SOFA initiated a community education campaign and collaborated with Zimbabwe National Parks and Wildlife Authority. The campaign runs under the theme Speak Out for Fish and Crocodiles. The programme initiated on the 22nd of May targets the fishing community of Norton with a target of teaching animal law and its importance to fishermen. Attending the first meeting were representatives from fishing cooperatives, legal and illegal fishermen as well as interested parties from the community.

The community education campaign aims to lessen illegal activity in the lake by encouraging the fishermen to have all legal requirements needed for fishing, buying and selling fish. It also seeks to encourage the stakeholders to abide by the rules and regulations which enable them to use the resources sustainably which will intern benefit them and future generations of fishermen.
Zimparks and SOFA officials will carry on encouraging stakeholders to be law keepers until cases of poaching have reduced. Fishing is one of the main business in the community since some industries shut down due to the economic crisis. This bid being pushed by SOFA with the help of Zimparks seeks to support sustainable fishing ensuring better livelihood for the youth in the community and for women who buy and sell fish for a living.

The education campaigns also seek to reduce Human and wildlife conflict cases especially those involving crocodiles and snakes. The campaign teaches on crocodile behaviour to try and improve vigilance among the people in this community as this will help them have a peaceful coexistence with the predators.

Human and wildlife conflict mitigation strategies are well thought out to give communities options before they resort to killing animals. Imparting this knowledge to people makes them guardians of animals and it also empowers them police each other against fish poaching and cruelty to animals.
Upcoming Events…….

The initiative seeks to create a coexistence working group which will involve all stakeholders (SOFA, Zimparks, town council, health officers, fishing cooperatives representatives, other fishermen, and other community representatives). The coexistence working group will share ideas to reduce illegal fishing and trade of fish. The coexistence working group will help in monitoring cases of human and wildlife conflict and poaching. This platform of idea sharing will help improve management of natural resources as well as promote sustainable use of natural resources.

These stakeholders will team up for an upcoming event initiated by SOFA to clean up chivero. This event will educate the community on proper waste management and the participants will go around the neighbouring communities picking up every waste that is not expected to find a way to the lake. This initiative will create a stepping stone into the fight against eutrophication which is a major problem of the lake.