



Consumer Education Project of Milk SA
(PRJ-0069-2015)
SAMPRO: Consumer Education Project of Milk SA
Quarter 1 2015 (January 2015 till March 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

During the first quarter the detail of the execution of the planning for 2015, according to the approved budget for 2015 by Milk SA, was completed.

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.

1.11 TELEVISION

The new television advertisement i.e. the model Loretta Rush, was broadcast from 1/01/15 to 18/01/15 This was the first of four bursts for 2015.

Schedule for the first burst was as follows:

TV Channel Burst 1: 1/01/15 – 18/01/15
ETV 10
SABC 1 41
SABC 2 14
SABC 3 3
mNet 1
Mzansi Magic 4
Discovery 2
DSTV & Viacom Package from 1-18 January

1.11.1 Post campaign analysis:
Burst 1: 1/01/15 – 18/01/15

Target Reach % Frequency
Age 25-45/Mums/LSM 9-10 Actual 49 4.4
Planned 52 3.9
Age 25-45/Mums/LSM 6-8 Actual 68 6.9
Planned 71 6.62
Age 13-19/LSM 9-10 Actual 46 4.1

Planned 49 2.89

Age 13-19/LSM 6-8 Actual 66 5.6

Planned 70 5.78

Terms:

2 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.

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

General Comment:

The burst performed well and media pressure with good noting of the new creative.

Whilst the natural rub-off to LSM 9-10 teens is usually in the region of 40%, this burst achieved a rub-off of 50%.

ARs against mums exceed ARs against teens despite the schedule being designed with the teens as the primary market. This is due to quality of the advertisement and the fact that mums are heavier viewers of TV.

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

General

- Television Awards: The 'Loretta' Dairygivesyougo TV commercial was voted January's Best of Reel by SA Film Reel, an organisation representing South African directors, editors and animators.
- The Project coordinator is continuously involved in monitoring and planning of the television campaign with the advertising agency during this period. Weekly status meetings are held with the advertising agency.

1.12 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The DGYG Facebook page was launched in June 2014. Three new posts are placed on the page per week. The information posted uses the microsite as focus area for the educational messages.

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

Analytics related to the Facebook page for this period.

- New fans: 1200
- FB Video views: 6335
- YouTube video views: 1600
- Competition entries: 280

The winner is determined by the most LIKES on Facebook.

1.3 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.

The health quiz is continuously active.

Month Visits % New visits Avg pages /visit % traffic from paid media % traffic organic Interaction on site

(various calculators and such)

Jan 386 74.6 4.39 0 100 50

Feb 3045 94.9 2.5 32 68 135

March 4611 90.6 1.86 42 58 137

Visits from January to March that completed and entered the quiz: 138

1.4 DIGITAL ADVERTISEMENTS

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

microsite.

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 first burst ran for the month of January 2015

1.5 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. During this period the media plan for 2015 was finalised. Eleven insertions are planned for 2015 plus an online campaign on Health24. No advertorials were published for this period.

1.5.1 Consumer print: Sports advertorials

An awareness campaign ran from January to March in Modern Athlete. This included three advertorials.

Advertorial Month

Choose milk as a sports drink January

Fuel up with flavoured milk February

Milk and dairy: The art of recovery after sport March

1.5.2 Public relations campaign for sports media

1.5.2.1 Press releases developed and distributed by the project to consumer publications

A sports liaison campaign was active in March 2015. The following two press releases were sent out to local and national papers.

- Power up after your work-out the milky way
- Involved in stringent running or cycling training? Fuel up with milk!

1.5.2.2 Radio interviews

2015-03-01 East Coast Radio

2015-03-05 King Fisher FM

1.5.2.3 Online coverage

Purely local

Do it now magazine

1.5.2.4 Total value of coverage

Actual value received for publishing is R 74 000 (unpaid by the project).

1.6 CONSUMER LEAFLETS

There are four different leaflets / factsheets available to members of the industry to be distributed during any promotional activities. The new leaflet i.e. 'process of heat-treating milk' was printed in January 2015. The leaflets can be viewed on the 'Rediscoverdairy' website under 'Resources'.

1.7 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 and on-line 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. Note that from January 2015, on-line monitoring was included. Until end of 2014, only print media was monitored.

JANUARY – MARCH 2015

Press Coverage Number of articles published Rand value

Consumer magazines 19 R 445 859.88

National newspapers 12 R 618 169.25
Regional press 17 R 180 324.63
Trade press 4 R 102 580.67
Online coverage 42 R 760 322.24
Health professional coverage 0 R 0.00
Radio 1 R 1 438.00
TOTAL COVERAGE 95 R 2 108 694.66

1.7.1 Television interviews

None for this period

1.7.2 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

1.7.3 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.

1.7.4 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. Press releases and radio interviews in respect of sport is discussed under paragraph 1.14.2

1.7.5 Media liaison with regard to consumer publications

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.

1.8 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. NNW will take place in the fourth quarter of 2015.

1.9 CONSUMER 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 liaison is ongoing by means of electronic communication and meetings. No meetings were held for this period.

1.10 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'.

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. For the first quarter the worksheets were downloaded 3002 times.

January February March
691 998 1313

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

1.11 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.

1.11.1 Interaction at Clinics 2015 'Have milk, maas or yoghurt every day'

The 'Interaction at Clinics' project for 2015 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.

All the materials have been designed to meet the requirements of the target audience. Copies of the poster are given to each clinic to keep for future use during educational activities.

List of promotional material developed for this sub project:

- Leaflet in seven African languages: Northern Sotho, Venda, Zulu, Xhosa, Sotho, Tsonga, Tswana plus Afrikaans and English and serves as handout to consumers during visits to clinics.
- Poster with main message i.e. Have milk, maas or yoghurt every day
- Banners with the main message
- 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 of the Cep project is driving the clinic project and 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 for this period.

Jan-March 2015 Clinics Hospitals Fam Health Edushows Community Events
North west 14 - - -

1.11.2 Education of nutrition advisors in KwaZulu Natal

No training of Nutrition Advisors took place during this period

1.12 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.

1.13 WEBSITE

1.13.1 'Rediscover dairy' website

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

1.13.2 Dairy Health Forum

This is new addition to the www.rediscoverdairy.co.za website with the purpose to increase traffic to the 'rediscoverdairy' website by introducing a section on 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. The expert panel is equipped with the latest scientific information and are keen to interact with the public. The first Dairy Health Forum was on 'All About Sport'.

1.13.3 '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.

1.13.4 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 and 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 - 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

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 the Technical Advisory Committee of the project 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 for dietitians, 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.

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

As part of the Health Professional print campaign, the project creates awareness on the ADSA website, especially to inform dietitians of the new Dairy Health Forum, which appears on the 'rediscoverdairy' website.

During this quarter two placements were made on the website i.e.

- Introduction and overview of the project
- A short description of the educational material available by the Project for health professionals

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.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 review was developed but not published during this period.

NUTRITION REVIEWS

Vitamin D - the key in calcium metabolism to ensure optimal health

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. One MilkSplat was developed in the 1st quarter.

TITLE OF NUTRITION REVIEW / SUMMARISED IN MILK SPLAT

Milk may improve and preserve brain power

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	Educational material handed out	Educational Tool handed out	Date
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University of KZN	64	64 USB memory sticks	4	4 February
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University of Pretoria	35	Fact sheet and Dairy-based-nutrition booklets	-	9 March
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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. No CPD activities took place in this quarter

RESEARCH

2.3.4 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 during the second quarter of 2015.

2.3.5 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. A meeting was held with the Technical Advisory Committee on 13th February to discuss the research proposal and questionnaire. 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 members of Milk SA, SAMPRO, MPO and other are held every second year and the next workshop will be in 2016.

CONFERENCES AND PRESENTATIONS

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.

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 the GDP is consulted where applicable.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	2. Feb 2015.pdf
Unnecessary spending during period	No

Popular Report

No file has been uploaded

Additional documentation

[Business report 1st quarter 2015.doc](#)

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