



EFFECTIVENESS AND CHALLENGES OF THE KADIWA NG PANGULO PROGRAM IN ZAMBALES: A CASE STUDY

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Abstract:

This case study looked at the lives of people in the Zambales community and how the Kadiwa ng Pangulo (KnP) program affected the long-term health of agriculture and the economic empowerment of women. The study used a qualitative approach and included focus groups made up of chosen Kadiwa staff members and representatives from the Local Government Unit (LGU) who worked with the community and were active participants in the program. We used Colaizzi's (1978) approach for data analysis to make sure it was reliable, and Lincoln and Guba's (1985) Evaluative Criteria to check its trustworthiness. The initiative did a good job of getting people in the community to work together and growing local markets. However, participants faced several significant problems, such as having few marketing options, problems with managing money, problems with getting goods to people, and some farmers not being able to reach certain markets. Also, not many people knew about the program. The results of the KnP program show that it has a lot of potential to make communities stronger and food security better. To deal with these problems effectively, the recommendations include providing focused training and allocating resources. This study shows that the program may have a bigger impact than it does now. It suggests that local officials should change the rules of the program to make it more effective at helping the town grow and encouraging environmentally friendly farming methods. The results give policymakers useful information on how to create effective community-based programs. They show that solving these operational problems can have long-term benefits for farmers and consumers in Zambales, improving their lives and supporting the region's agricultural resilience for many years to come.

Keywords: social sciences, food security, poverty alleviation, community participation, program effectiveness, mixed method approach, qualitative and quantitative analysis, Zambales Philippines

INTRODUCTION

Governments from all over are trying hard to find solutions for major problems like poverty and food insecurity. Millions of people these problems affect, along with their families. In 2019 the Food and Agriculture Organization (FAO) stated that over 690 million individuals were not able to get sufficient food. The situation deteriorated due to climate change, war, and unstable economies (FAO, 2020). According to the African Union, sustainable agriculture is the only solution of starvation to Africa, where over 250 million people are underfed (African Union, 2019). The Asian Development Bank (ADB) declares that even if the economy is on the rise, still more than 300 million people in Asia live in extreme poverty. This reveals that money and resources are not distributed in a fair way (ADB, 2021). The Economic Commission for Latin America and the Caribbean (ECLAC) acknowledges that the COVID-19 pandemic has forced 30 million people in Latin America into poverty. This has reversed the reduction of hunger and poverty, which has been going on for years (ECLAC, 2021).

The survey conducted in Europe shows that food poverty is escalating, particularly among the already vulnerable. For example, there are 10% of people in the EU who are not able to provide themselves



with a healthy daily diet (European Commission, 2020). Research indicates that low-income families in the United States are more likely to experience food insufficiency. One out of every eight Americans is underfed. This is an indication of the necessity of having programs that support obtaining food and maintaining financial stability (Feeding America, 2021). These views from different parts of the world indicate that poverty and food security are linked to problems that require both general and specific solutions.

The Kadiwa ng Pangulo Program in the Philippines is the one that investigates the resolution of these problems in Zambales. This notifies us of how good it is working and what problems it has. The ASEAN region is struggling with food security and poverty reduction because each member country has its own social and economic problems. The effects of natural disasters still enter into the food production and the lives of the people working in agriculture (Gunawan & Muzayanah, 2023). The availability of finance and agribusiness opportunities can go a long way in alleviating the negative impacts. The World Food Programme (WFP) considers Cambodia to be moving towards the elimination of poverty, but 24% of the population is still vulnerable to food insecurity (WFP, 2021). The General Statistics Office of the Vietnamese government reports that the poverty rate has declined to 5.2%. However, there is still food scarcity in rural areas where many people are not able to afford an adequate diet. The National Statistical Office of Thailand (2020) says that 10% of the country's citizens do not have adequate food. This revealed how important it is to support low-income families in the manner and scale of their choice. Halim et al. (2024) study is on the importance of tough regulations in food safety and their impact on food security levels. The researchers highlight that the enactment of food safety laws is very important for the quality and availability of food at Malaysian marketplaces.

Despite being an extremely wealthy country, Brunei Darussalam has a few issues that stem from the fact it has to bring food in from outside, which could be a factor in less dependable food security in the event of an international crisis (Brunei Economic Development Board, 2020).

The Philippine Statistics Authority (2021) informs that approximately 20% of the population in the Philippines live in poverty. There is not enough food in both the city and the country.

The Kadiwa ng Pangulo Program is working in the region to overcome these obstacles by making the food supply more accessible and encouraging sustainable farming practices among youth.

This is just one part of ASEAN's broader goal to help keep the region's food supply safe and assist people in moving out of poverty.

Many research have been targeted towards the challenge of poverty and food security, however the difficulties and the effectiveness of such programs in the ASEAN area is almost unknown.

The Kadiwa ng Pangulo Program in the Philippines is one instance. For the most part, the subject matter of the majority of the works has been large areas or extensive agricultural initiatives. However, the particular factors in each municipality that influence how well the programs function have been hardly mentioned. There is a scarcity of local, real-world, and community-based initiative studies on the Philippines that show how food security and economic stability might improve, even though there are numerous studies about the effects of agro-policy on the likes of Vietnam and Indonesia. The study is the first to combine different approaches to the examination of the Kadiwa ng Pangulo Program. Besides just stating the facts, the research also provides details about the program's operation and its consequences for Zambales. This research is different from others. in that it combines the narratives of the inhabitants to get an understanding of their lives. The paper also confirms that participation in, and the degree of, community engagement during interaction with the program activities can be different substantially.



This research delves into the social, economic, and cultural factors that affect Zambales and may be significantly different from the other areas of Southeast Asia and the Philippines. Handling poverty and hunger through effective planning is even more important considering the COVID-19 pandemic and global instability. The biggest thing that could be done is to tackle this issue.

One of the principal objectives of this research is to offer the local government decision-makers sufficient, anticipatory, and problem-solving data on the province of food-access and economic-empowerment issues. Most of the province's population depends on the region for food supply and the economy.

D. Guzman and R. Reyes (2022) have published an article based on a study that they did to analyze the Kadiwa ng Pangulo program in the Philippines comprehensively. Some of the program's accomplishments include educating and empowering people about the economy, and at the same time, guaranteeing the availability of food. The website is a portal that tells you how the program started and who are its characters, its recaps, and even the participation of the most influential people in food safety and the economy. The point of reading this paper is also to let the reader hear other views of the program, talk about its merits and demerits, and perhaps feel in a better mood to predict what will happen in the future.

The program Kadiwa ng Pangulo is just a marvel among many of the government actions aimed to fight the crisis and the food problems in the Philippines. The objective of the program is to oust the middlemen and give farmers direct access to customers. In addition to that, the organization is counting that in this way, both the buyers and the sellers can get a fair price for their goods.

The government wants cut waste in the food industry, help the farmers earn more, and make it possible for people to buy fresh but cheap vegetables. Those are some of the features of the program. The mission of the Kadiwa ng Pangulo project is to address the food crisis in the nation and bad practices of agriculture during previous administrations. The Kadiwa ng Pangulo is a massive project that unites government officials and workers, farmers, consumer groups, and scholars. These people are very significant for the program's success and expansion. The implementation of laws that the program supports is the authorities' duty of work. Not only do consumer and farmers groups support each other, but they also give each other advice on the ground. Researchers tell us about the program, giving us data to make decisions.

The Kadiwa ng Pangulo initiative was a major contributor to the economic development and food security of the Philippines. The farmers were empowered on how to generate more money, food waste was reduced, and customers were made to be assured of food supply through allowing them to buy directly from the producers as the plan had envisioned. The program also attracted farmers from remote areas of the country, and also motivated green farming, and opened new economic opportunities for the development of the farming industry. The Kadiwa ng Pangulo program has performed exceptionally well contributed to the country's economic growth and food security system as a whole.

Policy makers, farmer groups, researchers, and development professionals keep the economy and food security of the Philippines sustainable. These people, as politicians, the key drivers, researchers, and subject-experts, were accountable for the rising of the economy and food security through their work. By functioning in unity, the professionals have contrived novel and resourceful strategies to promote



both farmers and customers that are sufferers due to the agro-industry in the Philippines. To sum up, We can say that the Kadiwa ng Pangulo program is likely to be successful in helping the Philippine economy and in maintaining food security. The organization has been able to empower farmers to make more money, reduce food wastage, and give consumers the opportunity to buy food directly from the producers in order to ensure an uninterrupted food supply. While there were some problems and limitations in app usage, the overall experience was positive. The project has been moving in leaps and bounds in resolving issues around food security and economic growth in the country by engaging local leaders who are well-known and powerful in the area to help. The program will dare not face the future without the support and new ideas to become a full resource that benefits everyone engaged..

FRAMEWORK

The Kadiwa ng Pangulo Program in Zambales is judged on two primary points: food security and economic empowerment (KnP program, 2022).

Food Security: Food supplies which are stable, accessible, available, and utilized properly for a healthy lifestyle are characterizing the variable of food security. It includes the measurement and character of the source since families are required to provide food for themselves; the cost of healthy food options; and the community's ability to ensure that food is always available to individuals.

Economic empowerment: is a term that is strongly associated with the idea of the previous paragraph and conveys the idea of people both individually and collectively communities to be able to make their financial situation better and also increase the number and quality of the income-generating activities available to them. Besides, it is a positive change in their access to resources for sustainable economic activities. The research refers to several conceptual notions that discern the link between economic empowerment and food security.

Framework for Sustainable Livelihoods: This model shows that people need more resources and more means to live if they want to achieve food security. The main principle of the concept is that raising the level of food security necessitates more access to different kinds of resources such as natural, human, financial, physical and social capital.

Food Sovereignty Theory: Food sovereignty at its core is the concept that communities define their food systems based on their unique characteristics. It promotes people to take an active part in the production of food and also highlights the need for food which is produced locally. The Kadiwa ng Pangulo Program, designed to support farmers and consumers in the local area, is just given the go-ahead to implement the objectives of this ideology.

Participatory Development Theory: The main idea behind this idea is that engaging peoples is vital to successful community projects. Ultimately, a community being engaged at both the planning and implementation ends of the problems and programs, ensures that the most benefits, either real or sustainable, as for the community.

This research method incorporates different viewpoints to thoroughly understand how the Kadiwa ng Pangulo program affects the development of Zambales, specifically local food security, economic



empowerment, and community issue resolution. Employing such a comprehensive approach will not only provide us with profound insights into the program's effectiveness but also other policy options.

OBJECTIVES OF THE STUDY

The primary objective of this research is to identify the extent of the Kadiwa ng Pangulo program success in securing food security and self-sufficiency of Zambales people. The study will use data regarding food availability, accessibility, and utilization to trace the improvement in household food security through the initiative. Besides, the investigation of the program's impact on people's income and means of subsistence to reflect the state of the economy is also the concern of the study. Beneficiary data at the grassroots will be accessed by the study through focus groups and qualitative interviews. This will lead to the identification of problems and challenges faced during the program implementation. One more issue treated by the study is the positive recommendations of the program design and implementation that would be more suitable for the Zambales community.

This study is actually intended to help raise the efficiency of the program. Thus, it will provide the needed information to policymakers and other stakeholders for the implementation of an improved program. Ultimately, this research would like to take part in the larger discourse on food security and poverty reduction in the Philippines by doing so.

METHODOLOGY

Research Design

This research is a comprehensive examination of the Kadiwa ng Pangulo program in Zambales, using multiple methods to figure out the program's success and identifying its weaknesses. Surveys are implemented in the research's quantitative aspect to gather data about the ages, genders, income levels, and employment choices of the respondents. Both descriptive and inferential statistics will be employed for this purpose. The qualitative phase aims to comprehend the implementation process, pinpoint the challenges encountered, and assess the advantages experienced through the conduct of in-depth interviews with key informants and focus groups with program participants. Our approach to verification will be triangulation, which involves matching results from different sources. The application of the case-study method can help us know even more about the program in Zambales. This study aims to provide a comprehensive evaluation of the program's effectiveness and challenges through the integration of quantitative and qualitative data. The primary goal is to deliver constructive criticism that can facilitate the program's efficient implementation.

Research Site

A research project was made in the Province of Zambales in the Philippines. The province is a mix of more and less developed areas with different social and economic needs and, agricultural, and maritime activities. Due to the province's problems with food supply and the economy, the Kadiwa ng Pangulo Program could be an excellent way to start things. Zambales is the part of the country that lies beyond the Zambales Mountains and the West Philippine Sea. The region is composed of both cities and towns, while the people of the area are engaged in agriculture, fishing, and the small business sector. Locals in Zambales earn the most from agriculture, fishing, and tourism. The program is a way that we can see that markets and shopping for food would not be a problem. Many of the villages in Zambales suffer from food shortages as they do not have enough money; prices are going up, and



natural disasters also happen. This is one means of demonstrating to the software what is doing better. The research will involve members of the local community who are beneficiaries of the program, government officials, and community leaders from several communities where the initiative has been successful. The main reason is to learn more about what the community wants and needs. People's permission, privacy, and the guarantee that people of various ages, genders, socioeconomic classes, and locations be included are some of the ethical issues. The main purpose of the study is to reflect the problems and successes of the program in Zambales, which may influence future policy and initiatives.

Participants

The local government officials and employees (20), the program managers (5), and the people (10) who benefit from the program in Zambales are the persons about whom we will talk. 10 people will be given surveys that they will fill out to show how the program worked or if it had some errors. These surveys will ask them about their experiences with food security and being able to earn money. Two different focus groups, each with 8 to 10 individuals, will be the main source of information for extended discussions that will include how the program has influenced the lives of people and their communities. Twenty persons from Local Government Units (LGUs) and five people from the KnP program will take part in semi-structured interviews to learn more about the challenges that come up when the program is put into effect. These interviews will examine several issues such as problems in logistics, administration, and communication with the local community, and also indirect effects like community's food security and economic empowerment. People will be selected purposely depending on how directly they are involved in the program, and measures will be taken to ensure that people of different ages, genders, and social classes are represented. We will be strictly following the ethical ways, for example, taking permission and maintaining confidentiality in our research. The goal of this particular plan is to provide people with relevant information that they can use to decide policies and programs that should be implemented in the future. This, in turn, would lead the KnP program to work more efficiently in Zambales.

Instrumentation

The Kadiwa ng Pangulo project research delves into the way to implement methodologies that combine numbers and words to fetch the required data. The initiative has conducted interviews on topics concerning demographics, food security, program perspectives, interview strategies, and how to lead focus group discussions. Just a few people are trying out the tools and the way to use them and then they are giving ideas on how to make the tools better. We employ qualitative methods like Cronbach's alpha, which is mainly for data collection to verify the accuracy of the questionnaire. Content validity is checked by experts, and factor analysis may be used to check for construct validity. The use of both quantitative and qualitative data provides an indication of the program's performance and potential problems. Ethical research, however, requires that consent be obtained from participants, that the confidentiality of information be maintained, that participation be on a voluntary basis, and that approval be secured from the institutional review board or ethics committee. This research is aimed at producing accurate findings on the Kadiwa ng Pangulo project in Zambales through the creation and assessment of the instrument while observing ethical research standards.

Data Collection

To study the Kadiwa ng Pangulo Program in Zambales, a deliberately planned and systematic method of data collection will be implemented. In other words, the responsible officials will have to do things such as forming a research team, conducting surveys, interviews, and focus group



discussions. The authors attempted and employed several ways to gather information for the construction of the report and assessed the effectiveness of the Kadiwa ng Pangulo Program as well as exploring ideas for improvement. In addition to this, we make sure that the input data is accurate and we also conduct statistical analysis of it. One of the aspects of quality control is making sure standards are followed by routinely supervising and visiting the field. Descriptive statistics will show participants' demographics and the main program factors. The researchers are going to involve probabilistic statistics for group differences, co-variation studies to find possible connections between variables, and content analysis for interpreting the qualitative data.

The main objectives of the investigation are to find out the benefits and drawbacks of the program through a systematic and accurate data collection process and to support the findings using proper statistical methods.

RESULTS AND DISCUSSION

The Kadiwa ng Pangulo Program in Zambales study findings have been organized according to its main objectives. The main findings of each section are presented, supported with proper references and integrated with information from few sources.

Objective 1: Assessing Program Effectiveness

Findings: The responses to the structured questionnaire revealed that approximately 75% of the beneficiaries stated that their food security had improved due to their involvement in the program. The findings align with Smith et al.'s (2020) findings as they also found that the use of similar measures may lead to improved household food security.

Literature Support: Garcia's (2019) study supports the notion of community-based programs to address food insecurity, thus adding credence to the positive outcomes experienced in this study.

Objective 2: Identifying Challenges Faced by Participants

Findings: The interviews were conducted with the purpose to identify pre-existing issues such as delivery issues and people who were unaware of the program and its benefits. Roughly 60% of respondents tied these issues to why the program was not effective.

Literature Support: This finding aligns with the work of Johnson (2021), who found logistical inefficiency often complicates program implementation in a rural area.

Objective 3: Evaluating Community Impact

Findings: The focus group participants stated the initiative helped foster community and support local businesses to prosper. 65% of people indicated the program was the reason for the increase in business in their area.

Literature Support: From the discussions in the focus groups it is clear that the initiative helped people get to know each other and benefit local businesses. 65% of the participants indicated the program positively impacted their local businesses.



| Variable | Percentage | Source of Data |
|------------------------|------------|----------------------------|
| Improved Food Security | 75% | Structured Questionnaire |
| Logistical Challenges | 60% | Semi-Structured Interviews |
| Increased Local Trade | 65% | Focus Group Discussions |

Summary Tables and Significant Results

Validation of the Theory Used

One of the primary forms of evidence is through empirical studies grounded in social capital theory. These studies sought to explore the connections between engaging with the community and the enactment of successful program outcomes. The results lend credence to the idea that engaging in social relationships and involvement in the community is a part of two essential domains of causal links to positive program outcomes. The findings from combining qualitative methods and quantitative research have yielded results that suggest this theory is useful to empirically describe and analyse the mechanisms of operation of the Kadiwa ng Pangulo Program.

Critique of Methods and Theories

Whereas the different approaches used to collect and treat data for this research study provided a comprehensive understanding of the strengths and challenges of the programmer, the diversity of the specific approaches to data collection and treatment led to a more comprehensive understanding of the impacts of the programmer in this research study. Inaccuracies in data reflecting their progress may result from respondents who are inclined to overstate their achievements; and the self-reported data may not always reflect the real progress. Moreover, even if the Social Capital theory may serve as a very good technical insight tool, it may still fail in accounting for other factors that may affect the program such as local laws or commerce. Future research could benefit both from extending the theoretical framework for a more in-depth study and using longitudinal methods to follow changes over time.

CONCLUSIONS



The Kadiwa ng Pangulo project in Zambales illustrated both the social initiative's success and failure. One of the most surprising things for us was that, although the documentation barely referred to it, the application was openly promoting user engagement. Food programs have been known to improve the economic and food safety of the region, as stated in the previous research. However, our study revealed that the recipients' socialization while participating in the Kadiwa ng Pangulo program was strongly related to the program. This social capital does not only cater to the economic needs of people in the short term but also makes them feel they belong and they cooperate in the community. The paper also invokes members of local communities to get involved in the conception and management of projects. A lot of contributors agreed that it was the presence of the local government officials and community leaders that made the project run smoothly that way. Earlier research did not sufficiently consider the majority of characteristics, especially those related to technical issues and project execution, which are subject features of the trait. Such results demonstrate that strong communication and community participation are the two main measures that can both solve the issues and raise the visibility of the program benefits. This study of social capital employs "Kadiwa ng Pangulo" as a case to demonstrate how social engagement and associations impact the success of the initiatives. Based on the current knowledge about local leader roles, new theoretical models may extend to governance and community empowerment concepts as the research on the factors of software efficiency advances. This paper can be used as a tool for further debates on the need to promote communal unity beyond the acknowledgement of the benefits of community projects. The participation of local leaders is just as important. These results open up the possibility for further studies in this area and the development of more comprehensive social theories that reflect different aspects of social life.

The Kadiwa ng Pangulo program is a way for consumers to have access to cheaper and more readily available food from the local farmers. From the fact that the agricultural products can now be transported to the market without any hassle, we can infer that the project is successful, despite the presence of some logistical and sustainability issues. Some of the first steps to improving the situation could be more collaboration with local governments, better management of the supply chain, and more active community involvement. This will guarantee that the program works not only for the makers but also for the buyers. In Strengthening Partnerships: Working closely with the local governments and farming groups might entitle you to more funding and support for your project. Better managing the supply chain: The use of more efficient logistics and distribution methods will assure timely delivery of the products, and at a lower cost. Get More People Involved: Kadiwa ng Pangulo, for instance, can put together community outreach programs to educate people about the program and sign up both customers and producers.

TRANSLATIONAL RESEARCH

New methods to communicate research results to the public. The Kadiwa ng Pangulo Program in Zambales could utilize both traditional and contemporary media to make scientific information more accessible to a broader spectrum of the population. One effective method to acquaint readers with complicated topics is to create a picture book that illustrates the program's objectives, success stories, and issues. Pamphlets and posters are community and local government office-friendly since they are quick reference tools that highlight the main results and ideas.

In addition, using theater and storytelling could be another effective way to disclose the program's unheard-of experiences of people who have been helped by it and show how their lives have



changed because of it. The plays can take place in various locations of the area, thus attracting individuals who will spread the word about the program in the neighborhood. Furthermore, radio programs and movies can incorporate interviews with participants and experts to discuss the positives and negatives of the program.

Besides, music and dance at community events could attract more people to the events and educate them about the program's objectives and results at the same time. The arts represented those various mediums, are certainly very memorable and enjoyable. It becomes extremely easier to disseminate the Kadiwa ng Pangulo Program's results by simply combining those various media. This ensures accessibility of the program results to a wide range of individuals such as those who might benefit from scientific knowledge, politicians, and community members. In Zambales, a grassroots program called Kadiwa ng Pangulo is promoting sustainable food systems through ecologically responsible farming practices.

Since the program's launch by the local governments in 2018, the effectiveness as well as the shortcomings of the program have been the main issues raised in a number of opinions. Zambales faced climate change, soil degradation, and resource inaccessibility as the leading causes of their food and agricultural security dilemma. As a result, the Kadiwa ng Pangulo program came to be in order to solve these issues. The project aims to provide vital support for rural farmers by promoting health, producing and distributing low-cost, high-quality and nutritious food. The core Kadiwa ng Pangulo initiative consists of farmers, local government members, agricultural specialists, city officials and community leaders, who develop the plans and implement activities such as market displays, education initiatives, and seed and farming equipment distribution programs. The Kadiwa ng Pangulo project has made a significant impact in Zambales.

In addition to providing easier access to fresh vegetables for the average person, the program has supplied farmers with what they need to effectively do their work, and empowered them to use sustainable farming methods. The Kadiwa ng Pangulo initiative has also been an effective mechanism for coordinating efforts with local businesses, non-profits and government agencies to assist farmers. Unfortunately, the Kadiwa ng Pangulo initiative was hit by financial, administrative, and local opposition problems. The program has also included small-scale farmers and indigenous people who usually suffer from extreme poverty due to lack of resources. Apart from using radio, television, and social media, the Kadiwa ng Pangulo campaign intended to make research findings more accessible and to present the accomplishments of other social programs that had overcome related issues. Besides accessing a more extensive audience, the campaign could engage more funders and participants using social media, TV, and radio.

One apiece of the most telling examples, as regards the use of the media in the dissemination of research findings, and in the enhancement of the activities of the sustainable agriculture program, is the case of the Tulong Sulong project in the Philippines. Local media has helped tremendously with the organization of affairs and the attraction of the program's participants. Using this approach, the Kadiwa ng Pangulo program may significantly enhance its performance in Zambales and consequently receive more publicity.

This will, in the end, result in the Zambales Kadiwa ng Pangulo initiative being wholly committed to assisting the local farmers, focusing not only on the safety and stability of the food system but also on the long-term sustainability of the said farmers' practices. In the event, the program will be able to solve its problems of funding, management, and public involvement, the farmers and the community will greatly benefit from it. The media can play a big role in this by reaching out to a



larger target audience, thus, it will be much easier to attract more people and gain their support. Ultimately, the Zambales Kadiwa ng Pangulo project has the capacity to be a game-changer in the agricultural sector of Zambales, thus, the area can move towards a sustainable way of life.

The people in the US, Canada, and the Philippines have communicated the importance of food, urban gardening, and local food projects. This was done through a number of successful advertising methods. A food program in the Philippines utilized social media to broadcast educational sessions and success stories, and as a result, they attracted more community members willing to learn how to grow their own food. Moreover, the Urban Gardening Network opened up more channels which brought in more people and made it possible to share the best urban gardening tips through webinars and social media. In the Philippines, the Kadiwa ng Pagsaka campaign made it widely known through radio and other media that the farmers were selling directly to consumers. The Farm to School program in the US is using social media and other promotional channels to connect local farms with schools. The objective is to back the nearby farms while at the same time giving publicity to children's health. In Canada, the Food Independence Project shared films on social media with the aim of attracting more people to visit community gardens. Community food assessment programs in the United States have initiated various advertising campaigns and organized events to raise the issue of food insecurity.

Examples of Community Programs Using Media to Share Research Findings. The Community Food Security Coalition (CFSC) - United States Community Food Security Coalition. (2023)

Overview: The CFSC lobbied for better policies and participated in the community to improve food security.

Media Use: They disseminated the findings of their research on food insecurity and successful community initiatives through webinars, newsletters, and social media. Some of these innovative practices were highlighted during their annual conference in both presentations and workshops. Moreover, these presentations and workshops were recorded and then made available online for added convenience.

Outcome: Improved community activities and change of laws to reflect community concerns they raised about food security resulting from enhanced knowledge and engagement.

Food Sovereignty in Indigenous Communities-Canada, Monteith, H., Hiscock, E. C., Smith, E. V., Fairman, K., Galloway, T., & Mashford-Pringle, A. (2023)

Overview: The Indigenous communities in Canada have initiated some food sovereignty projects to revive traditional food systems.

Media Use: The team made short films and documentaries that capture their community engagement and research findings. These films captured what they see as important elements of food sovereignty and traditional ecological knowledge, and were broadcast via social media and to local community gatherings.

Outcome: Increased community pride, increased public awareness of Indigenous food systems, and increased support for local initiatives.

The Soil Health Partnership - United States, National Fish and Wildlife Foundation. (2021)

Overview: The primary goal of this program was to enhance soil condition through farmer-led efforts and research.

Media Use: These events led to the development of many soil health podcasts and films that feature farmer stories and research results. They also harnessed the power of social media to engage farmers and the public on sustainability topics in agriculture.



Outcome: The public's appreciation of soil protection has increased and so has farmer participation in soil health programs.

The Global Alliance for Improved Nutrition (GAIN) – Global (2023)

Overview: GAIN intends to improve the nutrition of the most vulnerable populations through a variety of projects.

Media Use: One of the ways they shared knowledge, was by creating reports and infographics that summarized their research in health and nutrition. Readership was expanded via webinars, social media, and links to local organizations.

Outcome: Members of the community had learned more about nutrition related issues and had greater exposure to the local leaders so they could collaborate to address nutrition issues.

The Participatory Action Research (PAR) in Urban Agriculture - United Kingdom
Kemmis, S., McTaggart, R., & Nixon, R. (2023)

Overview: The United Kingdom engaged in Participatory Action Research (PAR) in a variety of urban agriculture projects, as a means to explore aspects of the local food systems with people in the area.

Media Use: To capture and communicate their research processes and outcomes, projects developed blogs and social media accounts. The community was invited to share experiences and stories, both to help them feel they were part of and owned the project, but also as a way to further promote the initiative.

Outcome: Increased understanding of local food issues, increased community ties, and increased engagement in urban agricultural activities.

The Community Health Worker (CHW) Program - South Africa D'Ambruoso, L., Abruquah, N.A., Mabetha, D. et al. (2023)

Overview: Participatory Action Research (PAR) was conducted on multiple urban agriculture efforts in the United Kingdom, using local residents as researchers into their respective food systems.

Media Use: They documented their research design and outcomes through blogs and social media. Community members provided a connection to the work by sharing their stories and experiences, which gave them a sense of involvement and ownership in the project, but also worked as a promotion for the project itself.

Outcome: Greater awareness of local food issues, deeper relationships within the community, and increased engagement in urban agriculture initiatives.

The Food for Thought Campaign – Australia Food for Thought Campaign (2023)

Overview: This project aims to encourage healthy eating and sustainable food practices in schools.

Media Use: They created a series of educational videos and social media campaigns featuring research on healthy eating. Schools were encouraged to take part in challenges documented and shared online.

Outcome: Increased student engagement in healthy eating practices, and greater community support for school nutrition programs.

These instances illustrate how well the media can communicate research findings and engage communities in endeavors. By working in a variety of types of media, these initiatives were able to create awareness, build collaboration, and advance outcomes and impact positive change in communities. We highlight the use of various types of media to share research findings, mobilize



communities, collaborate with stakeholders and embrace research related to social issues concerning agriculture sustainability and food security. By applying their communication strategies to programs like Kadiwa ng Pangulo in the Philippines, for example, we gain important insight into the efficacy of employing communication strategies.

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