



Consumer Education Project of Milk SA
(PRJ-0037-2014)
SAMPRO: Consumer Education Project of Milk SA
Quarter 4 2014 (October 2014 till December 2014)

Project goals

Goal 1 - General communication, namely messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers

Achievements

During the fourth quarter the detail of the execution of the planning for 2014, as approved by Milk SA, was completed. During this quarter time was also allocated to the planning and development of educational material that would be required in 2015.

1. GENERAL COMMUNICATION

The target audience for General Communication is LSM 6-8 with a meaningful spill-over to LSM 4-5 and 9-10. Educational material is developed to meet the needs of relevant consumer/LSM group and messages are tailored accordingly.

1.1 TELEVISION

The two TV ads i.e. Dusty and Stix were broadcast from 4/10/14 to 15/10/14. This was the third burst for 2014.

Schedule for the third burst was as follows:

TV Channel Burst 3 : 4/10/14 to 15/10/14
ETV 7
SABC 1 35
SABC 2 21
SABC 3 4
DSTV & Viacom 10 day package (8 channels)

o Post campaign analysis:
Burst 3 (4/10/14 to 15/10/14)

The burst performed well during this period. The July burst was exceptionally strong and the October burst served as a strong reminder burst. Performance against 'mothers' was even better than the performance in the 'teen market' despite high levels of 'Youth' and off-peak programming.

Target Reach % Frequency
Age 25-45/Mums/LSM 9-10 Actual 49 3.2
Planned 45 3.7
Age 25-45/Mums/LSM 6-8 Actual 66 5.1
Planned 66 4.9

Age 13-19/LSM 9-10 Actual 38 2.9

Planned 43 2.8

Age 13-19/LSM 6-8 Actual 62 4.8

Planned 62 4.9

Terms:

- Reach: The number of people in the demographic group targeted that are exposed to the ad at least once. This is expressed as a percentage.
- Average Frequency: This is the number of times ON AVERAGE that individuals in the defined target audience is exposed to the message. This is NOT the number of times the ad is flighted. Some individuals in the target groups may see it 20 times and other may see it once, thus average frequency is an average of everybody in the target group.

The TV ads can be viewed on YouTube accessed from the www.dairygivesyougo.co.za website.

o Development of new television advertisement

The development of one new television advertisement was planned for 2014. Two concepts were presented and the storyboards were tested with the target audience in June 2014 (see research 2.6.5). The concept of the fashion model was approved and the TV ad was produced during the fourth quarter.

The model TV ad sees dairy products (symbolised by a glass of milk) making a debut in the world of fashion - a sector our teenage audience are avid followers of.

The lead actor, Loretta Rush, takes the fashion world by storm due to her vigorous marching. This leaves various industry opinion leaders puzzled as to where she gets her constant energy from.

Due to the smattering of product placements throughout the course of the ad, it becomes clear to viewers that her 'go' source is indeed dairy.

The campaign will be supported by a social media campaign in the form of a competition that will run on the Dairy gives you go Facebook Page.

The competition: Loretta Rush's stylist, Crystal Birch, is at her wits end and needs ideas for what to put Loretta in next. Loretta is ALWAYS on the go so her outfit needs to suit that. So, the Dairy Gives You Go Facebook community will be asked to help Loretta's Stylist by uploading a photo of what they wear when they're on the go with the hashtags #OOTD and #OnTheGO to help inspire her.

By posting a photo of their outfits for when they're #OnTheGo they stand a chance to win Sports scene vouchers.

The TV ad and social media campaign will go live in January 2015.

1.1.2 MICROSITE www.dairygivesyougo.co.za

A microsite (mini website) namely 'Dairy gives you go' was previously developed by the project to enhance the impact of the TV advertisements and also create an area on the internet dedicated to dairy i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite is appropriately linked to the 'Rediscoverdairy website'. The 'Dairy gives you go' website targets teenagers and gives the health and nutritional benefits of dairy in infographic format.

During the fourth quarter the third digital burst ran from 4 -15 October 2014 and included the quiz. The health quiz, which has been continuously active, was supported during October/November by an incentive to win a gym contract for one year with Planet Fitness, with the purpose to spike the number of visits and the time spent on the site and ultimately to create an opportunity for learning. The first winner was identified i.e. Glenda Freeman Stoffberg of Port Elizabeth.

- Visits in October that completed and entered the quiz: 5891 of which 122 entries were correct. In November, of the 2024 visits, 1833 came from mobile devices.
- 3000 people visited the microsite from October to December.
- Organic traffic to both the quiz site and the campaign microsite increased significantly. This traffic came from those googling for Disney/ Cartoon Network terms, which is then linked to the microsite.
- November also showed a greater increase in the proportion of traffic that came from mobile devices

1.1.3 DIGITAL ADVERTISEMENTS

A digital advertising campaign was developed to carry the messages of the campaign and to support the microsite. Advertising banners were developed that convey the health benefits of dairy while also directing viewers to the microsite and the mobi-site. The banners appeared on social

media sites visited by teenagers such as You Tube, Facebook, MXIT, 24.com. The third burst ran from 4-15 October 2014.

1.1.4 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The DGYG Facebook page was launched in June 2014

Four new posts are placed on the page per week. The information posted uses the microsite as focus area for the educational messages.

The digital advertising campaign serves as support to create traffic to the Facebook page.

Total likes on the Facebook page from 1 June – 30 December 2014 were 13 000.

The competition to win a year's membership with Planet Fitness is promoted on Facebook to encourage more traffic to the microsite. During these periods the visits spike.

1.2 CONSUMER PRINT CAMPAIGN

Promotional articles are written for consumer publications and aim to expand on the key dairy nutrition and health messages by engaging with consumers in a creative manner. Six consumer advertorials were published for this period

1 Meer suiwel in die diet voeg belangrike nutriente Huisgenoot 6 November 2014

2 More dairy in your diet adds essential nutrients You 6 November 2014

3 Lactose intolerance: enjoy dairy You 13 November 2014

4 Laktose intoleransie: geniet suiwel Huisgenoot 13 November 2014

5 Versorg jou kinders met suiwelsprodukte Intiem December 2014

6 Take care of your children with dairy Intiem English December 2014

1.2.2 Editorial information for consumer publications

The project provides editorial information to publications for use by the relevant editor to their own discretion.

Banner adverts were placed on the Intiem website: www.intiem.co.za to support the advertorials published in the 'Intiem' magazine

Titles of the banners:

- Side banner – 'As dit by melk kom, is my glas altyd vol'
- Skyscraper banner – 'Ontdek die voordele van suiwel opnuut'
- Box banner – 'Jou been-bou venoot'

1.3 CONSUMER LEAFLETS

The leaflets/factsheets are available to members of the industry to be distributed during any promotional activities. The leaflets can be viewed on the 'Rediscoverdairy' website under 'Resources'. These are available to the industry on request. One new leaflet was developed during this period.

- The process of heat-treating milk

1.4 LEAFLET FOR THE DAIRY INDUSTRY

A leaflet, "Know your product and present it with pride", was developed for the dairy industry. The intention of the leaflet is to educate the individuals that work within the industry in order to make individuals working within the dairy industry proud ambassadors of dairy. The leaflet was distributed at the industry workshops. Each delegate received a number of leaflets for distribution at their own place of work.

1.5 MEDIA LIAISON

The essence of the activity is to make information on the nutrition and health benefits of dairy available to journalists who then communicate the information to the target markets as it serves the own interest of the reporter and media. The following summary of the value of dairy nutrition related articles for this period are presented. A company that monitors print is contracted to ensure no publicity goes unnoticed. The rand value is calculated according to the cost for the space/size of the article in the publication concerned. The project does not pay for this type of coverage achieved.

Press Coverage Number of articles published Rand value

October – December 2014

Consumer magazines 14 R 873 283.23

National newspapers 2 R 98 623.00

Regional press 18 R 196 354.11

Trade press 10 R 0.00
Online coverage Not monitored
TOTAL COVERAGE 44 R 1 168 260.34

1.5.1 Press releases developed and distributed by the project to consumer publications
World milk day was held on 1 June 2014. The project distributed a press release to weekly and daily media. No press releases were sent out during this period.

1.5.2 Radio interviews
Covered under National Nutrition Week.

1.5.3 Television interviews
Covered under National Nutrition Week.

1.5.4 Trade publications
Trade publications such as Dairy Mail, Farm Link, Food and Beverage Reporter and Milk Essay are used as a vehicle to communicate with the dairy industry and the food industry respectively. Informative articles on the project and other relevant topics are published.
Publication Title DATE 2014
DAIRY MAIL Dairy products help prevent type 2 diabetes Nov
FARM LINK Communicating the nutritional benefits of dairy to consumers Dec
DAIRY MAIL Milk combats sarcopenia – fight the effect of aging with dairy Dec

1.5.5 Media liaison in respect of the role of dairy and sport

The communication on the role of dairy in the sports arena has created awareness of dairy and its role in the diet of sports people, especially for rehydration and muscle recovery. For this reason the Consumer Education Project (CEP) developed promotional material which highlights the benefits of dairy for athletes participating in events such as mountain bike races, distance and trail running, soccer or rugby. These are available to members of the dairy industry involved in organising promotional and awareness sports events.
Nicki de Villiers of the Health Performance Centre at the University of Pretoria liaises with sports people and coaches on an ongoing basis and distributes the booklet to relevant people.

1.6 NATIONAL NUTRITION WEEK (NNW)

The National Nutrition Week (NNW) is an annual calendar event of the Department of Health and the CEP formally participates in especially the annual planning of the week. The event reaches out to the whole population including low socio-economic groups. The project participated in the event every year as it provides an opportunity to network with the DOH and reach lower LSM groups across the country.

The theme for the National Nutrition Week (NNW) 2014 is: Eat less! Choose your portion with caution. (The theme is repeated from 2013) The associated messages are:

- 2 Choose a variety of foods from different food groups, and eat recommended amounts.
- 3 Make portion control a daily way of life.
- 4 Use salt and foods high in salt sparingly.

The target group for the National Nutrition Week 2014 'Choose your portion with caution' campaign was the general public, reached via interpersonal communication and media. Messages for health workers were communicated via the Department of Health and through targeted publications.

The project contributes to the NNW promotional material in terms of general input on the information presented to the public.

- Media coverage

A Public relations (PR) agency was contracted to manage the PR activities around the NNW. A press release and snippets were compiled which were distributed to all relevant short-lead media nationally. Media motivations with the key messages of National Nutrition Week 2014 campaign were compiled and sent to all relevant electronic media resulting in the radio and TV interviews.

National Nutrition Week 2014 received good media exposure which resulted in an AVE of R1.6m

5 10 radio and one television interview as well as exposure in various print and online publications highlighted this year's message to the public.

6 The television interview was secured on SABC Kids News and the dietitian of the CEP was interviewed.

1.7 CONSUMER GOODS COUNCIL OF SOUTH AFRICA (CGCSA)

The project attended industry meetings with the CGCSA-FSI on 22 and 23 October 2014 with regard to 'Healthy Food options industry engagement'. The aim of the engagement is to consider a request from the Department of Health to consider initiatives, specific to food and non-alcoholic beverage industry to support a national strategic plan for prevention and control of Non-Communicable Diseases (NCDs) in South Africa.

1.8 SCHOOL CURRICULUM PROJECT

The school curriculum project is aimed at grades 1-7. It consists of two main themes i.e.

- A guide to healthy eating and
- 'From farm to fridge'.

This sub-project provides for teacher's guides, posters and fact sheets under both themes. The fact sheets are available in Afrikaans, English, Zulu and Sesotho.

One new worksheet was developed, targeted at the intermediate phase. The worksheets have been listed with E-Classroom, which is an independent website that carries worksheets for primary school teachers and learners. The website has been endorsed by the Department of Basic Education. It is estimated that each worksheet downloaded from the E-Classroom website is used by at least thirty learners or teachers. To date the worksheets have been downloaded more than 9000 times.

October November December

663 521 300

All posters and worksheets are available in English, Afrikaans, Zulu and Sesotho.

1.9 WELLNESS ACTIVITY

Wellness activity is one of the communication channels used to reach the target market of primarily LSM 3-7. This sub-project of the CEP targets the low socio-economic population of South Africa and aims to convey information about the health and nutritional benefits of the inclusion of dairy products in the daily diet. In 2013, educational TV in the waiting rooms of Gauteng provincial government clinics was used as a vehicle to reach this target.

1.9.1 Interaction at Clinics 2014 'Have milk, maas or yoghurt every day'

The 'Interaction at Clinics' project for 2014 is aligned with the Department of Health's food-based dietary guideline urging consumers to 'have milk, maas or yoghurt every day'. The project entails an educational event that demonstrates not only the importance of dairy in the diet but also how dairy can easily be added to daily meals for extra goodness, as part of a balanced diet.

A leaflet and a poster, that advocate the goodness of adding dairy to the daily diet, were developed for this project. All the materials have been designed to meet the requirements of the target audience. The leaflet is available in English, Afrikaans, isiZulu and Sesotho and serves as a hand-out to consumers during the show. Copies of the poster are given to each clinic to keep for future use during educational activities.

List of promotional material developed by the project

2 Leaflet in four languages

3 Poster with main message i.e. Have milk, maas or yoghurt every day

4 Banners with the main message

5 Tear-drop banner with the 'Dairy gives you go' logo

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions, who is 100% BEE compliant and has a level 3 contributor status, to present the health messages at clinics and hospitals in the vernacular language of the local community. The dietitian driving the clinic project trained the Awuzwe health promoters on the key message 'Have milk, maas or yoghurt every day' and the associated nutritional and health benefits of dairy. This empowered the field workers to present the information with confidence. Each promoter was subsequently equipped with a lesson plan and visual aids, which enhanced the learning experience at the clinics.

This project was implemented in five provinces, reaching a total of 380 clinics and 29 hospitals (to date). The table below presents the regions and number of clinics and hospitals visited, where the educational presentation was presented:

Jan-Dec 2014	Clinics	Hospitals	Fam Health	Edushows	Community Events
Gauteng	57	11	5	5	
Mpumalanga	42	7	1	0	
KZN*	263	0	3	0	
Eastern Cape	18	11	2	0	
North west	Not completed				
TOTAL	380	29	11	5	

1.9.2 Education of nutrition advisors in KwaZulu Natal*

KwaZulu-Natal, however, required a different training approach in that trained nutrition advisers are available in government clinics. This presented a unique opportunity for CEP to promote dairy awareness amongst the advisors, who could, in turn, educate the patients and visitors on an ongoing basis at their respective clinics. The nutrition advisors were also equipped with a set of educational tools for use during their presentations. The KwaZulu-Natal implementation can therefore be considered a long-term investment.

A podcast was developed which captures this project. It can be viewed on the www.rediscoverdairy.co.za website, under 'news snippets'.

The 'Interaction at Clinics' sub-project commenced in February 2014 and continued until December 2014.

1.10 REGULATION 429: REGULATION RELATING TO THE LABELLING AND ADVERTISING OF FOODS: AMENDMENT

Regulation 146 on advertising and food labeling that was implemented in March 2012 has been amended. R 429 of May 2014 will be implemented in 2015. The project continuously updates existing promotional material to be in line with the regulations. All newly developed promotional articles conform to the regulation.

1.11 WEBSITE

1.11.1 'Rediscover dairy' website

The 'Rediscoverdairy' website is continuously monitored and changed as required.

1.11.2 'Rediscover/ dairy kids' website

The 'Kids' website provides a platform where posters, teacher's guides and fact sheets can be downloaded from the 'Rediscover dairy' website, it is constantly monitored and updated when required.

1.11.3 Member's log-in section

A section on the website has been created for members of the dairy industry. This section contains all the reports and presentations presented by the project at different meetings of events. The login-in details are the same for all members i.e. username: members, password: agendas

No Non-achievements / underperformance has been reported

Goal 2 - Specialized communication, namely proactive and reactive messages re. the health and nutritional advantages of dairy products conveyed to selected groups that are opinion formers in the SA society

Achievements

2. SPECIALISED COMMUNICATION

The target market for Specialised Communication includes health professionals i.e. doctors, dietitians, nutritionists and nurses. The messages communicated are based on the latest scientific information on dairy nutrition and health. The project makes use of a Technical

Advisory Committee who works independently from the project, and are specialists in the field of nutrition.

Communication channels include:

- Print in the form of scientific advertorials and nutrition reviews
- Educational material for dietitians, nutritionists and nutrition advisors
- Educational material for dietetic students at universities
- Liaison directly with health professionals through the CPD (Continuing Professional Development) events, seminars and conferences
- A comprehensive website with specific reference to the section on 'Dairy-based nutrition'

2.1 HEALTH PROFESSIONAL PRINT

Scientific advertorials are written on new topics regarding nutrition, health and dairy. These are aimed at health professionals and are published accordingly in publications read by this target audience. Each advertorial is accompanied by a nutrition review article. No advertorials were published during this quarter.

2.2 NUTRITION REVIEW ARTICLES

A nutrition review explores a new topic in dairy health and nutrition that warrants further investigation. The nutrition reviews allow for extensive and detailed information on a specific topic without a limitation to the number of words used. The nutrition reviews are posted on the www.rediscoverdairy website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web.

NUTRITION REVIEWS

Maintaining muscle mass and preventing sarcopenia in the elderly: important benefits of dairy protein

The role of dairy consumption in the prevention of Type 2 Diabetes

2.2.1 MILK SPLAT

The MilkSplat was created for the 'rediscoverdairy' website. The purpose for the menu item is to summarise recent research on a dairy nutrition (Nutrition review) related topic and place a summary on the web. The summary is also mailed to health professionals and they are encouraged to read the summary and contact the project for the peer-reviewed article. This further creates an opportunity for the project to build a database of health professionals and monitor the success. The summary articles highlight the scientific integrity of the project. Two Milkspats have been developed in 2014

TITLE OF NUTRITION REVIEW / SUMMARISED IN MILK SPLAT

Maintaining muscle mass and preventing sarcopenia in the elderly: important benefits of dairy protein

The role of dairy consumption in the prevention of Type 2 Diabetes

2.3 CLINICS

2.3.1 Teaching Aid File/ Dairy-based nutrition USB (Universal Serial Bus) tool

The teaching aid file that was reviewed and updated and produced in electronic format i.e. a USB memory stick is now referred to as the Dairy-Based Nutrition USB tool. As part of the communication activities with dietitians, the revised USB tool was distributed to 2nd and 4th year dietetics students at all the universities in the country that offer the degree. The memory stick carries all the scientific information regarding dairy health and nutrition as developed by the project. Included on the memory stick is the sports booklet, advertorials, nutrition reviews and an overview of the project.

The dietitian of the project visited the universities and presented the USB tools to the students after giving a lecture on the overview of the CEP. The Dairy-based Nutrition USB tool was also printed in the form of a booklet for distribution at Provincial Training Hospitals.

At these events, the reaction of the recipients is very positive and in most cases more material such as posters, fact sheets and booklets are requested. These are then distributed by the project, upon request, to the different institutions.

2.3.2 Educational Tool

The A3 Educational tool is developed for dietitians in provincial hospitals and clinics for use to educate patients on certain life stages. On an ongoing basis, the dietitian of the project visits each hospital (as listed below) and presents the tool to the dietitians.

- Distribution of the USB memory stick and Educational Tool

The following universities / hospitals were visited in this period.

Name of institution Number of students/dietitians USB Memory sticks handed out Educational Tool handed out
 University of Pretoria 24 + 6 30 0
 University of FreeState 52 + 8 60 0
 Universitas Hospital 0 0 5
 Pelanomi Hospital 0 0 3
 Nasionale Hospitaal Bloemfontein 0 0 3
 Military Hospital Bloemfontein 0 0 4
 University of Bloemfontein 63 + 8 71 1

2.3.3 Continuing Professional Development (CPD)

The CPD activity provides the project with an opportunity to communicate directly with one of the health professional target markets i.e. dietitians / nutritionists, who, in turn, gain from the activity as Continuous Education Units are earned by participating in the activity. This sub-project was dealt with in the second quarter.

2.4 RESEARCH

2.4.1 Mystery observer study: 'Interaction at Clinics'

Measurement of the project: Throughout the implementation period of the project, CEP conducted a mystery-observer study to determine the impact of the project as an indication of effective return on investment. This field-based research technique involves independent, trained fieldworkers posing as consumers to gather specific information about a product and service delivery as well as to experience how it feels to be a consumer of a specific company or product. The mystery evaluation study was implemented to monitor the 'Interaction at Clinics' sub-project. This will be reported on completion of the Clinics project of 2014.

2.4.2 South African Dietitians' / Nutrition professionals' and Nutrition Advisors' attitudes and barriers related to consumption of selected dairy products

Planning and approval of a study to be conducted in 2015 by the University of Pretoria in conjunction with the CEP and the Technical Advisory Committee of the CEP, were completed during this quarter. The aim of the study is to identify requirements needed by opinion leaders in health to become change-agents for milk and dairy nutrition.

2. CEP INDUSTRY WORKSHOPS

Workshops for the industry i.(members of Milk SA, SAMPRO, MPO and other) were completed in September 2014. Contact is maintained with attendees and additional information is distributed on request.

CONFERENCES AND PRESENTATIONS

- No conferences were attended during this period. The World Dairy Summit in Tel Aviv was planned for 2014 but was cancelled.
- Presentation: The dietitian of the Project presented at the Nelson Mandela Metropolitan University on 7 October 2014. 'The role of dairy in the elderly'.

3. GLOBAL DAIRY PLATFORM AND INTERNATIONAL MILK PROMOTION OF THE INTERNATIONAL DAIRY FEDERATION (IMP/IDF)

Communication with the GDP is on-going and all new information received from the GDP is acknowledged by the project and consulted where applicable.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	November 2014.pdf
Unnecessary spending during period	No

Popular Report

No file has been uploaded

Additional documentation

No file has been uploaded

Statement

Levy funds were applied only for the purposes stated in the contract	Yes
Levy funds were applied in an appropriate and accountable manner	Yes
Sufficient management and internal control systems were in place to adequately control the project and accurately account for the project expenditure	Yes
The information provided in the report is correct	Yes