



Consumer Education Project of Milk SA
(PRJ-0106-2016)
SAMPRO: Consumer Education Project of Milk SA
Quarter 4 2016 (October 2016 till December 2016)

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 materials meet the needs of relevant consumer/LSM group and messages are tailored accordingly.

1.1 TELEVISION

The new TV ads were launched in October 2016 when the 'Hammock' and 'Pool' ads were flighted for the first time. In December introduced and all three TV ads flighted in December 2016.

In the new advertisements, dairy is seen to give teenagers 'go' in a cheeky way. It is presented as the catalyst that gives teenagers energy for the things they really do not feel like doing but have to. They are seen reaching for dairy as a source of energy to help with teenage problems.

Go guy, social media character

The social media campaign extends the TV campaign through a new character, the 'Go Guy'. This character was invented to send messages about the nutritional value of dairy in a fun and relatable way. The 'Go Guy' lives online and brings the tone of dairy to a fun and humorous manner, calling the target audience into action. This character was introduced to Facebook in October 2016.

TV Channel	TV: JAN 2016 Number of bursts per channel	TV: MARCH 2016 Number of bursts per channel	TV: JUNE 2016 Number of bursts per channel	TV: OCTOBER 2016 Number of bursts per channel	TV: DECEMBER 2016 Number of bursts per channel
ETV	22	8	11	33	20
SABC 1	31	28	25	45	37
SABC 2	10	10	7	24	14
SABC 3	6	11	9	5	14
DSTV Package	Package from 4-17 January 2016	Package from 19-31 March	Package from 25/6 – 8/7	Package from 1-14 Oct 2016	Package from 14 Dec 2016

1.1.2 Post campaign analysis

The campaign is analysed against set targets for reach and frequency by selected audiences. All targets were reached in each category.

Target	TV JAN 2016			MARCH 2016			JUNE 2016			OCTOBER 2016
	ARs	Reach %	Frequency	ARs	Reach %	Frequency	ARs	Reach %	Frequency	ARs
Age 25-45/Mums/LSM 9-10 (actual)	161	44	3.7	160	42	3.8	172	50	3.5	321
Age 25-45/Mums/LSM 6-8	379	62	6	379	70	5.4	296	67	4.4	605
Age 13-19/LSM 9-10	170	44	3.9	176	46	3.8	184	49	3.7	156
Age 13-19/LSM 6-8	341	62	5.3	341	61	5.7	260	56	4.6	568

Terms:

An AR is a time-weighted average of the audience size. The levels achieved are comparable with the set targets.

Reach: The number of people in the demographic group targeted that are exposed to the advertisement at least once. This is expressed as a percentage. The levels achieved are comparable with the set targets.

Frequency: This is the number of times ON AVERAGE that individuals in the defined target audience are exposed to the message. Some individuals in the target groups may see it 20 times and others may see it once; thus, an average of everybody in the target group.

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

TV ad	FACEBOOK VIEWS	YOU TUBE VIEWS
Hammock	12 044	38 108
Pool	9 166	20 430
Ball	27 575	14 538
Hammock Go guy	12 112	n/a*
Pool Go guy	16 856	n/a
Ball Go guy	6 697	n/a

*Go Guy lives only on Facebook

1.2 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 dedicated to the education i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite is appropriately linked to the website. All the content for the website has been produced and approved for upgrade of the website. The upgraded site is live at www.dairygivesyougo.co.za.

1.3 DIGITAL ADVERTISEMENTS AND SOCIAL MEDIA CAMPAIGN/FACEBOOK

A social media and digital advertising campaign was implemented to carry the messages of the campaign and to support the main Facebook page. Promoted messages and videos appear on social media sites visited by teenagers such as YouTube, Facebook and Twitter. Activity is ongoing and extra budget is allocated to the activity during the months that the TV advertisements are flighted.

'Tasty Treats' have been introduced to the Facebook. These are videos of quick, fun and simple recipes with dairy products.

In 2016, twelve 'Tasty Treats' videos have been developed and can be viewed on the DGYG FB page and the 'rediscoverdairy' Facebook page.

Month	Tasty Treats
October	Ultimate grilled sarmie
November	Passion fruit smoothie
December	Guacamole dip
December	Berry parfait

1.3.1 Analytics for Facebook

Facebook video views are inclusive of all video content - Loretta, Stix (Jan to Sept); Hammock, Pool and Ball (Oct-Dec) and the Dairy Give You Go Facebook page. The following table presents the analytics with regard to the interaction of visitors with the information posted on the Dairy Give You Go Facebook page.

Dairy give you go Facebook page	Jan - Mar	Apr - Jun	July - Sept
New Fans	2 254	4 740	8 254
Total Page Likes	22 141	37 993	45 390
Total Impressions	1 193 410	1 786 578	2 632 582
Total Reach	831 448	1 503 958	2 157 327
Total Video Views	69 472	58 358	130 326
YouTube Views	4 108	9 058	6 655
Facebook Views (3 seconds or more)	65 364	49 300	123 671
Facebook Views (10 seconds or more)	34 478	24 731	48 028
Competition Entries	852	1 179	1 600

Winners are identified weekly.

1.4 CONSUMER PRINT CAMPAIGN

Educational advertorials are developed to communicate the health and nutritional benefits of dairy and are based on the key messages. These are published in selected consumer publications.

Publications with a readership of LSM 6-8 women / mothers with children and teenagers, with a spill over to LSM 9-10 are selected.

Educational advertorials communicate the health and nutritional benefits of dairy and are based on the key messages of the project. In 2016 fourteen placements were made; four digital placements, three editorials and one competition.

The editorials were placed in Move magazine and focussed on milk, yoghurt and cheese. The information for the editorials was developed and these were published at no cost to the project.

The CEP participated in a Stokvel event. The Stokvel presentation was aimed at opinion leaders of the target audience. Dairy was positioned against other 'glamorous' products.

TITLE	PUBLICATION	DATE 2016
Yo yoghurt!	Move!	5 October
The Dairy link to healthy teeth	DRUM	6 October
Suiwel laat jou breed glimlag	Huisgenoot	6 October
Cheese please!	Move!	2 November
Melk maak saak!	Kuier	2 November
Lactose intolerance: Dispelling the myths and help you enjoying dairy	DRUM	3 November

Laktose intoleransie: Verdryf die mites en geniet suiwel	Huisgenoot	3 November
Move! Competition	Move!	9 November
Hiert jou Jogurt	Kuier	30 November
Kaas is bobaas	Kuier	14 December
Choose Milk as a Sports drink	Sowetan Soccer	December - Jun
Digital Advertising: 4 Placements on Move's Facebook page with link to the Rediscover Dairy website – Tasty treat videos	Move FB page	For the month of

1.5 MEDIA LIAISON ACTIVITY

1.5.2 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 to the Project.

Title	Publication/person	Month
Benefits of drinking milk	Move magazine	October
Flavoured Milk is good for Kids	Move!	2 November
Healthy snacking	Pretoria FM – Radio Talk	13 December

1.5.2 Press releases developed and distributed by the project

None for this period

1.5.3 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
MILK ESSAY	Be an ambassador for dairy: Seminars presented by the Consumer Education Project of Milk SA
Dairy Mail	Be an ambassador for dairy: Seminars presented by the Consumer Education Project of Milk SA
Dairy Mail	TV gives dairy go
Dairy Mail	Shaping dairy news

The Project was awarded 'News maker of the Year' by Dairy Mail on 7 September 2016, which was published in the December 2016 issue of Dairy Mail.

1.5.4 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 this information to the target markets as it serves the own interest of the reporter and media. Relevant information published in the media is monitored by an independent firm who specializes in such work namely Newsclip. Updates are received daily in electronic form and the project shows the print coverage achieved in this regard (at no cost to the project):

OCTOBER - DECEMBER 2016		
Press Coverage	Number of articles published	Rand value
Consumer magazines	11	R 36 764.33
National newspapers	9	R 120 950
Regional press	20	R 50 566.66
Trade press	10	R 101 842
Online coverage	73	R 845 261
Health professional coverage		
Radio	1	R 5 500
TOTAL COVERAGE		1 160 883.90

1.5.5 Radio interviews

Pretoria FM Radio interview on Healthy snacking and the benefits of Cocoa – 13 December 2016, duration 15 minutes. The interview was broadcast on 13 December 2016.

with the dietitian of the project.

1.6 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 and Afrikaans. Previous developed leaflets in different languages is under

1.6.1 New worksheets are developed and placed on the website. The development of new worksheets is ongoing. The worksheets are available on EClassroom, which is an independent website that carries worksheets for primary school teachers and learners. The website is hosted by the Department of Basic Education for the E-learning section of the DBE's website. Kyknet has become one of the main sponsors which creates much exposure. It is estimated that each worksheet downloaded from the EClassroom website is used by at least 10 teachers. Four worksheets per grade (12 worksheets) have been drafted in conjunction with EClassroom to ensure the worksheets cover the school curriculum.

The new worksheets were developed for the language section of E-Classroom including reading and phonics; writing skills and

Number of downloads of worksheets:

Month	Oct	Nov	Dec
Views	1679	2034	752

Total page views for this period: 4465

Total views for the year until 30 December 2016: 19 701

The topics of the worksheets that were downloaded the most were:

Voedseldagboek

Importance of dairy in the diet

From the farm to the fridge

Healthy eating

Belang van suiwel in ons dieet

6.2 School curriculum audio visual (DVD)

A new audio visual (AV) was planned and produced for the school project during 2015. The AV is based on the teacher's guide 'Healthy eating'. The AV is 2 minutes in duration, in an animation format in English and Zulu. It is distributed to all the processors and placed on the 'rediscoverdairy' website. The audio visual can be viewed on www.dairykids.co.za.

1.6.3 Interactions with the Department of Basic Education (DBE)

The Project met with the DBE on invitation of the DBE on 9 June 2016 and 9 September 2016, to discuss involvement on World Dairy Action initiative of the DBE, which would have been held on 28 September 2016. Seven schools in the Leandra district were identified and the CEP provided educational material and worksheets for the learners of the seven schools and presentations to the teachers of the schools. The CEP also provided milk samples for the learners.

This event was postponed by the DBE due to riots among teachers and date was secured for 7 December 2016 in Leandra. The CEP attended the event and presented the importance of dairy to the school children. The school learners were required to complete a worksheet provided by the CEP. Each school received a dairy hamper for the junior and senior grades.

1.6.4 The CEP provides educational material to MPO and members of the secondary industry for events that include school leavers' days.

1.6.5 Rediscoverdairy/ dairy kids website

All the material related to the school project and is available on this website (www.dairykids.co.za) and all the posters, teacher's guides and worksheets can be downloaded from the site. The website is also linked to the 'dairy gives you go' website.

rediscoverdairy.co.za analytics for 2016

	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	F
October	301	589	2,17	26,4	59,57	4
November	231	690	2,32	39,5	68,88	8
December	325	1456	3,88	37,3	59,66	1

Further distribution of the school project

The CEP school project for grades 4-7 was submitted to the IDF Nutrition Initiative that investigated different school programmes. The school project was selected as one of the examples to share with IDF members.

1.7 NATIONAL NUTRITION WEEK

The NNW is an initiative by the Department of Health and targets the population at large. The National Nutrition Week (NNW) is an event of the Department of Health. The CEP participates in the event every year as it provides an opportunity to network with the lower LSM groups across the country. NNW took place 8-13 October 2016. The theme for 2016 was: "Love your beans – eat your lentils" within the context of the food-based dietary guidelines (FBDG) and since 2012, 'Have milk, maas or yoghurt' is one of the themes.

National Nutrition Week 2016		
Coverage	Number of articles published	Rand value
Press Coverage	35	R590 637.37
Broadcast	3	R200 492,00
Online	3	R81 913.46
TOTAL COVERAGE	41	R873 042.83

The CEP was actively part of the twitter discussion on 12 October 2016 and two radio interviews.

.8 WELLNESS ACTIVITY

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

1.8.1 Interaction at Clinics 2014/6 '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 can easily be added to daily meals for added nutrient value, within a balanced diet. The project has proven to be successful in regions that were not reached during 2015.

1.8.2 Education of Nutrition Advisors and Health Promoters

Nutrition Advisors and Health Promoters are individuals with basic nutrition and health education who are employed by the Department of Health government clinics. The dietitian of the CEP trains the Nutrition Advisors and Health Promoters who, in turn, educate patients on an ongoing basis at their respective government clinics. The key communication message is 'Have milk, maas or yoghurt every day' and the nutritional and health benefits of dairy. To ensure successful uptake of the messages, CEP makes use of an organisation who specialises in communication with the target audience, to work in conjunction with the dietitian of the CEP to present the health messages in the language of the local community.

The Nutrition Advisors and Health Promoters are also equipped with a set of educational tools for their respective clinics including a booklet for use during their respective training sessions. The training has been implemented in KwaZulu-Natal, Limpopo, Mpumalanga, Free State, North West and Northern Cape provinces and is ongoing. This 'train-the-trainer' activity is considered a long-term investment of Milk SA and the dairy industry, reaching a target market that is difficult to access.

In 2016 this project was executed in districts that were not visited previously and 657 nutrition advisory and health educators were trained for this period.

Educational presentations at government clinics were presented at 132 clinics and 16 hospitals in three provinces.

Training of Nutrition Advisors Health Promoters:	
Date	District(D) / Sub district (SD)
28 Nov	Northern Cape, Pixley ka Seme District, Prieska
29 Nov	Northern Cape, Pixley ka Seme District, Griekwastad
30 Nov	Northern Cape, Pixley ka Seme District, Victoria-Wes
31 Nov	Northern Cape, Pixley ka Seme District, Carnevon
TOTAAL	

1.8.3 Dairy Training Tool for Clinics and other educational material

Educational material for training of Nutrition Advisors and Health Promoters include a set of eight visual A3 posters, leaflets and a Dairy Training Tool for Clinics

The Dairy Training Tool serves as a hand-out to all trained Nutrition Advisors and Health Promoters for use when educating the target audience at their respective clinics. This is in the format of an A4 flip-file. The tool entails 13 topics with the one side being in infographic format and the other side containing the lesson plan.

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 the alcoholic beverage industry to support a national strategic plan for prevention and control of Non-Communicable Diseases (NCDs). The project attends meetings with the CGCSA with regard to 'Healthy Food options industry engagement' with the Director-General of Health (BevSA) on an ongoing basis. During this period communication with the CGCSA was primarily electronic.

1.9.1 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 added sugar i.e. yoghurt, drinking yoghurt and flavoured milk.

The Project liaised with the dairy industry and Dairy Standards Agency regarding the interaction with the CGCSA. The baseline data on the added sugar content of selected dairy products i.e. yoghurt, drinking yoghurt and flavoured milk was submitted to CGCSA.

Workgroup: Added sugar to yoghurt, drinking yoghurt and flavoured milk:

A workgroup consisting of five members from the dairy industry has developed a draft guideline for the dairy industry with regard to 'Reducing lactose content and added lactose to yoghurt, drinking yoghurt and flavoured milk'. The first draft was sent to the CGCSA for circulation to the broader industry. The CEP communicated with the CGCSA (Healthy Food options) on 30 September with a letter requesting requirements for added sugar to selected dairy products. The draft proposal was submitted by the CGCSA to the DOH.

An Industry Compliance meeting was held on 6 October 2016.

On 11 November 2016, a meeting regarding sugar tax was held with the food industry, facilitated by the CGCSA. A proposal was developed by the industry and circulated for comment.

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

2.1 SPECIALISED COMMUNICATION

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' and the Dairy Health Forum.

2.2 HEALTH PROFESSIONAL PRINT

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 2016
Sarcopenia in the elderly	SAMJ	October

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.

Milk Splat

The MilkSplat was created for the 'rediscoverdairy' website. The purpose for the menu item is to summarise recent research results 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.

One MilkSplat was developed during this period: Scientific Evidence Shows Milk and Dairy Products are Good for Human Health

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.

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. No new Forum was developed during this period.

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

2.4 CLINICS: Educational material for health professionals

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 the 3rd 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 dairy-based nutrition booklet, sports booklet, advertorials, nutrition reviews and an overview of the project.

Educational Tool

The A3 Educational Tool was developed in 2012 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.

During this period, no USB memory stick and Educational Tool were distributed to university students

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. No events were attended during this period.

2016, two scientific papers on dairy nutrition with a Q & A was developed for CPD points. Sixty-six certificates were issued.

2.6 RESEARCH

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 (DAS) was conducted by the University of Pretoria, tasked by the Project. The survey was conducted in 2015 among SA dietitians and nutrition professionals with the aim to investigate the attitudes, perceived norms and behavioural control to consumption of selected dairy products.

The survey was electronic and paper based. The survey was closed on 22 October 2015 and a total of 225 number of

completed questionnaires were received.

The report was received in March 2016. The results were presented at the Nutrition Congress in September 2016. The results are very useful in respect of communication in future with health professionals. A poster presentation was developed for the Nutrition congress in September and the poster was displayed at the IDF-WDS in October in Rotterdam.

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 study duration of the research. The research was conducted from August to October 2015. Awaiting results.

2.7 TECHNICAL ADVISORY COMMITTEE

The CEP has continuous contact with members of the Technical Advisory Committee

2.8 CEP INDUSTRY SEMINARS

Seminars for the industry members of Milk SA, SAMPRO, MPO and others and were be held in August 2016. These are held every two years.

2.9 CONFERENCES AND PRESENTATIONS

International Dairy Federation World Dairy Summit, 17-21 October 2016. Rotterdam. The IDF-WDS was attended by the project coordinator and the dietitian.

Two poster presentations were developed for the IDF-WDS:

South African nutrition professionals' attitudes and perceived norms and behavioural control related to dairy consumption.
The use of neuroscience in evaluating the sub-conscious reaction toward television advertisements of the Consumer Education Project of Milk SA.

Standing committee meetings of the IDF were attended by the project coordinator and the dietitian of the project

Standing committee Marketing and IMP (International Milk Promotion group) – Project coordinator attended.

Standing committee Nutrition and Health (SCNH) – Dietitian attended

A summary of the Nutrition Review on the Metabolism and health effect of lactose and galactose was provided to the IDF SCNH and was a discussion point at the SCNH at the WDS.

2.10 GLOBAL DAIRY PLATFORM (GDP) AND INTERNATIONAL MILK PROMOTION OF THE INTERNATIONAL DAIRY FEDERATION (IMP/IDF)

The GDP meetings held at the IDF WSD were attended by the project coordinator.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	Des2016.pdf
Unnecessary spending during period	No

Popular Report

[Business report 4th quarter.docx.pdf](#)

Additional documentation

[Business report 4th quarter.docx.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