



Consumer Education Project of Milk SA

(PRJ-0069-2015)

SAMPRO: Consumer Education Project of Milk SA

Quarter 4 2015 (October 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

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 TV ad was broadcast in January, April, July and October 2015.

TV Channel	TV: OCT 2015 Number of bursts per channel
ETV	14
SABC 1	47
SABC 2	8
SABC 3	4
DSTV & Viacom Package	Package from 1-14 Oct 2015

1.2 Post campaign analysis:

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

	TV 2015		
Target	ARs	Reach %	Frequency %
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 a time-weighted average of audience size. ($AR = \% \text{ reach} \times \text{avg frequency}$). The levels achieved are comparable to the target levels.

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.

The TV ads can be viewed on YouTube accessed from microsite (www.dairygivesyougo.co.za) and the number of visits since the launch of each TV ad:

Dusty 45" = 110 692

Stix 45" = 128 377

Dusty 120" = 5062 views

Stix 120" = 2741 views

Loretta Rush 30 & 45" = 91 119 views

1.3 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.

1.3.1 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.

1.3.2 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 were presented on 8 December 2015 to the Management Committee for consideration. One of the two concepts was approved and a total three new television advertisements will be developed and produced in 2016, with the same theme. The television advertisements will be launched in the third quarter of 2016.

1.3.3 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.

1.4 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.

1.5 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).

1.6 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

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.

1.7 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 the 4th quarter, eight advertorials were placed.

No	Advertorial title	Magazine	Issue date
1	Lactose intolerance	Move	7 October 2015
2	Lactose intolerance	Drum	8 October 2015
3	Laktose intoleransie	Huisgenoot	8 October 2015
4	Smart snacking with dairy	Move	11 November 2015
5	Smart snacking with dairy	Drum	12 November 2015
6	Heat treatment	Huisgenoot	12 November 2015
7	Heat treatment	Move	25 November 2015
8	Milk and Sport: A winning combination	Move	9 December 2015

1.8 MEDIA LIAISON ACTIVITY

1.8.1 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.

1.8.2 Press releases developed and distributed by the project

No press releases were distributed during this period

1.8.3 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	3-a-day Dairy may prevent tooth decay	November

1.8.4 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):

OCTOBER – DECEMBER 2015		
Press Coverage	Number of articles published	Rand value
Consumer magazines	21	R 367 052.17
National newspapers	2	R 7 269.96
Regional press	9	R 97 447.92
Trade press	0	
Online coverage	32	R 769 836.36
Health professional coverage	0	0
Radio	0	0
TOTAL COVERAGE	64	R 1 148 974.09

1.9 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.

1.9.1 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 12 629 times.

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

1.9.2 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

1.9.3 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.

1.9.4 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

1.10 NATIONAL NUTRITION WEEK

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 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.

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. 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.

1.11.1 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.

1.11.2 Clinics and hospitals educated by Awuzwe, on behalf of the CEP.

This project was implemented in five provinces in 2014, reaching a total of 380 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
Jan – Dec 2015		
North west	15	
Northern Cape region	25	5
Gauteng	36	2
Limpopo	6	
Limpopo PHC engineer members Representing clinics	16	
Total	98	7

1.11.3 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 took place in the 1st and second quarter of 2015.

1.12 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 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

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

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

The Project was requested by the CGCSA to initiate actions by the dairy industry with regard to Health Food Options and specifically to products with added sugar i.e. yoghurt, drinking yoghurt and flavoured milk.

The Project liaised with the dairy industry regarding the interaction with the CGCSA. The Project arranged a workshop on the 8th of October with the dairy industry in order to discuss the Healthy Food Options initiative and to establish baseline information regarding the added sugar content of selected dairy products i.e. yoghurt, drinking yoghurt and flavoured milk.

The required information, as requested by the CGCSA, was submitted on 9 October 2015.

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

2.1 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.

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 website

A comprehensive website with specific reference to the section on 'Dairy-based nutrition'

2.2 Health professional print

2.2.1 Scientific advertorials

Advertorials are written on new research results 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 2015
3-A-Day dairy may prevent tooth decay	Nursing Update	October
3-A-Day dairy may prevent tooth decay	SAJCN	December

2.2.2 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 during this period.

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

2.2.3 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.

2.2.4 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		
Forum notice: Lactose intolerance	Weekly notice	October
Sports infographic	Stand-alone notice	November 2015
Dental health	Stand alone	November 2015
About the project: website notifications	Monthly newsletter	December 2015

2.3 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.

2.3.1 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
Gabi Steenkamp
Corrina Walsch

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

2.4 CLINICS: Educational material for health professionals

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

As part of the communication activities with dietitians, the Dairy-based nutrition 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.

2.4.2 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.

2.4.3 Distribution of the USB memory stick and Educational Tool

USB memory sticks and the booklet 'Sports nutrition and the role of dairy' have been 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. 12 Educational Tools and 300 fact sheets were distributed.

Listed below are the universities visited during 2015

Name of institution	Number of students/dietitians	Educational material handed out	Educational Tool handed out	Date 2015
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

2.5 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.

2.5.1 The project hosted a CNE (Continuing Nutrition Education) event with the Nutrition Society of South Africa's Northern Branch on 22 October 2015 at the Irene Dairy Farm. The main target for the event was health professionals.

The speakers were:

Claire Julsing-Strydom: Bringing balance back

Niqui Duffield-Grant: Lactose intolerance and allergies – setting the record straight

Jacques Rousseau: The harms of pseudoscience, bad science and bad science communication

Gerhard Venter (on behalf of Nigel Sunley): Dairy components – From the cow to you.

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

Christine Leighton:

New classes for milk

Healthy Food Options Initiative: Added sugar to dairy products

Maretha Vermaak

Milk and dairy in the diet

Jompie Burger

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.

2.6 RESEARCH

2.6.1 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 2015 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.

2.6.2 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.

2.7 CEP INDUSTRY WORKSHOPS

Workshops for the industry members of Milk SA, SAMPRO, MPO and other are held every second year and the next workshops will be in 2016.

2.8 CONFERENCES AND PRESENTATIONS

No conferences were attended during this period.

2.9 GLOBAL DAIRY PLATFORM (GDP) 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	Des2015.pdf
Unnecessary spending during period	No

Popular Report

No file has been uploaded

Additional documentation

[4th Quarter. Oct- Dec 2015 \(1\).doc](#)
[Business report. 4th quarter 2015.docx](#)
[4th Quarter. Oct- Dec 2015 \(1\).doc](#)
[November 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