of development activities. It is very crucial for the farmers to take responsibility because they know their situation and circumstances the best. If they become involved in development, they will be able to share various ideas that will contribute to changes in their situation. This calls for practitioners to facilitate effective participation in communities (compare Chapter 2).

As already discussed in Chapter 2, it is not easy to create effective participation since there is no simple blueprint. This implies that any intervention should be tailored to the specific environment in which it is to be implemented. However, there is a growing body of knowledge that can provide some indications on how to proceed. According to Cohen and Uphoff (1980:213-222) operational steps for creating effective participation include the following.

- **Implementers of rural development projects should be prepared to follow a process approach**

There is a growing consensus in the developmental literature that the creation of an effective participation is a gradual, evolutionary process in which both project staff and potential beneficiaries are willing to try various alternatives, discard them when they prove unworkable, and try others. According to Chambers

(1974:78) in general terms, management approaches to project implementation range from what can be termed a “blueprint” style to what, at the other end of the spectrum becomes a process “approach”. The process approach assumes considerable uncertainty and is characterised by continual openness to redesign and adaptation to changing circumstances (Sweet & Wessel, 1979:192). This approach requires an admission by both designer and implementers that, given the complexity of the problem to be solved, there is still much to be learned. It implies that both are prepared to try and find solutions by following a “dynamic living theory of knowledge that requires us to set new facts into the world” (Friedman, 1978: 85).

Although there has been less documented experience with the process approach than with the blueprint, according to Sweet and Wessel (1979:198-230), the process approach appears to have the following strengths and potentials:

- It is rooted in dialogue with the rural population and thus is more responsive to local potential and needs than the more technical oriented blue-print;
- It allows variation in bureaucratic structures and thus is more likely to adapt to political, social, economical, and physical changes that occur during implementation;
- It is based on learning and capacity building that is more suited to the promotion of self-sustaining development dynamics;
- It transfer's the ownership of programmes to implementers and thus creates an environment supportive of innovative problem solving rather than routine application of predetermined solutions; and
- It avoids negative side effects by eliminating design components that are deemed inappropriate (Honadle, 1979:13).

- **A project should start with small, relatively simple activities, which respond to local needs and produce results quickly**

If a project is highly complex, it is less likely that beneficiaries will be encouraged to become involved in project implementation (Cohen, 1971:66). Small-scale farmers are more likely to participate effectively in development initiatives if, they by so doing, obtain tangible, relatively immediate benefits as defined from their perspective. Small-scale farmers usually have an excellent idea of what their immediate problems are. In Madinyane it will be relevant if activities like animal disease treatment can be implemented because this is the main concern of the farmers.

- **Potential beneficiaries should make resource commitments to the project to be implemented**

According to Chambers (1974:110) obtaining a resource commitment from potential beneficiaries is desirable for a number of reasons. Firstly, government does not have the resources to support all worthwhile development initiatives. Many activities will function better without the involvement of the government at all. Secondly, the act of making a resource commitment will make contributors more concerned for the success of the development initiative than they otherwise might be. Finally, such a commitment will provide a concrete indication of how interested the community is in a new initiative. Such commitments can be in cash or in kind and can be generated in various ways. For example in Madinyane; the farmers can work together and initiate projects, which will facilitate the availability of animal service in the areas. This implies that the farmers will be committed by contributing their energy in order to better their animal disease and production situation.

- **Possible projects should be organised with existing organisations- formal or informal**

Local organisations of farmers are commonly regarded as the most practical and effective means of achieving participation (Dore, 1971:19). It is important for structures or organisations to be involved in rural development.

In Madinyane, organisations can play a major role including those mentioned by Tendler (1976:51) who states that organisations can play potential positive roles in the process of rural development by acting as vehicles for:

- Two-way flows of technical information, which reinforce individuals who try new approaches and breakdown barriers between groups and individual;
- Minimising risks and providing economies of scale;
- Adapting project activities to local conditions;
- Marshalling local resources;
- Achieving greater political and economic goals for local people by exercising influence over local administrators and asserting claims on government;
- Sustaining projects benefits; and
- Co-ordinating and spreading the benefits of external resources.

- **A two-way information flow (both formal and informal) between project implementers and potential beneficiaries should be established at the time of project start-up**

Information serves not only a functional role in supporting effective management but also has a process role in facilitating local involvement in project decisions and actions. Information is a necessary ingredient in building local involvement.

The participation of local population in data collection, analysis, and decision making is of vital importance. Not only does such involvement increase the

willingness of local people to take risks, but it also supplies the necessary feedback information for adapting development initiatives to local conditions.

Not only should an information system make information available to the local population on what the project has to offer, it should determine what the information needs of the local population are (Korten, 1981:11). For example, individual households will want some basis for evaluating the recommended development initiatives so that they can decide for themselves if the initiatives are worth the risk involved. Korten (1986:13) states two reasons for creating an information system, namely:

- To generate useful information for planning, implementing, monitoring and evaluating project activities;
- To provide a two-way information flow between project personnel and project beneficiaries.

This information system can play a major role in areas like Madinyane. Information from both the farmers and Animal Health Technicians and veterinarians need to be shared by all parties. This can be achieved through communication. The veterinarians need to be aware of the farmer's circumstances in order to come up with an effective approach. They also need to share their ideas about the nature of services rendered and its advantages. It is very difficult to determine strengths and weaknesses of community members without communicating with them. The community developers must ensure the information reaches the larger community in order to attract more participants. By so doing it will be much easier to get adequate information about the community and its functioning.

- **Emphasis should be placed on building organisational capacity**

In many project areas there may be a lack of organisational skills, particularly



those required for organising meetings, reaching consensus, choosing capable leaders, keeping records and handling organisational funds (Korten, 1981:11). Capacity building efforts are an obvious way to address such constraints. Farmers need to be trained in various organisational skills for effective local action.

According to Lele (1975:180) among the skills needed for organised and effective local action, are the following:

- The ability to form committees and conduct meetings;
- The ability to attract and pool resources to embark on a common enterprise;
- The ability to manage common funds and hold leaders accountable;
- The ability to choose capable leaders; and
- The ability to make informed decisions.

According to Lele (1975:187) capacity-building efforts must begin by instilling in project staff a conscious awareness of the strengths and weaknesses, incentives and behaviour in developmental projects. This awareness is an essential precondition for the development of effective projects to upgrade organisational capacity. In rural areas, although they do have committees, the researcher is of the opinion that they should also get information or be trained in organisational skills. In rural areas like Madinyane, they are still lacking initiative skills. The farmers largely depend on outsiders to come and provide help without even trying to initiate something on their own.

- **Decentralisation: local control is the key to any strategy designed to encourage participation**

Decentralisation is at the heart of any attempt to stimulate effective local participation. According to Korten (1986:14) decentralisation refers to more than the transfer by local authorities of certain powers and functions such as control

over policy and resources to the people. When local people feel that they have control, rather than feeling forced to follow the dictates of some central authority, then it is more likely that they will be willing and able to encourage beneficiary participation.

Cohen and Uphoff (1980:235) state that “Generally speaking people are more interested in specific services to alleviate basic problems than in action on long-range solutions to problems of development policy; that is they are not likely to think beyond what can be done within existing policy and environmental constraints”. If their views are taken seriously and are incorporated into policy decisions concerning development priorities and allocation of resources, there will be greater likelihood of creating effective participation and thereby, improving project performance (Cohen, 1971:236).

### **3.7 THE HUMAN DIMENSION OF LIVESTOCK DISEASES CONTROL IN SMALL SCALE FARMING**

According to Curry (1992:17) improved livestock disease control depends on an understanding of the human environment, as well as the physical and biological environment. The relationship between disease and human behaviour is widely recognised by epidemiologists of both human and animal disease.

For example, epidemiologists who study human diseases currently consider a multiplicity of factors in order to understand the underlying causes of patterns of frequency and occurrence (Curry, 1992:17). According to Curry (1992:23) factors in this ‘causal web’ include exogenous factors of the biotic and abiotic environment, endogenous or genetic factors, demographic factors, and behavioural—that is, social, psychological, economical and cultural factors. Veterinary epidemiologists also acknowledge that understanding this human dimension is no less important for successful control of livestock disease, and include human behaviour along with agent, host and environment – among the

determinants of disease in their “web of causality” (Schwabe, 1984:42). However human behaviour enters into this ‘causal web’ primarily through animal husbandry (management) practices on the farm (Schwabe, 1984:42).

The researcher agrees with the fact that human behaviour affects livestock production and disease control. In many farms in South Africa, the farmers do not have the necessary knowledge of how to control the health of their livestock. This might be because of the fact that there is a lack of both formal and informal training for farmers. Farmers may not be aware of factors around their places that cause diseases, so this makes it difficult to avoid animals from being affected. It is necessary for farmers to receive knowledge about social, economical and physical factors, which can cause disease to their livestock. Prevention is the ideal solution to this problem of animal disease and farmers can be educated about the human dimension of livestock diseases, formally or informally.

### **3.8 A CONCEPTUAL MODEL OF HUMAN BEHAVIOUR AND ANIMAL DISEASE CONTROL**

This model originates from farming system research, which provides a number of concepts that are useful for developing a framework to investigate the management aspects of disease control in case of small-scale farmers (Jaetzold & Schmidt, 1983:60). According to Jaetzold and Schmidt (1983:62) the farm system research contains several key concepts useful for rural development purpose. First it views the whole farm as a system and places importance upon understanding the relationship between the various parts of the system. Secondly it focuses attention on the goals, resources and constraints of the family farm as the unit of production, and of consumption. Thirdly, implicit in the farming system research approach, is the notion of variation in farmers’ circumstances and therefore in farming systems.

According to Shaner, Phillip and Schmehl (1982:19) using this perspective of farming system research, a conceptual model of those aspects of the human environment which affect livestock disease control in small-scale farmers can be constructed. This is due to the fact that the model contains the following elements:

- *The family farm*

Much research on subsistent farming has shown that the demographic profile of the family farm is a very important shaper of the farming system (Curry, 1992:19). The family is the unit of production, consumption and adoption of technology. The size and composition by age and sex of households are important for determining the needs of its members, and for setting household goals, which may or may not be met through the farming system. Household goals and behaviour usually change through time as its size and age composition change in a process known as the domestic life-cycle (Schwabe, 1984-47).

In situations whereby the household consists of females only, it is difficult for them to look after their livestock because there is no one who can take responsibility to take animals to grazing and to dipping. Most of the household tends to call their male relatives to help them with this problem.

- *Goals*

Individuals and groups often have stated and unstated goals, which they strive to accomplish. In the case of the family farm, there are a variety of goals, which can be seen as being set to meet individual and collective needs. These needs most certainly include providing for the welfare of household members in terms of food, clothing, and shelter. In addition there might be other goals such as education for children. Livestock may play a role in realising family goals through their economic value as source of subsistence and income, or by their socio-cultural importance as a potential means of access to status and other resources

of the social groups. In many farms in South Africa, for example, livestock serve as indicators of wealth and are used in marriage and other social transactions and events.

- *Knowledge, attitudes and skills*

There are many of these factors, which mutually affect the family farm and its goals. Among them, are those which are important for the livestock and components of the farming system and knowledge and understanding of animal disease. Farmers possess varying degrees of knowledge about the cause and the methods of control of animal diseases.

These are obtained from a variety of sources, both traditional and modern. Also important are the frequency with which farmers have contact with veterinary agents, and the degree to which they rely upon them for animal health care (Anteneh, 1991:11).

In South Africa, many of the farmers, especially black animal owners are restricted to subsistence farming. This might be due to the fact that they have no skills and knowledge about commercial farming. Therefore they think that if they sell some of their livestock, they will eventually be left without livestock. It is important that knowledge and skills about commercial farming be taught to farmers in order to develop a positive attitude towards commercial farming.

- *Management Behaviours*

Both the resource for keeping livestock (i.e., factors affecting the nutritional status of livestock) and the exposure of livestock to disease are mediated through the management behaviours of the family (Anteneh, 1991:12). If the family is unaware of the various factors causing animal disease, the animal will be exposed to various disease situations and will be affected. If the family members are not trained on how to manage their animals, the animals are more likely to be

affected by diseases. It is important for family members to be aware of diseases and prevention methods. The most important part that they need to know is how to prevent animal diseases from occurring.

By looking at Madinyane, the farmers find it difficult to afford treatment of their animals; therefore by practising prevention it might be more cost effective for them. Prevention can be taught to farmers by teaching them the causes of diseases, enabling the farmers to attend to their animals before they get sick.

- *On-farm resources for tending livestock*

The farm household utilises a variety of on-farm resources to effect production. According to Gilbert, Norman and Winch (1980:16) "... perhaps the most important resources for livestock production which affects animal nutritional status and exposure to disease are land, water, labour and income".

- Land

There are several important attributes of the land resources of the farm family, which may affect animal health status. Curry (1992:20-21) lists four factors of land which may affect animal health status, namely - *Farm size*: This often determines the capacity of the family farm to benefit from certain technologies through realisation of economies of scale. This may consequently influence the type of farming the family uses. *Land tenure*: Smallholders utilise a variety of land tenure arrangements to obtain access to land for agricultural production. Farmers may own land outright through customary arrangements. Additional land may be rented or borrowed from neighbours. Under this system of security of tenure, this may affect the farmer's ability and willingness to invest in improved technologies for crops and livestock.

The amount and quality of *pasture land* available to the farm household can affect the livestock production strategies, the quality of supervision of animals,

animal nutritional status, and exposure of livestock to disease from the grassland itself or from other animals. The presence or absence of *fodder crops* on the farm and the degree to which they are used for feed or are sold for cash may have effects on the health status of the animals. This can happen when more crops are sold and none is left for the livestock. It is important to remember that the kind of food that is available to livestock also contributes to animal health status.

- Water

Water is an important factor in animal health not only because it is essential for livestock production, but also as a potential for increased disease risk through contamination and by providing an occasion for contact with other animals. Contamination of water can come from a number of sources.

According to Schwabe (1984:52) the factors affecting water quality and the potential for exposing animals to disease include: water source, whether it comes from a tap, well, or river; water location, whether the source is on-farm or of-farm; the reliability of the source (year-round or seasonal); and distance of the source from where the animals are kept. Mostly, the farmers only know that their animals should get water, but do not know about what effects do water have on their animals. This indicates that it is important for farmers to be taught these factors about the effect of water in order for them to be able to manage water borne diseases in their animals.

- Labour

An adequate supply of labour applied to productive tasks in a timely manner is essential for any successful farming enterprise. Important to the livestock production and the disease control systems are stated by Shaner, Phillip and Schmehl, (1982:24) as the composition of the labour force (age, sex, and home versus hired), the quality of the effort the labour force provides, the timing of the

productive tasks, and the competing demands of other tasks and productive enterprises, both on-farm and off-farm.

In rural areas like Madinyane, co-operation of farmers can help them in improving their livestock. Farmers need to initiate effective strategies to obtain good treatment for their animals. In order to obtain medication, they can negotiate with the department of veterinary services to provide them with a mobile clinic at least once per month, if possible. This will reduce costs for transport for the farmers and their animals will be practically examined by the veterinarians. This can be successful if the government can subsidise such service.

- Income

Income produced by sales of crops and livestock products may be used to make improvements in the farm. These improvements lower disease risk, for example, an improved watering system, or to purchase nutritional supplements and veterinary products which control disease (Curry, 1992:21).

This could be a problem to a place like Madinyane because almost all the farmers own animals and they do not practice commercial farming. So it is difficult for most of them to have enough income, therefore they need to initiate other projects within the community that will provide them with income. This income can help them in doing most of the things themselves other than waiting for an outsider to come and help them.

- Off-farm resources for livestock production and disease treatment

Many farming families in rural areas of South Africa rely on resources acquired off-farm to support various aspects of agricultural production. Income obtained from wages or self-employment can be used to purchase essential resources for production. Family income must be allocated in numerous ways to meet the goals of the farming household and individuals.



The researcher agrees with the idea of using off-farm resources, but this can be difficult in resource poor areas like Madinyane. Those who are employed have a task of looking after their families, and may not be in a position to utilise these resources. It would be better if they can do this as a community but this will be affected by the unemployment problem in the area. There are those individuals who might be able to do so provided that they are informed about the availability of such resources.

- Outcomes of management and resources

According to Schwabe (1984:60) the goals, knowledge, skills and management behaviours of the farm family interact systematically with family resources and income to produce outcomes, which affect herd health. It is important for farmers to understand that the health status of the animals affects growth of the animals thereby contributing to the increase in herd productivity and family income.

By adopting a systems perspective as advocated by farming systems research, can provide a useful framework that enable experts to address the human dimension in livestock disease control.

The human dimension of livestock disease control is important because in designing an effective delivery system for improved livestock disease control measures, one must be aware of such differences in farmers circumstances and of differential capacity of those farm families to adopt and to benefit from these measures.

### 3.9 SUMMARY

This chapter has focussed on a very important aspect of animal health services, which can play a major role in improving livestock of animal owners. Animal

health service delivery not only improves the livestock, it also improves the economic position of the owners.

This chapter has discussed the nature of poverty because animal health is directed at addressing poverty. Animal health is regarded as a strategy of rural development, therefore rural development has been explained briefly. The goals and the objectives of animal health services have been discussed to emphasise the importance of the service. This chapter also focuses on the situation of animal health services in South Africa, which also need to be improved by using various strategies such as privatisation, use of para-professionals, education, research and local knowledge.

The importance of participation has been stressed whereby farmers need to be part of agricultural development. It is important for farmers to take part in planning, implementation and decision making processes. In addition, the operational steps to facilitate participation have been discussed.

This chapter also reflects on the fact that the farmers themselves can contribute to the well being of their animals. Therefore it will be important for them to understand the human dimension of livestock disease control in small-scale farming. This has been discussed by using a conceptual model of human behaviour and animal disease control, which is inspired by the farming system research.

## **CHAPTER 4**

### **EMPIRICAL STUDY AND FINDINGS**

#### **4.1 INTRODUCTION**

The main purpose of this research was to determine socio-economic and socio-cultural factors influencing the involvement of the people in the Animal Health Service in Madinyane. A literature study was compiled by using both local and international books and journals. In this chapter, the findings of the study are presented and interpreted. The findings will be presented by combining all the information obtained from the different focus groups in specific themes. The research methodology underlying this study will first be outlined.

#### **4.2 RESEARCH METHODOLOGY**

##### **4.2.1 Research approach**

In this study the researcher used the qualitative approach. According to Denzin and Lincoln (in De Vos, 1998:240), the qualitative approach refers to a multiperspective approach (utilising different qualitative techniques and data collection methods) to social interaction aimed at describing, making sense, interpreting or reconstructing this interaction in terms of the meaning that the subjects attach to it. Babbie (1992:30) concurs that qualitative research methods may be suitable when seeking to gain insight into the subjective meaning of complex phenomena in order to advance our conceptualisation of them and to build theory that can be tested in future studies. For this research, the researcher used the qualitative approach to obtain, analyse and interpret information about the respondents views towards the Animal Health Service at Madinyane.

#### 4.2.2 Type of research

In this study the researcher utilised applied research. Baker (1994:473) defines applied research as research where one of the primary rationales is that the study has the potential for practical use. According to Singleton, Straits, Straits, Ronald & McAllyster (1998:197) applied research aims to solve specific policy problems or help practitioners to accomplish tasks. Therefore, theory is less central in applied research as the main focus is on seeking a solution to a specific problem for a limited setting. The information that has been gathered in the study will be applicable at Madinyane because it will provide guidelines to the community developers and will further be used to facilitate participation in the Animal Health Service delivery at Madinyane.

#### 4.2.3 Research design

After specifying a research question, a researcher plans how he/she will carry out the specific study or research project (Neuman, 1997:11). De Vos (1998:72) defines research design as a blueprint or detailed plan for how a research study is to be conducted.

In this study the researcher used the descriptive research design. According to Herbert (1990:40), descriptive research seeks relationships between variables to determine any significant correlation between them. According to Royce (1991:41), descriptive studies can provide information on the characteristics of a group of respondents. In this study the descriptive research design was used to determine the correlation between socio-economic and socio-cultural factors and the involvement of people in the Animal Health Service at Madinyane.

#### 4.2.4 Research procedure and strategy

The data for this study was gathered by means of focus groups. According to De Vos (1988:314), a focus group implies purposive discussion of a specific topic or related topics taking place between eight to ten individuals within a similar background and common interests. In this study the researcher conducted five focus groups. The groups consisted of animal owners living in Madinyane. The group members were identified through a snowball technique. Snowball technique (also called network, chain referral, or reputational sampling) is a method for identifying and sampling (or selecting) the cases in a network (Neuman 1997:207). Neuman (1997:208) also states that in the first stage of sampling, only a few respondents are identified as having the required characteristics by the researcher. These respondents are then utilised as informants to identify others who also qualify for inclusion in the sample. Firstly, a few people who own animals were identified and included in a pre-test group, after which they assisted in identifying other animal owners. A letter of consent was given to the respondents in order for them to state in writing that they were willing to take part in the study. The schedule for the focus groups was conducted as follows:

DATE	MEMBERS	DURATION
2 July 2001	five	10:00 – 11:00
3 July	five	09:30 – 10:30
4 July	five	12:30 – 13:30
9 July	seven	12:00 – 13:00
10 July	six	13:00 – 14:00

The method of data gathering used by the researcher in the study was the semi-structured interview. According to Bless and Higson-Smith (1995:106), a semi-

structured interview is a method of getting people to express themselves broadly on a certain issue or topic by using an interview guide consisting of a written list of questions and topics used in a particular order (see Annexure A for questions). In this study the respondents were given the opportunity to express their views towards the Animal Health Service at Madinyane. In order for the respondents to express their views towards the Animal Health Service the researcher asked open-ended questions. According to Singleton, Straits, Straits, Ronald & McAllister (1988:490) open-ended questions are questions that require or allow the respondents to answer in their own words. Open-ended questions leave the participants completely free to express their views as they wish, as detailed, complex, long or as short as they feel is appropriate (Bless & Higson-Smith, 1995:120).

During the data gathering process, the researcher used a tape recorder in order to record the views of the respondents. The researcher transcribed the data and categorised it into themes and key words for the purpose of analysis and interpretation.

#### **4.2.5 Pilot study**

A pilot study is defined in the New Dictionary for Social Work (1995:45) as the process whereby the research design for a prospective survey is tested. In this study the researcher conducted a pilot study, which consisted of six members. According to Guy, Edgley, Arafat and Allen (1987:235) a pilot study gives a researcher the opportunity to discover unforeseen problems of administration, coding, and analysis. This was aimed at testing whether the research questions were understandable to the respondents.

The researcher conducted a literature study in order to gain understanding of the topic from a theoretical perspective. Local and international books, journals and articles were used for this purpose.

The researcher visited and observed the Madinyane community before the research was undertaken through the assistance of Prof C Stewart from the Faculty of Veterinary Science and the appointed Community Animal Health Worker at Madinyane.

#### 4.2.6 Sampling

According to Guy *et al* (1987:174) sampling is a method that uses a part of the group to represent the total. In research, the “total group” is called the population, whereas the part of the total group that is selected is called the sample (Guy *et al*, 1987:175). In this research the population was Madinyane community which consists of 40 families. The sample consisted of 28 animal owners who were selected for the study.

In this study the researcher used non-probability sampling. According to Neuman (1997:88), non-probability sampling refers to the case where the probability of including each element of the population in a sample is unknown. According to Guy *et al* (1987:1890), non-probability samples are used for those research situations in which probability sampling will be expensive and/or when precise representativeness is not essential. In this study, it was not possible to include all the community members of the area, so a certain number of people at Madinyane, who were available during the research process, were included. The criterion for their inclusion was that they had to be farmers who own animals and who would therefore use animal health services.

### 4.3 RESEARCH FINDINGS

#### 4.3.1 General profile of the interviewees

The general profile of the interviewees includes age, type of animal owned and gender. All the interviewees were animal owners, and they were available for interviews during midweek.

#### *Age*

**Table 1**

<i>Age</i>	<i>Respondents</i>
20 - 40	5
41 – 60	8
61 +	15
<b><i>Total</i></b>	<b>28</b>

The majority of the animal owners were over the age of 60 years and pensioners. The few respondents who were younger were unemployed whilst others were either previously employed, retired or had lost their jobs. Chambers (1980:41) concurs that rural areas are populated by a great number of the unemployed and the unemployable with the latter referring to children, the handicapped and the elderly. In Madinyane, this applies to the fact that most of the respondents were elderly.



***Type of animals owned***

The type of animals owned is shown in the following table:

**Table 2**

<b><i>Animal</i></b>	<b><i>Farmers</i></b>
Cows	5
Goats	9
Cows and goats	4
Donkeys	2
Donkeys and goats	3
Chickens	2
Chickens and dogs	1
Ducks	1
Sheep	1
<b><i>Total</i></b>	<b>28</b>

The majority of the animals owned in Madinyane are cows and goats. This implies that the Community Animal Health Care Worker needs to have knowledge about treating various animals in order to be able to provide an effective health service.

**Gender****Table 3**

<i>Male</i>	<i>Female</i>	<i>Total</i>
22	6	28

As indicated in the Table, the majority of the respondents were male. Usually, rural areas are characterised by the dominance of males as far as animal husbandry is concerned. Even the females who owned animals usually asked someone who is a relative to look after their livestock. This might be due to the cultural beliefs prevalent in rural Black areas impacting on women's involvement and interest in farming. Atkinson & Heymans (1998:28-31) confirm that community developers need to consider various socio-economic and socio-cultural factors that might have an influence on the community members involvement and participation with regard to developmental efforts.

***Formal/informal training***

All the respondents reported that they had never received any training as far as farming is concerned and that they possess little knowledge about farming. Even those who are still capable, reported that they never received any training and expressed that they are willing to undergo training in the future. Those who reported that they are capable of treating a few diseases reported that they obtained that knowledge from the Animal Health Technician who used to visit the area. They reported that they used to watch the Animal Health Technician when treating their animals. The lack of training in the area might also have had an influence on the farmers' involvement in the Animal Health Service. The people

had had no training about the importance of Animal Health Services and consequently do not realise its value.

Due to the fact that the farmers are less informed, they are not aware of the importance and advantages of the Animal Health Service and subsequently do not participate in utilising the service. Education, therefore, can play a major role in encouraging involvement since the farmers will then understand the benefits of the Animal Health Service. Flora (1997:4) confirms that education maximises local participation and provides community and leadership development by encouraging people to help themselves to acquire skills and knowledge that improve their quality of life and that of the community.

#### **4.3.2 Household information**

##### ***Economic situation***

The majority of the respondents reported that the community is economically poor. The poverty is reflected in the fact that the infrastructure is poor and that electricity as well as telecommunications are lacking. The majority of the respondents reported that it is even difficult to buy medicine in advance because some medicines need to be kept in cold storage, such as in refrigerators.

The majority of the respondents were pensioners. Those still capable of working reported that they are unemployed. They also reported that they do not have any activities that will bring them an income. Currently, the community itself, has little opportunity for employment of its members, since there are no areas where people can obtain work.

This economic situation might contribute to the lack of involvement in the Animal Health Service in the area. The people have a responsibility to look after their families but might not be in a position to afford the service. With the little money

they have, they need to meet their basic needs such as food and education. Kgarimetsa (1992:1) confirms that rural people have no means to satisfy even the basic needs such as food, safe water, health care and education.

### ***Household size***

The majority of the respondents reported that they are responsible for more than four members within their families. A few respondents reported that they live alone and that they depend on others who are working away from home, probably in urban areas. According to Thraen & Stephen (1989:23), people are likely to participate in the developmental programmes that provide future benefit for the family members. Therefore, the larger the family the greater the willingness to attend or participate in development projects.

If the farmers can obtain a clear understanding of the importance of the Animal Health Service, they might participate in the programme. It would be more affordable for them to participate as they will save transport money by using the Community Animal Health Worker appointed in the community.

### **4.3.3 Animal husbandry**

The majority of the respondents reported a lack of information about the management of their animals. They also stated that they possess little knowledge about animal diseases and do not even understand the very common diseases. In addition, they confirmed a lack of knowledge about medication. They reported that although they can sometimes identify what is wrong with their animals, it is difficult to decide what kind of remedy is needed. They expressed a desire to learn about various factors surrounding animal/livestock farming, i.e. human and environmental factors that affect their animals' well being.

The respondents, therefore, do not have knowledge about the factors that can affect the well being of their livestock. This enhances the poverty situation because the level of livestock diseases increases which leaves them with nothing on which to survive. It is important to involve the animal owners in programs that educate them about human, physical and environmental factors that affect the management of their animals. Curry (1992:12) confirms that livestock disease control depends on an understanding of human environment, as well as physical and biological environment.

#### **4.3.4 Service provision**

##### ***Agencies***

The respondents listed agencies that serve as their source where they can find remedies and advice with regard to their animals as the following:

- Maboloka Clinic, which operates in Maboloka, a township about 10 km away from Madinyane.
- The Onderstepoort Ambulatory Clinic which will visit farmers on request. This can be expensive as it includes travelling costs.
- The Community Animal Health Worker who lives in the community and receives medicines from the Animal Health Technician at Onderstepoort.

The respondents expressed some difficulties with these agencies. They stated that it is difficult to rely on the service of the Maboloka Clinic because it is costly and is too far for them to go to with their animals. They also reported that even if they go and report a case there, the animal is not examined because, due to the distance, they usually leave them at home. They reported that if they go to the Maboloka Clinic they are usually given medicine, only to find that it is unsuitable for the particular disease.

A few respondents reported that they used to buy their medicine through Medunsa. A research veterinarian from Medunsa, who used to visit Madinyane, had been requested to buy medicines for them. Since he left Medunsa they had found it difficult to obtain the medicines.

Other respondents reported that they have no faith in the Community Animal Health Worker and gave various reasons which can be listed as follows:

- The Community Animal Health Worker is not always available for help. This might be due to the fact that the community is large and it is difficult for him to reach all the people.
- They do not trust the prices charged by the Community Animal Health Worker. They expressed their need to get the prices from the worker to ensure they are not overcharged.
- They do not trust the Community Animal Health Worker because he is not an expert in treating animals. They are afraid that they will pay money and still lose their animals.

A few respondents reported that they depend on the service of the Community Animal Health Worker for the treatment of their animals. They reported that the Community Animal Health Worker helps them, but the problem is finding the money to pay for the service. They indicated, however, that they are able to get the service on credit and pay later.

The farmers, therefore, are aware of the people who they can contact for the treatment of their livestock. The reasons for not using these services are that they do not have money and that they do not trust the services that are available. This also influences their involvement in the Animal Health Service because they have to pay for the services.

## **Remedies**

Respondents shared their experiences with remedies by stating that they usually buy medicine from Onderstepoort, Maboloka Clinic and from the Community Animal Health Worker. They also reported that they even use substances such as old engine oil to control diseases such as external parasites. Few respondents reported that they buy medicine and keep it as compared to other respondents who buy medicine in advance in case an animal becomes sick.

The respondents reported that there are only a few farmers who have the equipment to treat animals. They reported that they usually depend on the equipment of service providers. A majority of the respondents reported that they also borrow equipment, like syringes from other farmers.

This indicates that most of the farmers do not have equipment to treat their animals. The availability of the Community Animal Health Worker may help the farmers in treating their animals. This is also confirmed by the Report of the Onderstepoort Veterinary Service (1998) which states that the Community Animal Health Worker would be resident in the village and would sell remedies to farmers and help them with the treatment of their animals.

The people believe that there are only a few animals that can benefit from veterinary services and are not aware that veterinary services cover all kinds of animals. This impacts on the involvement of the people in the Animal Health Service because those who own donkeys believe that donkeys do not require any medication. Due to this belief, they think they do not need the Animal Health Service and will therefore not be involved.

The majority of the respondents reported that they are dependent on service providers' equipment of the agencies for treatment of their animals. Few respondents reported that they are to give injections. It was also mentioned that

those who do not have the injections for vaccinating animals usually borrow them from those who do have.

Those who are depending on the service of the Community Animal Health Worker utilise his equipment. The fact that the people in Madinyane have not enough equipment to look after their animals also affects the management of their animals' health.

#### **4.3.5 Extension delivery needs**

##### ***Lack of information***

The respondents reported that they want to learn more about the principles of sustainable farming and the basic and important issues in farming, such as animal health, animal feeding requirements, animal treatment and commercial farming, with reference to marketing for profit. They expressed a desire for training in these areas to enable them to improve production techniques and to recognise animal conditions and diseases. Mostly, those respondents who emphasised interest in this, were the farmers who own cattle. Although they indicated an interest in this field of training, they stated that their animals have less value and that they cannot generate sufficient income.

A lack of information also contributes to the farmers' poverty situation. The farmers lack information about animal health and management which, in turn, makes it difficult for them to manage their livestock and to generate a profit. This indicates that farmers need to have skills in animal disease control and commercial farming. The researcher shares this point of view that the farmers should be taught skills about commercial farming in order for them to develop positive attitudes towards commercial farming.

##### ***Finance for livestock improvement***



A considerable number of respondents indicated their willingness to expand their farming operation and improve their livestock status (*i.e.* numbers, production levels). They stated that the availability of credit is a stumbling block, as the granting of funds by financial institutions depends on surety and proven business viability.

The majority of the people interviewed cannot achieve all these requirements. They have neither valuable properties nor the financial resources to serve as security when applying for loans. Others are even afraid they might lose everything they possess if they fail to repay the loans.

This indicates that the farmers are willing to expand their farming operation but that they are confronted by a lack of finance. The people are also afraid of applying for loans because they are not credit worthy. The World Bank (1980) confirms that tests for credit worthiness and credit acquisition requirement leads to the denial of credit to the most needy rural families who neither pass the test nor understand the procedure.

### ***Security for animals against theft***

Stock theft is a problem raised by the majority of the respondents. This is due to the vulnerability of their animals in this community. Since they have limited resources (*i.e.* fencing) security and safety measures are inadequate. Kraals are of poor design and inadequate to secure stock during the night. Although they reported that they are co-operating with the police, it appears as if the problem is a difficult one to handle.

The livestock of the farmers is vulnerable to livestock theft. This is because the farmers possess insufficient funds to buy safety material, for example fencing, for

the safety of their livestock. This makes the situation of poverty worse because if their livestock is stolen, they are left with nothing on which to survive.

### ***Animal Health Services***

The majority of the respondents were not fully aware of the importance of the Animal Health Services rendered by the Community Animal Health Worker. This was underlined by their unwillingness to pay for the animal health service available to their area. They were of the opinion that services should be cheaper. They were unaware of the cost of animal health services and did not understand the main purpose of having the Community Animal Health Worker in the community.

Due to poverty, the farmers showed resistance towards services that require payment from them. This is indicated by their unwillingness to pay for the service of the Community Animal Health Worker. They complained that the service is expensive and forgot that they could save the money that they usually pay for transport.

#### **4.3.6 Community functioning**

The majority of the respondents reported that they see their community as functioning very well. They reported that they have community leaders, who are capable of looking after their grievances. They also reported that the community committee functions very well. The respondents reported that this committee serves them very well because it informs the community about general meetings and community events that will take place. For example, the community was informed about the research.

Respondents reported that there is co-operation in the community. They reported that they help each other with community activities such as funerals and

wedding ceremonies. They also reported that they help each other with remedies but this does depend on their relationship.

#### ***Involvement in community projects***

The respondents reported that there is no community project in their community. They expressed a willingness to participate in projects to generate money for themselves but they stated that they have no ideas about what activities could be undertaken.

This confirms the researcher's view that a lack of education, results in communities experiencing difficulties in initiating their own development and depend on outsiders to come and initiate projects for them.

This situation requires empowerment and community capacity building which could be achieved by training the farmers in empowerment skills to improve their own lives. Flora (1997:3) states that community capacity means the ability of the associations and institutions within the community to use the skills, knowledge and ability of all the people in the community to take initiative, responsibility and to be adaptable in the face of constant change.

#### **4.3.7 Community visioning**

The respondents reported that they have a vision regarding how they would like their community to function. When they were asked about the vision the following was raised:

- They would like to have knowledge about animal disease control and commercial farming which could be achieved through training.
- They would like to have a community project or non-farming activities to generate income for themselves.

- They want to have an accessible and affordable veterinary service which could be implemented by training another Community Animal Health Worker in the community.
- They would like to have access to information about commercial farming.

This information indicates that the people are willing to see their life situation and their community improve. However, the problem is the lack of skills to initiate the realisation of their vision. It also indicates that the people also need to be empowered. Bryant and White (1980:23) confirm that the focus of rural development is on the overall economic and social development of rural people. This includes giving them access to resources and technology, non-farming activities and a choice of strategies, all of which are aimed at increasing the well-being and income of rural households. Such an emphasis on human potential and human resources calls for appropriate education of the rural poor, training them locally towards improved life-skills, self-management and self-sufficiency and skills training (Kgarimetsa, 1992:12).

#### **4.4 SUMMARY**

This chapter has dealt with the presentation and interpretation of the empirical data. It focussed on the data obtained from the focus groups supported by the findings from the literature study. The data from the various focus groups were integrated according to specific themes. In accordance with the findings in this chapter, the lack of involvement in the Animal Health Service at Madinyane is due to various reasons, such as poverty and a lack of knowledge about the service. Chapter 5 will include the conclusions of the study, the guidelines and the recommendations.

## **CHAPTER FIVE**

# **CONCLUSIONS, GUIDELINES FOR THE ANIMAL HEALTH SERVICE IN MADINYANE AND RECOMMENDATIONS**

### **5.1 INTRODUCTION**

Chapter 4 dealt extensively with the presentation and the interpretation of the empirical data. This chapter will concentrate on the aim and the objectives of the study, conclusions, guidelines and recommendations for the Animal Health Service in Madinyane.

### **5.2 AIM OF THE STUDY**

The aim of the study was to determine the socio-economic and the socio-cultural factors influencing the people's involvement in the Animal Health Service in Madinyane.

This aim was met through research focusing on the review of available literature on social development in Chapter 2, the theoretical foundation of Animal Health Services as a poverty alleviation strategy in Chapter 3 and through the empirical study in Chapter 4.

The hypothesis of the study was as follows:

Socio-economic and socio-cultural factors have an influence on people's involvement and participation in the Animal Health Service in Madinyane.

The research findings correlate with this hypothesis and the information obtained through literature study and data collection support this hypothesis.

### 5.3 OBJECTIVES OF THE STUDY

The objectives of the study were as follows:

➤ **Objective 1**

To establish a knowledge base of social development and animal health services in a rural community context.

➤ **Objective 2**

To determine the community members' needs and problems with regard to the Animal Health Service in Madinyane.

➤ **Objective 3**

To identify the strengths, capacities and resources within the community which could facilitate participation and development.

➤ **Objective 4**

To identify guidelines to encourage involvement in the Animal Health Service in Madinyane.

The above mentioned objectives were met as follows:

The first objective was met in Chapters 2 and 3 where the literature study concerning social development and animal health services was undertaken by using both local and international books and journals. Social development was discussed as a relevant theoretical framework for a community involved in an Animal Health Service. Chapter 3 outlined the realities of Madinyane as a rural community, which was contextualised in a rural poverty context.

The second, third and the fourth objectives were met mainly during the data gathering process and confirmed by literature, where relevant. The respondents were organised into focus groups and the semi-structured interview was conducted in order to get their views about these objectives. During this process the respondents were able to voice their views about the needs and the problems of the community and the information gathered during the process was analysed in Chapter 4. The information obtained from the respondents helped in realising guidelines that can be applied to improve involvement in the Animal Health Service. These guidelines are outlined in the recommendations (5.5 of this Chapter).

The literature review and the information gathered at Madinyane has led to various conclusions for this study.

#### **5.4 CONCLUSIONS**

The following basic conclusions are deduced from the research study:

- The majority of the people living in Madinyane are the aged and the unemployed, and most of the families in the area rely on a pension.
- The animal owners lack knowledge as far as animal management and commercial farming is concerned due to the fact that they never received any formal or informal training about livestock farming.
- The veterinary service is not satisfactory to the community; the clinic is too far from the area; and the Community Animal Health Worker is unable to attend to all the problems of the community:

- The people are willing to practise commercial farming and they are also willing to expand their farming operation. The problem, however, is that they are sceptical about applying to financial schemes due to the requirements.
- The community does not have a good strategy to combat the problem of livestock theft:
- The fact that the respondents lack knowledge about various factors related to farming as a result of their lack of training, contributes to their low involvement in the service because they do not understand the importance of the service. This also results in people not trusting the Community Animal Health Worker. In addition, they expect the service to be cheap, and thus do not understand the processes and expenses incurred by such a service which need to be recovered.
- There are no non-farming activities in the community and this is due to the fact that the community members do not have initiative skills but depend on outsiders to come and initiate something for the community.
- Finally, the community in general is faced with poverty, so members are cautious and sensitive whenever money is involved. The small amount they have at their disposal must be used for the needs of their families. Consequently, payments for services to their livestock remain a very critical issue. The community is not only in need of better animal health services, but also development of the total community.

## 5.5 GUIDELINES AND RECOMMENDATIONS

The following guidelines, which may also serve as recommendations of the study, are of importance for facilitating involvement in the Animal Health Service in Madinyane:



- The principles of adult education could play a major role in working with the people in Madinyane since most of the animal owners are older people, over the age of 60. The people also need to obtain knowledge about the purpose, nature (including the prices) and the importance of the Animal Health Service.
- Written material could be used, since the respondents indicated that they understand such material. In this regard, posters, pamphlets and other forms of visual communication on all aspects of stock farming could be produced.
- The socio-economic level is low in the area and therefore extension delivery must be appropriate to the specific circumstances, which include limitations in terms of infrastructure, and the physical and psychological limitations that poverty imposes.
- There should be programs to strengthen the confidence of the people to exploit their own potential and encourage independent action and self-initiative.
- The community expressed various concerns about the under utilised Community Animal Health Worker, including that the community is too large for him, so it is important that the Community Animal Health Worker should get a co-worker.
- The Animal Health Service needs to be practised within the framework of the existing community conditions. It is important that the condition of poverty should be taken into consideration, and the people should be allowed to access assistance through credit facilities, although more time will be spent recovering debts due to lack of finance.

- The community needs to be empowered to realise their vision on how they see their future community. They also need to be enlightened about the impediments that cultural beliefs may have on development. This will further facilitate the involvement of women in development. A community development process could be implemented to this effect.

#### FOR FUTURE RESEARCH

- The Veterinary Service of South Africa should not only concentrate on administrative work, prevention and elimination of infectious diseases, provision of clinical services, handling of reproduction and production problems and regulatory services, as discussed in Chapter 3. The Service should also include programs aimed at capacity building, especially in rural areas.
- The service providers need to communicate with the people on a regular basis in order to create a meaningful relationship of trust.

## 5.6 CONCLUDING REMARKS

There are various factors that affect the involvement of the people in the Animal Health Services in Madinyane. These factors apparently stem mainly from poverty and a lack of education and capacity. The effect of poverty is multidimensional, it has an impact on various aspects of people's lives.

The need to address the issue of poverty is an urgent one in South Africa, particularly in rural areas. Community development as a strategy for social development is relevant to address the problem of poverty. Animal Health Services, which also include programs based on capacity building, can contribute to the fight against poverty. The strategies of social development and Animal Health Services mentioned in this study can thus play a very important role in the eradication of poverty, particular in rural communities.

The researcher believes that a follow-up to the above guidelines will enhance the involvement of community members in rural development projects and will further develop the people's capacities in order to take responsibility for their own community development.

### **Proposal for future research**

In order for the community of Madinyane to develop, the researcher proposes that future research should concentrate on determining strategies that will enable the community to generate income for themselves and the community.

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## ANNEXTURE A

### PROFILE OF THE RESPONDENTS

Age

Gender

Type of animals owned

### RESEARCH QUESTIONS

1. Did you attend informal or formal training before?
2. What do you do when your animals get sick?
3. What is your source of income?
4. Is there any community project in your community?
5. What is your view towards the Animal Health Service in the area?
6. How is your community functioning?
7. Are you able to read pamphlets?
8. Do you have knowledge about animal disease control?
9. How would you like to see your community in the future?