



Consumer Education Project of Milk SA
 (PRJ-0069-2015)
SAMPRO: Consumer Education Project of Milk SA
Quarter 3 2015 (July 2015 till September 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 third quarter the execution of the planning for 2015, according to the budget for 2015 approved by Milk SA continued.

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 new television advertisement i.e. the fashion model, Loretta Rush, was broadcast from 1/07/15 to 14/07/15. This was the third of four bursts for 2015.

Schedule for the third burst was as follows:

TV Channel	Burst 3: 1/07/15 - 14/07/15
ETV	14
SABC 1	47
SABC 2	8
SABC 3	4
DSTV & Viacom -Trace Urban -MTV Base -Boomerang -Cartoon Network -Nickleodeon -Nick toons -Comeday Central	Package from 1-14 July 2015

1.1.1 Post campaign analysis:

Burst 2: 1/07/15 – 14/07/15

The following table shows the reach and frequency for the specific burst as planned and achieved by the media planners.

	1-18 Jan 2015	1-12 April 2015	1-14 July 2015

Target		Reach %	Frequency %	Reach %	Frequency %	ARs	Reach %	Frequency %
Age 25-45/Mums/LSM 9-10	Actual	49	4.4	42	3.07	176	48	3.7
	Planned	52	3.9	38	3.3	93	38	2.43
Age 25-45/Mums/LSM 6-8	Actual	68	6.9	66	5.16	324	71	4.6
	Planned	71	6.62	67	5.2	297	62	4.79
Age 13-19/LSM 9-10	Actual	46	4.1	48	3.25	194	44	4.4
	Planned	49	2.89	38	3.5	119	36	3.31
Age 13-19/LSM 6-8	Actual	66	5.6	61	5.18	290	60	4.8
	Planned	70	5.78	62	4.5	304	61	4.98

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.

AR (AMPS Rating): 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

General Comment:

This burst performed as expected against LSM 6-8 teens and provided a good level of ARs to serve as a reminder burst.

Whilst the natural rub-off to LSM 9-10 teens is usually in the region of 40%, this burst achieved a rub-off of 67%. As per the strategy however, performance against LSM 9-10 should be seen as a bonus as budget does not allow targeting this market effectively. Much of the additional rub-off would have come from the Viacom added-value.

ARs against LSM 6-8 mums exceed ARs against teens by 12% despite the schedule being bought against the teens as the primary market. This is due to the fact that these mums are heavier viewers of TV and the natural rub-off is thus very high.

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

1.1.2 Television and social media campaign awards

The 'Loretta' Dairygivesyougo television advertisement and social media campaign was the winner of the IMP (International Milk Promotion) trophy award held in Denmark and presented at the IDF-WDS in Vilnius Lithuania.

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

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 Dairy Index can be viewed at: <http://www.tetrapak.com/about/newsarchive/tetra-pak-dairy-index-2015-innovate-and-communicate-to-revitalise-milk>

Twitter: Although the project does not have an active twitter account, the Loretta Rush TVC was tweeted numerous during the first burst in January 2015.

1.1.3 Development of new television advert in 2015 for introduction in July 2016

A new television advert will be developed in the 4th quarter of 2015. It was agreed in 2015 by the advisory committee of the project that teenagers would remain the target audience for general communication television and social media.

During this quarter, the storyboard was presented and approved; the concepts for social media were discussed but not finalised.

Management meeting was held on 20 August 2015.

1.2 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The DGYG Facebook page was launched in June 2014. Purpose is: Support to TV ad

Platform to introduce the competitions
 Create traffic to the microsite

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 to date (although not the period of the report, results on Facebook are cumulative)

New fans: 1200

FB Video views: 14 500 (of Loretta Rush TV ad)

YouTube video views: 40 192 (of Loretta Rush TV ad)

Competition entries: 515

Total likes of page: 21 794

The winner of the competition 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
April	1432	88	3.77
May	5675	85	8.7
June	974	69	2.10
July	266	70	4.08
August	254	83.5	3.21
September	186	79.6	5.02

1.4 DIGITAL BANNERS

The digital banners 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. Digital banners runs throughout the year but more budget is allocated when the banners run concurrently with the television bursts.

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 four articles were published:

No	Advertorial title	Magazine	Issue date
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

1.6 CONSUMER LEAFLETS

There are four different leaflets / factsheets available to members of the industry to be distributed during any promotional activities. 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.

The following summary of the value of dairy nutrition-related articles for this period are presented in the table below:

1.7.1 Media coverage

JULY - SEPTEMBER 2015		
Press Coverage	Number of articles published	Rand value
Consumer magazines	24	R 570 787.74
National newspapers	2	R 68 445.67
Regional press	15	R 148 462.87
Trade press	0	R 0.00
Online coverage	47	R 746 872.01
Health professional coverage	3	R 54 742.20
Radio	1	R 9 143.50
TOTAL COVERAGE	92	R 1 598 453.98

1.7.2 Editorial Coverage

This refers to editorials published on milk, and where the publication requested CEP to provide input and check the facts of the editorial

Publication	Editorial	Date	Coverage received
MOVE	"Why calcium is good for you"	23 September 2015	R 109 782
You/ Huisgenoot	Mmm, Dis mos melk. Jy moet drie porsies per dag daarvan inneem – so kies jy.	September 2015	

1.7.3 Television interviews

None for this period.

1.7.4 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 2015
Dairy Mail	Veilige Melk	July 2015

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. The theme for 2015 is: Healthy Eating in the Workplace.

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. The

following meetings were held:

20 August: Meeting of ASASA Code, Nutrient Working Group

2 September: Discussion on planned research and Healthy Food Options

1.10 ADDED SUGAR MEETINGS

The Healthy Food Options initiative required frequent discussions with the CGC SA and the dairy industry in order to gather information about the level of added sugar to dairy products i.e. flavoured yoghurt, flavoured milk and drinking yoghurt. A meeting for the dairy industry is planned for 8 October 2015.

1.11 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 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. For the third quarter the worksheets were downloaded 2486 times.

July	August	September
809	907	770

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

Audio visual

A new audio visual (AV) is planned for the school project for grades 4-7. The AV is based on the teacher's guide 'A guide to healthy eating'. During this period the storyboard was completed and approved. Production is underway.

1.12 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.

1.12.1 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 presentation 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 health educators 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. For 2015 the project will be implemented in the remaining provinces that were not reached in 2014, as well as extending to more clinics in Gauteng and KZN. For the period of July – September 2015 clinics were visited in Kwazulu Natal and Limpopo and Gauteng. The table below presents the number of clinics and hospitals visited, where the educational presentation was presented for this period.

Clinics and hospitals visited		
July – September	Clinics	Hospitals
Gauteng	36	2
Limpopo	6 PHC engineers team members representing 16 clinics.	

1.12.2 Education of nutrition advisors in KwaZulu Natal and Gauteng

Training of Nutrition Advisors during this period

July – Sept 2015	Nutrition advisors
KwaZulu Natal	34
Gauteng	39

DATE	District/ region
14 July	Harry Gwala District – Ixopo
15 July	Harry Gwala District – Umzimkhulu
29 July	GP Sedibeng district – Vanderbijl Park

Educational Tools were given to the dietitian of each district/region. For this period, 18 Educational Tools were distributed and 100 fact sheets.

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

Regulation 146 on advertising and food labelling that was implemented in March 2012 has been amended. R 429 of May 2014 is said to 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.

1.14 WEBSITE

1.14.1 'Rediscover dairy' website

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

Rediscoverdairy.co.za analytics for 2015						
	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	R
January	188	468	2.06	77.1	67.4	13
February	241	963	2.94	70.4	65.85	98
March	438	2424	3.99	68.9	51.64	22
April	224	892	2.96	67.4	53.82	13
May	721	1619	1.93	83.4	73.13	47
June	400	773	1.64	82.2	74.36	20
July	252	701	2.22	25.9	59.18	13
August	310	1397	3.34	31.3	57.66	16
September	255	689	2.25	25.5	63.07	87

1.14.2 '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.

1.14.3 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 and events. The login-in details are the same for all members i.e. username: members, password: agendas

1.14.4 The 'What's New' menu item on the 'rediscoverdairy' website:

A 'what's new' menu item was developed. This menu carries all news and relevant information related to the Consumer Education Project. It creates a platform to talk to visitors and inform them of latest activities of the project.

For this period the following news items were posted

'Dairy gives you go' campaign wins IMP trophy

The second Forum on lactose intolerance

Why dairy nutrients are good for you

1.14.5 Dairy Health Forum

This is a new addition to the www.rediscoverdairy.co.za website with the purpose to increase traffic to the 'rediscoverdairy' 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.

The second Dairy Health Forum was on 'lactose intolerance'. Three dietitians took part as the expert panel. Questions addressed were:

How do you know if you are lactose intolerant?

Is lactose intolerance the same as dairy allergy?

Must I avoid dairy if I am lactose intolerant?

Can lactose intolerance be cured?

What can I do to avoid or relieve the symptoms of lactose intolerance?

How does lactose intolerance affect my health?

The experts used for this forum were:

Nicqui Duffield

Gabi Steenkamp

Corinne Walsch

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 work 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 CAMPAIGN

2.1.1 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. 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.

TITLE	PUBLICATION	DATE
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

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

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

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

INFORMATION POSTED ON ADSA WEBSITE	DATE
Weekly notice: Save the date for the CNE event on 22 October 2015	8 August 2015
Weekly notice: Invitation to CNE event on 22 October 2015	4 September 2015
Weekly notice: Dairy attitude survey	9 September 2015

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. No nutrition reviews were developed during this period.

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.

2.3 CLINICS

2.3.1 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. Two universities were visited during this period.

31 July 2015: University of Pretoria – 26 students

29 September 2015: North West University – 27 students

2.3.2 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 No universities / hospitals were visited in this period.

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 events for this period.

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

This survey is being conducted by the University of Pretoria, in 2015, on SA dietitians', nutrition professionals' and nutrition advisors' attitudes, perceived norms and behavioural control to consumption of selected dairy products. The results will be made available to the advisory committee by the end of 2015 and made public in September 2016.

2.4 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.

The CEP will be holding a CNE (Continuing Nutrition Education) event on 22 October 2015.

2.5 CONFERENCES AND PRESENTATIONS

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.

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.

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)

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

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	Aug 2015.pdf
Unnecessary spending during period	No

Popular Report

No file has been uploaded

Additional documentation

[Business report 3rd quarter 2015, Oct 2015.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