



Consumer Education Project of Milk SA
(PRJ-0069-2015)
SAMPRO: Consumer Education Project of Milk SA
Year 2015 (January 2015 till December 2015)

Project goals

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

Achievements

ANNUAL REPORT ON THE CONSUMER EDUCATION PROJECT OF MILK SA FOR THE PERIOD JANUARY TO DECEMBER 2015

INTRODUCTION

Objective of the report

The objective of this report is to provide an overview of the activities of the project for the period January to December 2015 and includes additional information from previous years where relevant.

1.2. OBJECTIVES OF THE PROJECT

In terms of Regulation 1218 of 2013 issued in terms of the Agricultural Marketing Act (47 of 1996), part of the income from the levies on dairy products should be spent by Milk SA on consumer education. In this regulation the following is stated:

“From a national point of view and to promote the viability of the dairy industry, consumers should be informed of the health and nutritional advantage of milk and other dairy products. Informed consumers will not only contribute to the national well-being in respect of nutrition and health, but especially also to the viability and sound development of the dairy industry. The education will be conducted in such a way that it will not erode the marketing activities of any firm in the dairy industry that are aimed at differentiating its products from that of competitors.”

1.3. NATURE OF THE PROJECT

The communication campaign consists of two elements, and the elements are executed on an integrated basis. The elements are:

General communication

General communication namely messages of a general nature regarding the health and

nutritional advantages of dairy products, conveyed to consumers; and

Specialised communication

Specialised communication, namely pro-active and reactive messages regarding the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in the South African society.

1.4 TARGET MARKETS

The target market for General Communication element is LSM 6 to 8, with a meaningful spill-over to LSM 9 & 10 and LSM 4 & 5, as determined by the advisory committee. Specific communication channels and messages are aimed at LSM 3 to 7 (see 2.11 of the report). The target market for Specialised Communication element is health professionals, namely doctors, nurses, dietitians and nutritionists.

1.5 COMMUNICATION CHANNELS

To convey messages effectively to the target markets, appropriate use of the different communication channels is necessary:

Due to the numerous opportunities which exist and which can be created, it is of extreme importance to be highly disciplined in selecting the most effective communication channels and to ensure balanced and integrated use of the channels to convey the messages to the target markets.

The communication channels that were selected for use by the project are:

Television

Print in the form of promotion articles (advertorials) in consumer magazines, scientific articles in magazines aimed at health professionals and pamphlets for distribution at selected events;

Schools

Clinics

Website

Digital advertising

Social media

Presentations at scientific congresses and seminars

Media liaison

1.6. LAYOUT OF THE REPORT

In the next sections of the report, attention is given to the use of each of the communication channels mentioned under 1.5 in respect of firstly general communication element, and secondly, specialised communication element of the campaign.

2. GENERAL COMMUNICATION

2.1. MESSAGES

Six communication messages were determined by the advisory committee in light of the Markinor research and the scientific information regarding nutrition and health applicable to dairy products.

The topics of messages are:

Bone strength

Muscle strength

Growth, especially for children

Fat Content – dairy is lower in fat than you think

Weight loss – dairy as part of a kilojoule controlled diet

Dairy is nutrient rich as it contains proteins, vitamins and minerals, especially calcium

The 3-A-DAY™ dairy, 'rediscoverdairy' logo and website as well as the 'dairy gives you go' website details are indicated on all promotional material.

2.2 TELEVISION

2.2.1 Background to the 'dairy gives you go' television campaign

Strategic and creative planning in 2012 of television advertisements took into consideration the requirements of Regulation 146 regarding claims that can be made.

A considerable amount of time and effort was given to the formulation of the television briefs in 2012, by the Extended Management Committee. The briefs for the television advertisements were considered through a comprehensive process which provided for in-depth consideration of the relevant issues, including workshops and various meetings. The essence of the outcome of the deliberations of the Extended Management Committee was that television should focus on teenagers (13-19 yrs) with the main considerations being:

- Teenagers have a strong growing purchasing power in terms of own "income" and influence on parents' purchasing decisions.
- Teenagers are more open to advertising messages than older target groups if we communicate with them in the right way – relevance is key.
- The teenagers of today are the parents of tomorrow.

Although television is aimed at teenagers, it should not be deduced that other targets will not be reached. A meaningful spill over reach targets such as mothers of teenagers.

The slogan for the television campaign is: '*Dairy gives you go*'. The slogan is carried through to television, the microsite (mini website) and social media in conjunction with the overarching slogan "rediscoverdairy". Just as with the "rediscoverdairy" slogan, the '*Dairy gives you go*' slogan has been trademarked.

As part of the planning of the project, the storyboards of the potential advertisements are assessed with the target audience prior to production. In 2012 the first two concepts were approved and the Dusty and Stix advertisements were developed. The two television advertisements were broadcast in four bursts in 2013 and in three bursts in 2014.

2.2.2 Development of a television advertisement in 2014 for introduction in 2015

In 2014, the third execution of the 'Dairy Gives You Go' television advertisement was developed and launched in January 2015. The third execution featured the fashion model, Loretta Rush and was preceded by the highly popular and successful "Dusty" and "Stix" executions. The Loretta Rush television advertisement was broadcast in four bursts in 2015 as detailed under 2.2.4.

2.2.3 Social media campaign

To support the television advertisement and direct traffic to the microsite, a social media campaign runs off the 'Dairy Gives You Go' Facebook page.

Twitter: Although the project did not have an active twitter account in January 2015 when the Loretta Rush television advertisement was launched, it received many tweets during the first burst in January 2015. Subsequently, a twitter account was created, and it is only used for monitoring of any messages regarding dairy or the campaign.

2.2.4 Television 2015: Loretta Rush, Fashion Model television advertisements

Post campaign analysis:

(Post campaign for October burst not available at time of report)

The new Loretta Rush television advertisement was broadcast in January, April, July and October 2015.

TV Channel	TV 2015
ETV	14
SABC 1	47
SABC 2	8
SABC 3	4
DSTV & Viacom Package	Package from 1-14 Oct 2015

2.2.5 Post campaign analysis:

(Post campaign for October burst not available at time of report)

	TV 2015		
	ARs	Reach %	Frequency %
Target			
Age 25-45/Mums/LSM 9-10	669	79	8.5
Age 25-45/Mums/LSM 6-8	1548	92	16.9
Age 13-19/LSM 9-10	705	71	10
Age 13-19/LSM 6-8	1337	86	15.6

Terms:

An AR is the proportion of viewers, across any time period and percentage on the total number of individual panel members in the relevant target group.

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 are 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 others may see it once, thus average frequency is an average of everybody in the target group.

Comment: To date the TV results are sitting on 1337 ARs against the primary market. This translates into a reach of 86% and an average frequency of 15.6 which is strong. The LSM 6-8 Mums target has performed even better with 1548 ARs, a reach of 92% and an average frequency of 16.9.

2.2.6 Television and social media campaign awards

The 'Loretta' 'Dairy gives you go' television advertisement was voted January's (2015) *Best of Reel* by SA Film Reel, an organisation representing South African directors, editors and animators.

The 'Loretta' 'Dairy gives you go' television advertisement and social media campaign were voted:

- one of the three finalists at the IMP (International Milk Promotion) trophy award held in Denmark in June 2015.

This award was won by the campaign and presented at the IDF WDS in Lithuania in September

2015 to South Africa.

-one of the four finalists of the World Dairy Innovation Awards in the Best Brand Marketing Campaign or Activation Category.

-The New Good of Milk, Dairy Index: The Consumer Education Project featured in Tetra Pak's annual Dairy Index 2015: Innovate and Communicate to Revitalised Milk. The CEP of Milk South Africa was one of the five countries selected as examples to demonstrate that dairy can be convenient, pleasurable and a uniquely versatile food. The 'New Good of Milk' was an international study, commissioned by Tetra Pak.

-The Loretta Rush, fashion model television advertisement captured the imagination of South Africans and in January 2015, t

2.2.7 Development and testing of new television advertisement in 2015 for introduction in 2016

The 2015 budget planned for the development and production of a new television advertisement in 2015. The Management Committee agreed that the target audience for 2016 would remain teenagers.

2.2.7.1 Testing of existing television advertisements:

In order to establish if the existing TV ads i.e. Dusty, Stix and Loretta, had reached wear-out, research was conducted among the target audience. The Bureau of Market Research, UNISA conducted the research on 21 October with 79 participants of the target audience i.e. teenagers, LSM 6-8. The results indicated that all three TV ads were still well recalled and received and it was agreed that two of the existing TV ads will be broadcast in 2016 during the first and second quarter i.e. Stix and Loretta Rush.

2.2.7.2 Testing of storyboards:

Four concepts for the new television advertisement/s were presented to the Management Committee of the CEP.

The storyboards were tested with the target audience on 21 and 28 October 2015. The Bureau of Market Research, UNISA conducted qualitative and quantitative research with 79 participants of the target audience. The results indicated that two of the four concepts were approved. Two revised concepts will be presented to the Management Committee for consideration.

The new TV ads will be developed and produced in 2016, and launched in the third quarter of 2016.

2.2.7.3 Social media campaign for 2016: A new social media campaign is being planned to support the existing TV ads in the first and second quarter of 2016.

2.3 MICROSITE (mini website): www.dairygivesyougo.co.za

A microsite (mini website) was developed for the project to enhance the impact of the TV advertisements and also create an area on the internet dedicated to the education 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. The health quiz is continuously active.

The Microsite was launched in December 2012

The purpose of the microsite is to convey the health benefits of dairy to the target market in the format of an infographic, which is a graphic presentation of the information.

The microsite consists of four themes i.e. Sport, Everyday, Strength and Beach body.

Each theme consists of five infographics relevant to each with an option for the viewer to find out more about a certain topic.

The microsite is also adapted for viewing on a cellphone

The microsite was optimised for MXIT on mobile phones.

The format of the microsite is under construction in order to improve traffic to the site.

2.4 DIGITAL ADVERTISEMENTS

A digital advertising campaign was implemented to carry the messages of the campaign and to support the microsite and the Facebook page. The banners appeared on social media sites visited by teenagers such as YouTube, Facebook, MXIT, 24.com. There were four main bursts planned for 2015. Facebook promoted posts, Google search, Google display network run throughout the year (monthly).

2.5 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The 'dairy give you go' Facebook page was launched in June 2014. Four new posts are placed on the page per week. The information posted is grouped into four different segments i.e.

Benefit driven posts

Engagement themed posts

Campaign engagement content

Community driven posts

A Facebook competition was introduced in January 2015. Visitors to the Facebook page were invited to post a 'selfie' with the hashtag #OOTD (outfit of the day) and #OnTheGo on Facebook to enter a competition and stood chance to win a SportsScene Voucher.

Analytics related to the Facebook page for this period.

New fans: 15 146

Likes: 28 867

Total view: 134 156

YouTube views 91 119

Facebook views: 43 037

1500 competition entries

The winner is determined by the most LIKES on Facebook for their particular entry.

2.6 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. In 2015, 'dairy and sport' promotional articles were published; twelve advertorials were planned and published and a campaign on Health24 was published on-line as set out below:

2.6.1 Consumer print: Sports advertorials

The communication on the role of dairy in the sports arena has created awareness of dairy and its role in the diet of sportspeople, 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 leaflet and booklets are available to members of the dairy industry involved in organising promotional and awareness events.

An awareness campaign ran from January to March 2015 in Modern Athlete. This included three advertorials; two press releases which generated two radio interviews, and online media coverage.

Advertorials for sports publications	Month
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Choose milk as a sports drink	January
Fuel up with flavoured milk	February
Milk and dairy: The art of recovery after sport	March

Press releases
Involved in stringent running or cycling training? Fuel up with milk!

Radio interviews : The following radio interviews were conducted regarding sport and dairy nutrition	
2015-03-01	East Coast Radio
2015-03-05	King Fisher FM

Online coverage: Online sports related coverage was achieved as follows
Purely local
Do it now magazine

2.6.2 Health 24 Campaign is an online campaign and educational advertisements are placed on the site www.health24.com. Viewers can click through to the 'rediscoverdairy' website.

Date	Website	Material
May 2015	Health24 home page	Leaderboard banner
		Half page banner
		Background branding
May 2015	Food 24 home page	Transitional banner
May 2015	Diet and nutrition home page	Half page banner
June 2015	Health24 home page	Leaderboard banner
		Half page banner
		Background branding
June 2015	Food 24 home page	Transitional banner
June 2015	Diet and nutrition home page	Half page banner

Results: The number of people that noticed the information on Health 24 and clicked through to the 'rediscoverdairy' website was 587

Total impressions	Total clicks	Total CTR (Click Through Rate)
103155	587	0.57%

2.6.3 Consumer Print: Promotional articles

Promotional articles are written for consumer publications and aim to expand on the key dairy nutrition and health messages of the project by engaging with consumers in a creative manner. Twelve advertorials were published in 2015:

No	Advertorial title	Magazine	Issue date
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1	Dairy and breakfast a winning combination	Move	9 September 2015
2	Dairy and breakfast a winning combination	Drum	10 September 2015
3	Voeg noodsaaklike voedingstowwe met meer suiwel in jou dieet	Huisgenoot	10 September 2015
4	Fuel up on flavoured milk	Move	23 September 2015
5	Lactose intolerance	Move	7 October 2015
6	Lactose intolerance	Drum	8 October 2015
7	Laktose intoleransie	Huisgenoot	8 October 2015
8	Smart snacking with dairy	Move	11 November 2015
9	Smart snacking with dairy	Drum	12 November 2015
10	Heat treatment	Huisgenoot	12 November 2015
11	Heat treatment	Move	25 November 2015
12	Milk and Sport: A winning combination	Move	9 December 2015

2.7 MEDIA LIAISON ACTIVITY

2.7.1 Editorial information for consumer publications

The project provides editorial information to publications for use by the relevant editor to their own discretion. These articles are published at no cost to the Project. The following communication with consumer publications was dealt with in this period:

Date 2015	Publication	Topic
January	Women's health online	What does it mean to be lactose intolerant?
February	Fairy Lady	Who needs dairy?
February	Jeffrey's Bay Courant	Dairy, vital for the wellbeing of all individuals.
1 September	Move	Why calcium is good for you.
23 September	You/Huisgenoot	Mm, dis mos melk. Jy moet 3 porsies per dag daarvan inneem - so kies jy.

2.7.2 Press releases developed and distributed by the project

PRESS RELEASE	DATE 2015
World milk day	May / June 2015

2.7.3 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 2015
DAIRY MAIL	Dairy: Preventing Type 2 Diabetes	January
FARM LINK	Communicating the nutritional benefits of dairy to consumers	Summer (Feb 2015)

DAIRY MAIL	Equip with knowledge	March
MILK ESSAY	Loretta creates havoc and dairy gives her go	March
DAIRY MAIL	Off the ramp for dairy	May
DAIRY MAIL	Veilige melk	June
DAIRY MAIL	3-a-day Dairy may prevent tooth decay	October

2.7.4 Media liaison monitoring

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. Relevant information published in the media on dairy is monitored by an independent firm who specializes in such work namely Newsclip. Updates are received daily in electronic format. The following table shows the print coverage achieved in this regard (at no cost to the project):

JANUARY – DECEMBER 2015		
Press Coverage	Number of articles published	Rand value
Consumer magazines	93	R 1 876 762.05
National newspapers	17	R 697 352.84
Regional press	52	R 541 877.33
Trade press	4	R 102 580,67
Online coverage	150	R 2 821 559.26
Health professional coverage	4	R 62 053,17
Radio	4	R 22 543,83
TOTAL COVERAGE	260	R 6 097 729.15

2.8 CONSUMER LEAFLETS

There are four consumer leaflets and one leaflet for the industry. These are intended to communicate health and nutrition messages to consumers. The leaflets are valuable to members of the industry to be used in their communication to consumers.

Consumer leaflets

Dairy: The whole story – what's in the milk isle

Bones: Remember to take care of your bones

Sport Nutrition: Give athletes a boost with dairy

The process of heat-treating milk

Industry leaflet: 'Know your product and present it with pride'

2.9 SCHOOL CURRICULUM

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'

Each theme consists of a Teacher’s guide, class posters, a factsheet and worksheets on each topic.

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

2.9.1 New worksheets were developed in 2015 and placed on the website and EClassroom website

The development of new worksheets is ongoing. The worksheets have been listed with EClassroom, 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 EClassroom website is used by at least thirty learners or teachers. To date, the worksheets were downloaded 12 638 times.

Worksheets developed for January – DECEMBER 2015	
1	Count the dairy (grades 1 to 3)
2	Numbers, operations and relationships (grade 6)

2.9.2 Number of downloads of worksheets

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
691	998	1313	1137	1570	1528	809	907	770	875	1258	782

2.9.3 Production of an audio visual

A new audio visual (AV) was planned and produced for the school project. The AV is based on the teacher’s guide ‘A guide to healthy eating’. The AV is 2 minutes in duration, in an animation format in English. It will be distributed to all the processors and placed on the ‘rediscoverdairy’ website. The audio visual can be viewed on www.dairykids.co.za.

2.9.4 Rediscoverdairy/ dairy kids website

All the material related to the school project and is available on this website and all the posters, teacher’s guides, fact sheets and worksheets can be downloaded from the site. The website is also linked to the ‘dairy give you go’ website.

rediscoverdairy.co.za analytics for 2015						
	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Referral traffic
January	188	468	2,06	77,1	67,4	153
February	241	963	2,94	70,4	65,85	98
March	438	2424	3,99	68,9	51,64	222
April	224	892	2,96	67,4	53,82	131
May	721	1619	1,93	83,4	73,13	417
June	400	773	1,64	82,2	74,36	200
July	252	701	2,22	25,9	59,18	131

August	310	1397	3,34	31,3	57,66	162
September	255	689	2,25	25,5	63,07	87
October	281	604	2,15	27,4	61,57	51
November	231	690	1,94	38,5	73,88	132
December	325	1397	3,34	31,3	57,66	162

2.10 NATIONAL NUTRITION WEEK

The National Nutrition Week (NNW) is an annual calendar event of the Department of Health (DOH) 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 participates in the event every year as it provides an opportunity to network with the DOH and reach lower LSM groups across the country. NNW took place 8-13 October 2015.

The theme for 2015 is: Healthy Eating in the Workplace

PROMOTIONAL ACTIVITIES IMPLEMENTED

Compilation and distribution of one release

Compilation and distribution of one snippet based on the above

Motivating electronic media for interviews using spokespeople from: DOH, ADSA & CGCSA, Heart & Stroke Foundation

Total online and electronic media coverage achieved: R 1.37m

The Project's direct contribution to the media coverage of the NNW was:

1x radio interview

Participation in a 'twitter talk' arranged for the NNW.

2.11 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. The 'Interaction at Clinics' project was introduced in 2014 and is ongoing.

2.11.1 Interaction at Clinics 2014/5 'Have milk, maas or yoghurt every day'

The 'Interaction at Clinics' project for 2014 was 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 added nutrient value, within a balanced diet. The project has proven to be successful and continued in 2015 in regions that were not reached during 2014.

Promotional material used in this project:

A leaflet and a poster, that explains the nutritional value of dairy products and 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. A leaflet was produced to serve as hand-out to consumers after the educational presentation. 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

a. Leaflets developed for the continuation of the project in 2015 were translated and printed in nine different languages i.e. Afrikaans, English, Sotho, Tsonga, Tswana, Venda, Zulu and Xhosa.

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

c. Banners with the message:

Dairy is nutrient rich

Have milk, maas or yoghurt every day.

d. '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.

2.11.2 Clinics and hospitals educated by Awuzwe

This project was implemented in five provinces in 2014, reaching a total of 380 clinics and 29 hospitals. In 2015 the project continued to reach the provinces not reached in 2014. The table below presents the regions and number of clinics and hospitals visited during 2015, where the educational presentation was presented:

Clinics and hospitals visited		
	Clinics	Hospitals
2014	380	29
Jan – June 2015		
North west	15	
Northern Cape region	25	5
Gauteng	36	2
Limpopo	6	
Limpopo PHC engineer members Representing clinics	16	
Total	98	7

2.11.3 Education of nutrition advisors in KwaZulu Natal

Nutrition Advisors in KwaZulu-Natal are individuals with one-year nutrition training and work in government clinics. The dietitian on the projects trains the nutrition advisors who, 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 i.e. a poster for their respective clinics plus the training kit (A3 posters; lesson plan and Dairy-Based Nutrition educational booklet) for use during their respective presentations. During 2015, 73 Educational tools and 300 fact sheets

were also provided to the Nutrition Advisors' respective clinics. The KwaZulu-Natal and Limpopo provinces implementation activity is considered a long-term investment for the Project and dairy education.

Training of Nutrition Advisors for 2015

DATE	District/ region
KwaZulu Natal	118 Nutrition Advisors (districts listed below)
5 May	Uthukela District – Ladysmith
6 May	Umzinyathi District – Dundee
7 May	Umzinyathi District – Dundee
2 June	Uthungulu District – Eshowe
3 June	Uthungulu District – Nkandla
4 June	Uthungulu District – Empangeni
10 June	Umkhanyakude District
11 June	Umkhanyakude District
12 June	Amajuba District
14 July	Harry Gwala District – Ixopo
15 July	Harry Gwala District – Umzimkhulu
29 June	Limpopo: Waterberg district
30 June	Limpopo: Waterberg district
29 July	Gauteng: Sedibeng district

2.11.4Mystery observer study: 'Interaction at Clinics'

Measurement of the project: Throughout the implementation period of the project in 2014, 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. The report on the Mystery evaluation was presented on 20 April 2015 and it showed that the project is successful. The full report can be viewed on the 'rediscoverdairy' website under 'member's login'.

2.12CONSUMER GOODS COUNCIL OF SOUTH AFRICA (CGCSA)

The aim of the engagement is to consider a request from the Department of Health to consider 'Healthy Food Options', 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.

The project attended meetings with the CGCSA with regard to 'Healthy Food options industry engagement' with the Director-General: Health, beverage South Africa (BevSA).

Engagement meetings with the CGCSA/ FSI and Healthy Options Initiative	
June: 23 & 24	Health Food options engagement
August: 20	Meeting of ASASA Code, Nutrient Working Group

September: 2	Discussion on planned research and Healthy Food Options
October: 1 & 15	Nutrient profiling models
October: 12	Meeting with Director General of Health
November: 12 & 14	ASA code and feedback on Nutrient profiling models

2.12.1 Added sugar to dairy products (yoghurt, drinking yoghurt and flavoured milk)

The Project was requested b

No Non-achievements / underperformance has been reported

Goal 2 - Specialised communication: Pro-active and reactive messages regarding the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in the South African society

Achievements

3. SPECIALISED COMMUNICATION

3.1 Overview

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 work independently from the project, and are specialists in the field of nutrition.

The members of the Technical Advisory Committee for 2015 included:

	Name (alphabetical order)	Qualifications
	Dr Rene Blaau	PhD (Nutrition), University of Stellenbosch
	Nicki de Villiers	BDietetics (UP); Postgrad Dipl Diet (UP); Sport Nutrition Diploma (International Olympic Committee)
	Tusca du Toit	B Dietetics (HPCSA) PhD Biochemistry
	Gerhard Venter	BSc.(Agric) in Dairy Science, Master of Science degrees in Food Science (Specialised in Dairy Science) at University of Pretoria.
	Prof Corinna Walsh	PhD, Dietetics, University of the Orange Free State
	Dr Friede Wenhold	PhD. Nutrition; Registered Dietitian (SA)
	Dr Zelda White	PhD. Nutrition

Communication channels include:

Print in the form of scientific advertorials and nutrition reviews

Education material for dietitians, nutritionists and nutrition advisors

Education material for dietetic students at universities

Liaison directly with health professionals through the CPD (Continuing Professional Development) events, seminars and conferences
 Exposure on the ADSA (Association for Dietetics in SA) website
 A comprehensive website with specific reference to the section on 'Dairy-based nutrition'

3.2 HEALTH PROFESSIONAL PRINT

3.2.1 Scientific advertorials

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. 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.

		Date 2015
Can dairy help to lower blood pressure	Nursing Update	May/June
The process of heat treating milk	Nursing Update	July/August
Have milk, maas or yoghurt every day	SAMJ	July
Dairy allergies and lactose intolerance	SAJCN	September
3-a-day may prevent tooth decay	Nursing Update	October
3-a-day may prevent tooth decay	SAJCN	December

3.2.2 Association for dietetics in South Africa (ADSA), online advertising

As part of the Health Professional print campaign, the project creates awareness on the ADSA (www.adsa.org.za) website, especially to inform dietitians of the new information that appears on the 'rediscoverdairy' website and any new scientific information of dairy health and nutrition.

INFORMATION POSTED ON ADSA WEBSITE		DATE 2015
Dairy television advertisement elicits wide positive response	Weekly notice	
Educational products for health professionals	Weekly notice	February/ March
Check out the new Dairy Health Forum - a great way to get expert opinion on a nutritional hot topic.	Weekly notice	■
Save the date: CNE on 22 October hosted by CEP	Weekly notice	July
Dietitians survey	Stand-alone notice	
Forum notice: Lactose intolerance	Weekly notice	○
Sports infographic	Stand-alone notice	November
Dental health	Stand alone	November
About the project: website notifications	Monthly newsletter	December

3.3 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.co.za website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. The following nutrition reviews were developed during in 2015.

NUTRITION REVIEWS
Vitamin D – the key in calcium metabolism to ensure optimal health
Dental: 3-a-day may prevent dental decay

3.4 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 related (Nutrition review) topic and place a summary on the web. The summary is also emailed 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. Three Milkplats were developed to date:

TITLE OF NUTRITION REVIEW / SUMMARISED IN MILK SPLAT	DATE 2015
Milk may improve and preserve brain power	MARCH
Can milk aversion be reversed	MAY
Is cow's milk that contains rBST safe to drink	JUNE
3-a-day may prevent tooth decay	OCTOBER

3.5 DAIRY HEALTH FORUM

This is a new addition to the www.rediscoverdairy.co.za website with the purpose to increase traffic to the website by introducing a section on the website to focus on a topic of interest. The forum is written by various health professionals for consumers wanting to know more about nutrition and dairy. The aim of the Forum is to showcase the latest information on a topic of interest, with the assistance of experts in the field of nutrition or other fields of interest.

3.5.1 Forum 1: 'All About Sport'. Three sport dietitians and one physiotherapist took part as the expert panel. Questions addressed were:

Can an athlete get all their nutritional requirements from food?

What about supplements? Is it vital or is it a foe?

What specific nutritional advice can I follow in order to increase my strength training?

How does nutrition play a role in "rest time"?

Your single hot tip to athletes...

What does it mean to "rest" or take a "rest day" and why is it important?

Injury can be detrimental to an athlete or sport enthusiast. What tips can I follow to minimize injury?

If I get injured what is the first step to healing? When, what and where?

The experts used for this forum were:

Dr Lise Havemann-Nel, University of the North West

Nicki de Villiers, University of Pre

Pippa Mullins, RD (SA)

Elsabe Janse van Noordwyk, Physiotherapist, University of Pretoria

3.5.2 Forum 2: Lactose intolerance. Three dietitians were asked to share their opinions on lactose intolerance. Questions asked were:

How do you know if you are Lactose intolerant?

Is Lactose Intolerance the same as a Milk Allergy?

Must I avoid all dairy if I am Lactose Intolerant?

Can Lactose intolerance be cured?
 What can I do to relieve Lactose intolerance symptoms?
 How does lactose intolerance affect my health?

The experts used for this forum were:
 Nicqui Duffield, BSc Diet & Post Grad Dip Diet (Natal) & Certificate in Integrative Medicine (Stellenbosch) Practice
 Gabi Steenkamp, RD (SA). Nutrition and Food Label Consultant, Western Cape.
 Prof Corrina Walsch: PhD, Dietetics, University of the Free State

The Dairy Health Forum can be viewed at: <http://www.rediscoverdairy.co.za/health-forum/>

3.6 CLINICS: Educational material for health professionals

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

In 2014 the 'Teaching Aid File' 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 USB tool is 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.

3.6.2 Educational Tool

The A3 Educational tool is developed for dietitians in provincial hospitals and clinics for use to educate patients on nutrition required during certain life stages. On an ongoing basis, the Dietitian of the project visits tertiary training hospitals throughout the country and presents the tool to the dietitians.

3.6.3 Distribution of the USB memory stick and Educational Tool

USB memory sticks and the booklet 'Sports nutrition and the role of dairy' were distributed to 11 final year Bio kinetic students from the University of Pretoria. At the Nutrition Advisors training sessions various Hospital and DoH dietitians requested the educational tool and other educational material. 73 Educational Tools and 300 fact sheets were distributed (ref 2.11.3) at these training events.

Listed below are the universities visited during 2015

Name of institution	Number of students/dietitians	Educational material DISTRIBUTED	Educational Tool handed out	Date 2015
University of KZN	64	64 USB memory sticks	4	4 February
University of Pretoria (2nd years)	35	Fact sheet and Dairy-based-nutrition booklets	-	9 March

University of Pretoria (4th years)	26	USB Memory Sticks	-	31 July
North West University	27	USB Memory Sticks	-	29 September
Nelson Mandela Metropolitan	23	USB Memory Sticks	-	14 October
University of Western Cape	10	USB Memory Sticks	-	15 October
University of Cape Town	12	USB Memory Sticks	-	15 October
University of Stellenbosch	61	USB Memory Sticks	-	16 October
University of the North, Limpopo	55	USB Memory Sticks	-	23 November

3.7 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.

A CPD activity was presented by Nutrition Solutions on 14 April. A CPD article on “*The effect of production system and management practices on the environmental impact, quality and safety of milk and dairy products*” was handed out to dietitians attending the CNE. 30 answer sheets have been received and processed.

CPD activity presented by the Project.

The project hosted a CNE (Continuing Nutrition Education) event with the Nutrition Society of South Africa’s Northern Branch on 22 October at the Irene Dairy Farm. The main target for the event was health professionals.

The speakers were:

Claire Julsing-Strydom, RD (SA)

Bringing balance back

Niqui Duffield-Grant, BSc Diet & Post Grad Dip Diet (Natal) & Certificate in Integrative Medicine (Stellenbosch) Practice

Lactose intolerance and allergies – setting the record straight

Jacques Rousseau, [South African academic](#), [secular activist](#) and [social commentator](#). –

University of Cape Town

The harms of pseudoscience, bad science and bad science communication

Gerhard Venter (on behalf of Nigel Sunley), Dairy Science Technologist, SAMPRO.

Dairy components – From the cow to you.

Three ‘fast fact’ sessions were presented in between each speaker addressing issues on dairy:

Christine Leighton

a. New classes for milk

b. Healthy Food Options Initiative: Added sugar to dairy products

Maretha Vermaak

a. Milk and dairy in the diet

Jompie Burger

a. Dairy Standard Agency – a self-regulatory initiative of the organised dairy industry

Attendance: The CNE was attended by 80 delegates of which 70 were registered dietitians.

Hand-outs: A ‘Dairy gives you go’ delegate bag with a CEP memory stick; Dairy-based nutrition booklet, sports booklet, fact sheets and a DGYG pen.

3.8 RESEARCH

3.8.1 UNIVERSITY OF PRETORIA: South African Dietitians’ / Nutrition professionals’ and Nutrition Advisors’ attitudes and barriers related to consumption of selected dairy products

The South African Dairy Attitude Survey was conducted by the University of Pretoria, tasked by the Project. The survey was conducted in 2015 among SA dietitians', nutrition professionals' and nutrition advisors' with the aim to investigate the attitudes, perceived norms and behavioural control to consumption of selected dairy products.

The survey was primarily electronic and paper based. The survey was closed on 22 October and a total of 225 number of completed questionnaires were received. The results will be made available to the Project by the end of January 2016 and made public in September 2016.

3.8.2 UNIVERSITY OF THE FREE STATE: The impact of nutrition and physical activity interaction programme on frailty syndrome in elderly citizens in Lesotho.

This research project is a PhD study conducted at the University of the Free State. The Project arranged for the maas required for the duration of the research study. The research was conducted from August to October 2015. The results will be available in 2016.

3.9 CEP INDUSTRY WORKSHOPS

Workshops for the members of the dairy industry (raw milk producers, producers of processed milk and interested parties like officials of the public sector, manufacturers of other dairy products Milk SA, SAMPRO, MPO and other are held every second year and the next workshop will be in 2016.

3.10 CONFERENCES AND PRESENTATIONS

3.10.1 Conferences and presentation, as listed below, are events where the Project contributed to the programme of the day.

The 1st international low carb high fat summit. 20-22 February 2015 at The Cape Town International Convention Centre. The dietitian of the project attended the summit.

Continuing Professional Education: Nutrition Solutions. 14 April 2015. Johannesburg Country Club.

CPD activity/ article provided: *"The effect of production system and management practices on the environmental impact, quality and safety of milk and dairy products"*

SASDT (SA Symposium for Dairy Technology). 14, 15 & 16 April 2015. Cape St Francis Resort, Southern Cape.

Presentations:

Project Coordinator: Consumer Education Project of Milk SA: Television and Social Media Campaign

Dietitian of the project: Not all proteins are the same.

13 May 2015: Continuing Nutrition Education. ADSA Gauteng South Branch. Presentation by the dietitian of CEP: So what is in your milk?

21 May 2015: Continuing Nutrition Education. University of Pretoria / Nestle. Presentation by the dietitian of CEP: Milk proteins and Health

The annual Continuing Nutrition Education event was held at University of Stellenbosch, Tygerberg campus, on 24-25 June 2015 in Cape Town. The dietitian of the project attended the conference.

Global Dairy Platform, midyear meetings. 20-23 June. Denmark. The coordinator of the project attended the meetings and workshops.

International Milk Promotion (IMP) Midyear meetings: 23/4-26 June. Denmark. The coordinator attended the meetings.

Presentations: Country report and the CEP Television and social media campaign was presented as an IMP Trophy Entry.

The mid-year workshop that was held in Copenhagen and Skagen in Denmark was attended by

the project coordinator. These workshops are held for the dairy industry and countries with generic health promotion campaigns. As part of the workshops, delegates are afforded the opportunity to present a country report, enter into the IMP trophy competition and present a case study. The Loretta Rush fashion model TVC and social media campaign was entered in the IMP trophy competition. This element of the campaign was presented by the project coordinator. The entry is one of the three finalists and the winner was announced at the IDF-WDS in Lithuania in September 2015. The meetings provide an opportunity for the project to network on an international basis.

University of Pretoria. 30 July 2015. Presentation of the Project to the 4th year dietetic students (26 Students)

Farmers Day: Belnori Boutique cheesery. 8 August 2015. Project coordinator presented the project at the event.

University of Pretoria, Medical Campus. 31 August 2015. Dietitian of the project presented: The importance of dairy in the diet.

21st SAAFoST Biennial International Congress & exhibition 2015.7-9 September 2015. Durban, Tsogo Sun Elangeni Mahari Complex, South Africa.

The project coordinator and the consumer scientist attended the conference.

The project coordinator presented in the Dairy Science and Technology Session: 'Dairy gives you go' television and social media campaign.

Dr Friede Wenhold, member of the CEP Technical Advisory Committee, presented on behalf of the project: 'Not all proteins are the same'

IDF World Dairy Summit 2015. Vilnius, Lithuania. 20-24 September.

The project coordinator and the dietitian of the project attended the summit.

The project coordinator presented the 'Dairy gives you go' TV and social media campaign as part of the IMP trophy entries.

The project co-ordinator was invited to chair a marketing session

IDF WDS Business meetings:

The project coordinator attended the Standing Committee Marketing business meetings on 18 September; the Global Dairy Platforms Annual meeting on 19 September, the IMP annual meeting on 18 September, and was an observer at the Standing Committee Health and Nutrition business meeting on 20 September.

The dietitian of the project attended the Standing Committee Health and Nutrition business meeting on 20 September.

University of North West. 29 September 2015. Project coordinator presented the Project to the 3rd and 4th year dietetic students (27 students)

Nestle Farmers Day, Kareedouw. 30 September 2015. The dietitian of the project presented at the event.

4. 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 the GDP is consulted where applicable.

Christine Leighton

Project coordinator of the Consumer Education Project of Milk SA

26 January 2016

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	Des2015.pdf
Unnecessary spending during period	No

Popular Report

No file has been uploaded

Additional documentation

[Status report Jan- Dec 2015. FINAL. 26 JAN 2016.pdf](#)
[Business report 2015, 27 Jan 2016.pdf](#)

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