



**Consumer Education Project of Milk Sa**  
 (PRJ-0137-2017)  
**SAMPRO: Consumer Education Project of Milk SA**  
**Quarter 2 2017** (April 2017 till June 2017)

**Project goals**

**Goal 1 - General communication**

**Achievements**

**1. TELEVISION AND SOCIAL MEDIA FOR 2017**

The new social media campaign which include the 'Go Guy', supports the TV ads and was introduced on Facebook and other social media channels in October 2016.

**1.1 Television broadcast schedule for 2017**

The budget for television broadcast was increased from R 11 680 000 (PRJ-0137) by R 1 100 000

(PRJ -0165) to R 12 780 000 with the additional funds. The additional budget was used to increase the television broadcast bursts in July, October and December 2017.

No television was broadcast in the 2nd quarter.

In 2017 there are five TV bursts planned. Two are complete.

Pool, Hammock and Ball		
TV Channels	Number of flightings per channel	
	January	April
ETV	19	36
SABC 1	22	69
SABC 2	8	26
SABC 3	1	4
DSTV Package	Package: 1-14 January Cartoon network, Trace urbun & Africa magic epic	Package: 1-14 April Ziyachisa package; Africa Magic epic; cartoon network

**1.2 Post campaign analysis**

Targets for the advertisements broadcast in January 2017 were:

TV ADS FLIGHTED				
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TARGET MARKETS	TV JANUARY 2017			TV APRIL 2017		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 25-45/Mums/LSM 9-10 (planned)	144	37	3.9	239	45	5.3
Age 25-45/Mums/LSM 9-10 (actual)	136	37	3.7	301	58	5.3
Age 25-45/Mums/LSM 6-8 (planned)	272	60	4.6	553	70	7.9
Age 25-45/Mums/LSM 6-8 (actual)	322	64	5	659	76	8.6
Age 13-19/LSM 9-10 (planned)	68	39	2.3	166	44	3.8
Age 13-19/LSM 9-10 (actual)	88	31	2.9	208	47	4.6
Age 13-19/LSM 6-8 (planned)	262	57	4.6	472	69	6.8
Age 13-19/LSM 6-8 (actual)	250	57	4.4	591	68	8.8

The TV ads were launched in October 2016. The Audience Ratings (ARS) from October 2016 – April 2017 were 1805 against LSM 6-8 teens with an average reach of 89% and a frequency of 20.3 time (TV ads viewed per person). The ARS from October 2016 – April 2017 against LSM 6-8 mums were 2029 with a average reach of 92% and a frequency of 22 times (TV ads viewed per person).

The TV ads can be viewed on YouTube, accessed from microsite ([www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)) and the number of visits on You Tube since the launch of each TV ad are:

Pool 30” = 55 535 views since October 2016  
Hammock 30” = 46 492 since October 2016  
Ball 30” = 24 958 since December 2016

### 1.3 Television and social media campaign awards

The television and social media campaign was entered into the International Dairy Federation’s (IDF) International Milk Promotion Groups (IMP) trophy and was elected as one of the three finalists. The winner will be announced at the IDF-WDS in Belfast in October 2017.

### 1.4 DAIRY GIVES YOU GO WEBSITE (DGYG) [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)

The ‘Dairy gives you go’ website targets teenagers and gives the health and nutritional benefits of dairy in infographic format. The DGYG website was redesigned in 2016 while maintaining the same format i.e. three themes and infographics.

There are three themes on the website:

Every day: and the role of dairy

Sport and dairy

Strength: the benefits of dairy

The television advertisements, GoGuy videos and tasty treats can also be viewed on the website.

Website stats for the period January to March 2017 inclusive.

Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
1 013	689	1 638	1.62	1.02	73.84%

## Website stats for the period April to June 2017 inclusive

Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
688	538	1 065	1.55	00:01:07	75.44%

The most popular relevant keywords used which resulted in visits to the 'dairy gives you go' website are:

dairy gives you go advert  
dairy gives you go  
dairy gives u  
dairy  
dairy advert  
dairy gives you  
dairy gives you go - hammock

### 1.5 DIGITAL ADVERTISING

A digital advertising campaign was implemented to carry the messages of the campaign and to promote the microsite and the Facebook page. The banners appeared on social media sites visited by teenagers such as YouTube and Facebook. Five main bursts are planned for 2017 to coincide with the broadcast dates of the TV ads. Facebook promoted posts, Google search and Google display network run throughout the year (monthly).

The new concept of the 'Go-Guy' which was introduced to Facebook in October 2016 has the purpose to create content for the 'dairygivesyougo' Facebook page. (DGYG FB)

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

For this period, three 'Tasty Treats' videos were developed and can be viewed on the DGYG FB page and the 'rediscoverdairy' website.

Month 2017	Tasty Tuesday Treat	Views on Facebook		TOTAL VIEWS
		JANUARY - MARCH	APRIL - JUNE	
February	Spicy Chicken Cheese Taco's	9444	16	9460
February/March	Chocolate panacotta	2300	11	2311
April	Easter explosion	Flighted	18 187	18187
May	No bake oreo cheesecake	Flighted	14 255	14 255
June	Cherry Tomato & Mozzarella Pasta	Flighted	1495	1495

### 1.6 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

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

Benefit driven posts  
Engagement themed posts  
Campaign engagement content  
Community driven posts

#### 1.6.1 Analytics related to the Facebook page for this period

Facebook video views are inclusive of all video content namely TV advertisements plus Go Guy

and the Tasty Treat Videos. The following table presents the analytics with regard to the interaction of visitors with the information posted on the DGYG Facebook Page. Targets and budgets are set per month and a digital report is generated monthly. The performance is closely monitored against the set targets and the social media performance either met, or exceeded the set targets.

The DGYG Facebook page reached 50 000 LIKES in March 2017.

The following table presents the analytics results for the Dairy gives you go Facebook page:

	January – March	APRIL - JUNE	CUMULATIVE
<b>Analytics</b>	<b>Number</b>		
New Fans	2 087	2 289	4 376
Total Page Likes	50 318	52 639	52 639
Total Impressions	1 112 930	891 514	
Total Reach	918 092	789 781	
Total Video Views	43 839	52 428	96 267
YouTube Views	267	91	358
Facebook Views (3 seconds or more)	43 572	52 070	95 642
Facebook Views (10 seconds or more)	25 865	14 6909	172 774
Competition Entries*	494	497	991

\*Winners are identified twice monthly

## 1.6.2 Facebook and YouTube: TV ad views

The following table presents the number of times the TV ads were viewed in Facebook and YouTube and the TV ads with Go-Guy that only appeared on Facebook.

(Cumulative)

Television Ads	JANUARY - MARCH		APRIL – JUNE/ TOTAL TO DATE		CUMULATIVE	
	Facebook	You Tube*	Facebook	You Tube*	Facebook	You Tube*
Pool	10 300	20 655	36 680	55 541	46 980	55 541
Ball	27 700	14 582	38 577	24 959	66 277	24 959
Hammock	4 104	38 184	11 196	46 492	15 300	46 492
Pool Go Guy*	16 800	N/A	16 899	N/A	33 699	N/A
Ball Go Guy*	7 500	N/A	7 549	N/A	15 049	N/A
Hammock Go Guy*	12 300	N/A	12 400	N/A	24 700	N/A

\*Go Guy lives only on Facebook

## 1.7 CONSUMER PRINT CAMPAIGN

### 1.7.1 Promotional articles

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. This element is ongoing and in 2017.

The budget of R 436 934.50 (PRJ-0137) was increase by R 100 000 (PRJ-0165) to R

536 934.50. The CEP planned to publish nine printed advertorials in Huisgenoot, DRUM, You, Kuier and Move; to participate in two Stokvel events, organised by Move publication; publish one digital for Huisgenoot which included a Facebook promotion, twitter and newsletter blurb.

With the additional budget the CEP will publish four more advertorials Club X, Sports Club, Sowetan Soccer, and one more digital for DRUM magazine. Two of the advertorials focus on the role of dairy in sport.

The following table presents the consumer print outputs for Consumer Print:

TITLE	PUBLICATION	Date 2016
Milk Matters	Move!	30 March 2017
<b>Stokvel presentation, KZN</b> The CEP presented the health benefits of dairy	Move!	25 March 2017
I can feel it in my bones	Move!	31 May
Choose milk as a sports drink	Sports Club	June issue
Choose milk as a sports drink	Sowetan Soccer	June issue
When it comes to nutrition Milk delivers!	Club X	June issue

\*The Stokvel presentation was aimed at opinion leaders of the target audience. Dairy's health and nutritional benefits were presented and positioned together with other prominent brands such as Avon, Bernina and AVBOB.

## 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 editors to their own discretion. These articles are published at no cost to the Project.

TOPIC	PUBLICATION	DATE 2017
Healthy fats	Move magazine	30 March 2017
Keep your bones healthy and strong	Move magazine	31 May 2017

### 1.8.2 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 2017
DAIRY MAIL	Beyond brand marketing	January
DAIRY MAIL	MMM is for milk	March
DAIRY MAIL	Say yes to cheese	March
DAIRY MAIL	The right start	■

### 1.8.3 Media liaison monitoring

The essence of the activity is to make information on the nutrition and health benefits of dairy available to journalists, who then communicate the information to the target markets as it serves the own interest of the reporter and media. Relevant information published in the media on dairy is monitored by an independent firm who specializes in such work namely, Newsclip. Updates are received daily in electronic format. The following table shows the print coverage achieved in this regard (at no cost to the project):

JANUARY - MARCH 2017			APRIL – JUNE 2017	
Press Coverage	Number of articles published	Rand value	Number of articles published	Rand value
Consumer magazines	63	R 1 146 881,75	19	R 474 847,46
National newspapers	11	R 185 239,81	3	R 49 606,80
Regional press	50	R 421 263,95	28	R 273 141,76
Trade press	7	R 208 724,57	2	R 37 568,70
Online coverage	64	R 853 388,39	65	R 1 005 761,15
Health professional coverage	7	R 61 595,74	0	R 0,00
Radio			6	R 321 446,85
<b>TOTAL COVERAGE</b>	<b>202</b>	<b>R 2 877 094,21</b>		<b>R 2 162 372,72</b>

### 1.9 CONSUMER LEAFLETS

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

These are:

Consumer leaflets

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

Bones: Remember to take care of your bones

Sport Nutrition: Give athletes a boost with dairy

The process of heat-treating milk

Two separate leaflets for the dairy industry under the umbrella title of ‘Dairy: your health and performance’ with focus on:

Dairy essentials

Healthy bones healthy you

### 1.10 SCHOOL CURRICULUM

The school curriculum project is aimed at grades 1-7. It consists of two main themes i.e.

‘From farm to fridge’: grades 1-3

A guide to healthy eating: grades 4-7

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. The school project and learning material are available on the website i.e. [www.dairykids.co.za](http://www.dairykids.co.za)

For this period, a once-off advertorial was published in order to create awareness of the CEP school project among other educators.

PUBLICATION	PURPOSE	TITLE	DATE 2017
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The SA Schools Collection 2017	Awareness of CEP school project among teachers and learners	Learning material for teachers and learners by the Consumer Education Project of Milk SA	Annual publication
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### 1.10.1 Worksheets for the website and E-Classroom website

Worksheets were developed and placed on the E-Classroom website, 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 for the E-learning section of the DBE's website. Kyknet has become one of the main sponsors of Eclassroom, which creates more exposure. It is estimated that each worksheet downloaded from the EClassroom website is used by at least sixty learners.

### 1.10.2 Number of downloads of worksheets downloaded from the E-Classroom website

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
2409	1537	1722	1306	2085	1908

Total downloads for the second quarter in 2017 were 5299

The topics of the worksheets that were downloaded the most were (in no specific order)

- Importance of diary in the diet
- From the farm to the fridge
- Healthy eating guideline
- Voedseldagboek
- Belang van suiwel in ons diet

### 1.10.3 Distribution of school curriculum educational material develop by the CEP

On request, existing educational material for schools, as developed by the CEP, are distributed as set out below:

REQUESTED BY:	EDUCATIONAL PRODUCTS AND QUANTITY	DATE 2017
Magic prep & Primary School	1x English, Teacher's guide, Milking to milkshakes	16 May
Linda Ferreira School	1x English Teachers guide, Milking to Milkshakes 1x Afrikaans: Onderwysersgids, Melk tot Melkskommels	16 May
Small-ways Nursery school	1x English, Teacher's guide, Milking to milkshakes 1x Poster 100 x Farm to Fridge fact sheets	16 May
	20 x Posters: Farm to Fridge 3 x Teacher's Guides: Milking to Milkshakes 1 x Onderwysersgids: Plaas tot Yskas 1 x Material poster, Afrikaans 1 x Material poster, English 416 x English fact sheet, Farm to Fridge 101 x Afrikaans fact sheets, Plaas tot Yskas 15 x Posters Guidelines to healthy eating 511 x Fact sheets: Guidelines to healthy eating 8 x Teachers guides: Guidelines to healthy eating	27 June

Douglas Dale	50 Posters: From Farm to Fridge 10 Poster: Van Plaas tot Yskas 50 Teacher's Guides, Milking to Milkshakes 10 Onderwysersgids, Van Melk to Melkskommels 600 Fact sheets, Farm to Fride 100 Fact sheets, Melk to Melkskommels	30 June
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A meeting was held on 22 May 2017 with the MPO and the Department of Education to discuss World School Milk Day in September 2017. The CEP will provide educational material for the events that will be planned by the DBE and the MPO

#### 1.10.4 Audio visual for school project

An audio visual (AV) was produced for the school project in 2015. The AV is based on the teacher's guide 'A guide to healthy eating'. The AV is 2.4 minutes in duration, in an animation format in English and Zulu. It is available for viewing in the [www.rediscoverydairy.co.za](http://www.rediscoverydairy.co.za) website and on the [www.dairykids.co.za](http://www.dairykids.co.za) website.

#### 1.10.5 Rediscoverdairy/ dairy kids website

All the communication products related to the school project are available on this website ([www.dairykids.co.za](http://www.dairykids.co.za)) 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 gives you go' website.

dairykids.co.za analytics for 2017.						
	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
January	142	431	2,69	86,25	62,5	1:36
February	314	961	2,74	88,03	60,4	2:30
March	371	1159	2,83	89,02	60,98	2:24
April	245	751	2,7	87%	57,55%	2:12
May	251	779	2,1	83,70%	56,55%	2:01
June	253	728	2,65	84%	61,82%	2:10

#### 1.10.6 'Rediscoverdairy' website downloads

The website gives information of the health and nutritional benefits of dairy and all educational material developed by the CEP is available on the website. The website is appropriately linked with other relevant organisations such as Milk SA, MPO, International Dairy Federation and Global Dairy Platform

The website is maintained and new information is uploaded on a continual basis.

The number of visits and time spent on the website remains constant.

rediscoverdairy.co.za analytics for 2017. Total page views: 2632
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	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
January	402	712	1,57	85,68	76,65	1:16
February	430	1025	2,01	80,94	75,83	2:11
March	488	895	1,66	88,48	77,51	1:11
April	564	851	1.37	88.10	84.54	0.58
May	576	1008	1.56	86.20	79.07	1.17
June	588	879	1.46	81.10	77.89	1.12

### 1.10.6.1 Top 'dairy' search words for the 'rediscoverdairy' website

The following topics searched on google resulted in visits to the 'rediscoverdairy' website:

Top searched words Jan - March 2017					
January	February	March	APRIL	MAY	JUNE
composition of cheese	is maas fattening	benefits of maas	composition of cheese	world milk day 2017	implication for protein quality assessment
maas milk	is maas good for you	what does maas do in human body	3 a day dairy	amazi milk	world milk day 2017
composition of dairy	benefits of full cream maas	can I substitute fullcream maas for yoghurt?	all about hydration on yoghurt production	benefits of maas	dairy gives you the go advert
15 benefits of consumer education	buttermilk and maas	compare cost calcium supplement & calcium foodstuff	benefits of full cream maas	components of dairy	components of food in a packet of milk
calcium containing dietary food	can baby eat maas	dairy advert where did you get the energy from	cheese nutrient components	dairy meal	dairy information
content of milk	composition of cheese	dairy components of a balanced diet	components of dairy products	does maas make you fat	high protein milk co za
does maas have fat?	composition of full cream milk	dairy milk gives you go adverts	dairy adverts	health benefits of maas	is maas ok for diabetics
how to make maas from milk	how is milk different from maas	difference between buttermilk and maas	dairy milk gives you go adverts	how to make maas	milk vs calcium supplements
is maas fattening	maas vs buttermilk	does maas make you fat?	difference between yoghurt and maas	is eating maas good when on a diet?	milk products
is maas good for you	rediscover dairy	important minerals we get from milk,cheese and yoghurt	importance of having milk and maas	maas contain calcium	3aday dairy
lactose foods benefit	what is maas milk	is there lactose in full cream yoghurt	is there lactose in full cream yoghurt	maas nutrition	
maas benefits		maas milk benefits	rediscover dairy facebook	risk of eating maas three times a day	
project on milk		maas sour milk good for weight loss?	what does maas do in human bod	trace components in milk	
		what nutrients do maas have	what is maas	what are the impacts of kids who are eating maas	

		does maas have acid	south africa: milk for bones	what happed if you eat maas everyday	
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## 1.11 NATIONAL NUTRITION WEEK(NNW)

The NNW is an initiative by the Department of Health and targets the population at large. The NNW is an annual calendar event of the Department of Health. The CEP 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 2017.

The theme for 2017 will be: "Rethink your drink" within the context of the food-based dietary guidelines (FBDG) and since 2012, 'Have milk, maas or yoghurt' is one of the eleven FBDG.

CEP participated in a conference call with the Department of Health and other organisations also involved with NNW, that was held on:

30 March 2017 to discuss the theme and activities for 2017.

10 May 2017, discussion of key messages and support documentation

26 June 2017 to discuss the infographic, and supporting documents

## 1.12 WELLNESS ACTIVITY

The Wellness Activity has a two-pronged approach

Educational presentations at government clinics and hospitals - communication targeted at consumers

Training of nutrition advisors and health promoters. - communication targeted at health professionals.

### 1.12.1 Education at government clinics

Wellness activity for consumers 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 as a result of including dairy products in the daily diet.

The project 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 added nutrient value, within a balanced diet. The project has proven to be successful and continues in 2017 in regions that were not reached during 2016.

### 1.12.2 Promotional material used in respect of the Wellness Activity

A leaflet and a poster, that explains the nutritional value of dairy products and advocate the goodness of adding dairy to the daily diet, were developed for this project. All the materials have been designed to meet the requirements of the target audience. A leaflet was produced to serve as hand-out to consumers after the educational presentation. Copies of the poster are given to each clinic to keep for future use during educational activities.

List of promotional material developed by the project:

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

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

- c. Banners with the message:  
Dairy is nutrient rich  
Have milk, maas or yoghurt every day.
- d. 'Tear-drop' banner with the 'Dairy gives you go' logo

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions, who is 100% BEE compliant and has a level 1 contributor status, to present the health messages at clinics and hospitals in the vernacular language of the local community. The dietitian of the CEP 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.

### 1.12.3 Clinics and hospitals educated by Awuzwe

The table below presents the regions and number of clinics and hospitals visited during 2017

Date	Region	Number of clinics	Number of hospitals
February	Gauteng/ Ekurhuleni	50	-

### 1.12.4 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 (DOH) and work in government clinics. The dietitian of the CEP trains the Nutrition Advisors and Health Promoters who, in turn, educate patients and visitors on an ongoing basis at their respective government clinics. The key communication message is 'Have milk, maas or yoghurt every day' plus associated 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 vernacular 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 Dairy Training tool for use during their respective training sessions. The training has been implemented in KwaZulu-Natal, Limpopo, Mpumalanga, Gauteng, Free State, North West and Northern Cape provinces and is ongoing. This 'train-the-trainer' activity is considered a long-term investment for the CEP of Milk SA and the dairy industry, reaching a target market that is difficult to access.

In 2017, this project runs in districts that were not previously visited. In 2016, 657 nutrition advisory and health promoters were trained. Leaflets that serve as hand-outs to patients and consumers visiting government clinics were updated and reprinted.

The training was conducted in March and April 2017 in the Northern Cape region and in June in the Free State as set out below. The Northern Cape regions was extended with the assistance of the additional budget obtained from PRJ-0165 for travel expenses of R 30 000.

Training of Nutrition Advisors Health Promoters Department of Health		
Date	District/Dorp	Number trained
<b>Northern Cape</b>		
6 March	Pampierstad	39
7 March	Warrenton	39
8 March	Barkley West	35
9 March	Kimberley	48

10 March	Kimberley	26
	<b>TOTAL TRAINED FOR MARCH</b>	<b>187</b>
3 April	Upington	24
4 April	Keimoes	32
5 April	Rietfontein	29
6 April	Postmasburg	43
7 April	Danielskuil	16
10 April	Kathu	28
11 April	Mothibistad	54
12 April	Mothibistad	42
<b>Free State</b>		
7 June	Welkom	32
8 June	Mangaung	24
	<b>TOTAL TRAINED FOR APRIL - JUNE</b>	<b>324</b>
	<b>Total trained to date</b>	<b>511</b>

### 1.12.5 Mystery observer study: Wellness activity

Measurement of the Wellness activity is being evaluated by means of a telephonic survey to establish the effectiveness of the use of the training materials by the trainees (Nutrition Advisors and Health Promoters). A pilot study was conducted in February 2017, followed by the actual survey which was completed in March 2017. Results will be presented in May 2017.

### 1.12.6 Audio visual for the wellness project

**The additional budget has allowed for the project to develop an audio visual for the Wellness Project (PRJ-0165).**

An audio visual (DVD) is planned for the Wellness project. The content of the video will capture the lesson plan for Nutrition advisors and Health Promoters.

The script for the audio visual was completed and shared with the agency that will produce the DVD.

***No Non-achievements / underperformance has been reported***

## Goal 2 - Specialized communication

### ***Achievements***

## **2. SPECIALISED COMMUNICATION**

### **2.1 Overview**

The target market for Specialised Communication is 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 CEP makes use of a Technical Advisory Committee who work independently from the project, and are specialists in the field of nutrition and health.

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

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 which is a more comprehensive technical document outlining the scientific justification of the advertorial.

TITLE	PUBLICATION	Date 2017
Can dairy products lower blood pressure	Nursing Update	February
Brain health: the vital role of vitamin B12 in dairy	SAMJ	March
Dairy foods and cancer prevention	SAMJ	May
Why dairy is good for you	Nursing Update	May

### 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](http://www.rediscoverdairy.co.za) website, under nutrition review menu item.

The following two reviews were developed but not yet published.

NUTRITION REVIEWS	DATE 2017
A Review of Research to Determine if High-fat Cheese plays a Protective Role in Cardiovascular Disease and Metabolic Syndrome	March
Dairy and cancer prevention	May
Plant based beverages	June

### 2.2.3 Association for dietetics in South Africa (ADSA), presentations and hand-outs at ADSA events.

As part of the Health Professional print campaign, the project creates awareness on the ADSA ([www.adsa.org.za](http://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. The CEP also presents at the ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP.

Titles of presentations at ADSA CNE events and list of hand-outs by the CEP	ADSA BRANCH	Nr OF PEOPLE	DATE 2017
Dairy and healthy snacking	Middelburg, ADSA		9 February
Project presentation and leaflets	North West University		26 May
So, what's in your milk? Provided pamphlets, CPD article and DBN booklets for the delegate bags.	Ermelo ADSA	35	31 May

The great debate: Dairy or not?	ADSA, Gauteng South	85	22 June
Provided 'dairy gives you go' congress bags and USB sticks	University of Free-state	120	22 June
Lactose and galactose: health benefits (Prof Corinna Walsh) Leaflets and CPD articles	Stellenbosch University	150	31 June

## 2.3 CLINICS: Educational material for health professionals

### 2.3.1 Dairy-based nutrition USB (Universal Serial Bus) tool

As part of the communication activities with dietitians, the Dairy-based nutrition USB tool, developed by the Project is distributed to the 3rd 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 dairy-based nutrition booklet, sports booklet, advertorials, nutrition reviews and an overview of the project.

### 2.3.2 Distribution of the USB memory stick for this period

Name of institution	Number of students	Educational PRESENTION	Educational MATERIAL handed out	Date 2017
University of KZN	24	Project presentation	Distributed USB tools	16 February
Nelson Mandela Metropolitan University	64	Project presentation	Distributed USB tools	17 February
University of Limpopo	80	Project presentation	Distributed USB tools	21 February
North West University	80	Project presentation	Distributed USB tools	8 March
University of the Free State	32	Project presentation	Distributed USB tools	17 March
University of Cape Town	17 students and 6 lecturers	Project presentation	Distributed USB tools	29 March
University of Western Cape	20 students and 1 lecturer	Project presentation	Distributed USB tools	30 March
University of Stellenbosch	36	Project presentation	Distributed USB tools	28 June

### 2.3.3 Educational Tool

The A3 Educational Tool was developed by the Project for dietitians in provincial hospitals and clinics 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. Distribution of the Educational Tool was not planned for this period.

Name of institution/HOSPITAL	Number of DIETITIANS	Educational PRESENTION	Educational TOOL HANDED OUT	Date 2017
FREE STATE: Universitas	9	Project presentation	5	9 June
Nasionale hospitaal	5	Project presentation	3	9 June
Palanomi	6	Project presentation	4	9 June
WESTERN CAPE: Grootte Schuur Khayalitsha	10 4	Project presentation	10	26 June

Tygerberg hospitaal	19	Project presentation	15	27 June
Rooikruis	6	Project presentation	6	30 June
	59		43	

### 2.3.4 Distribution of educational products that were requested:

As a result of the training at clinic level and visits to hospitals, requests were received for educational products developed by the CEP. These are posted as requested.

The following requests were received:

REQUEST RECEIVED	PRODUCTS DISTRIBUTED
Kimberley Primary schools Kennith Kouberg Lerato Rooibaadtjie Jeremiah Tebogo Mokalala	Clinic Educational tools x 3 Fact Sheets for clinics School programme grades 1-3 and grades 4-7
Welkom: Shirmonique Coetzee primary school Thaba-Nchu: Noluvo Fathuse primary school	School programme grades 1-3 and grades 4-7 Teachers Guide (grds 1-3) x 4 Posters Farm to Fridge x 4 Fact sheets Farm to Fridge x 800 Teachers guide: grades 4-7 x 4 Posters (grades 4-7) x 4 Fact sheets grades 4-7 x 800 Materials posters x 4
Red Cross Hospital, Western Cape	School programme grades 1-3 and grades 4-7 Poster: Have milk, maas and yoghurt

### 2.3.5 REPRINTING OF EDUCATIONAL MATERIAL

The budget of R 149 000 (PRJ-0137) was increased by R 220 000 (PRJ-0165) to R 369 000.

The following educational products were reprinted:

Budget code	Educational material reprinted
PRJ-1037	A3 Training tool 250
	A5 handouts for clinics in Afrikaans (5000), Venda (5000), English (15 000), Sesotho (10 000), Tsonga (10 000), Zulu (10 000) and Xhosa(10 000)
PRJ - 0165	A3 visual posters (1000 sets of 4) A4 clinic training tool (1000) Dairy gives you go delegate bags (1000) Dairy gives you go Pens (9500) Leaflets: Know your products 1 and 2 (1500 each)

### 2.4 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.

2.4.1 CPD articles: articles are distributed at CNE events and dietitians complete the questionnaires in order to earn extra CPD points. Articles are also available on the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website for dietitians to download and submit to the CEP for evaluation and allocation of CPD points.

Name of article	Date
Nutrient density: principles and evaluation tools	31 May 2017

#### **2.4.2 CPD event planned for dietitians and nutritionists.**

DAIRY DAY: The project plans to hold a CNE event on 18 October 2017 at the Irene Farm.





## 2.5 TECHNICAL ADVISORY COMMITTEE

Each year one meeting is held with the Technical Advisory Committee (TAC) and several consultations are held with individual members. The meeting was held on 31 March 2017 at the Office of SAMPRO.

Seven of the nine members of the TAC attended.

The project coordinator gave an overview of the progress of the project for 2016.

The insights obtained from the Rotterdam IDF-WDS was shared with the TAC.

The purpose and goals of the Nutrition Reviews were revisited and evaluated.

The concept of developing an electronic information tool on the health and nutritional benefits of dairy was the main topic of discussion.

## 2.6 RESEARCH

Budget: PRJ-0165: R 550 000

The research to measure attitudes, knowledge and usage of dairy among teenagers, that was approved by the Management Committee of the CEP, was conducted June 2017.

The facilitators guide and questionnaire was developed and agreed upon by UNISA/BMR in conjunction with the Office Committee of the CEP, prior to the execution of the focus group discussions.

Three focus group discussions were conducted per region plus one in Cape Town and one in Mpumalanga region. Ages of each focus group were 10-13; 14-19;20-23. Participants were recruited by a professional recruiting agency and facilitated by the UNISA BMR (Bureau of Market Research). The project coordinator attended the focus group discussions in Gauteng, KZN and Western Cape.

The focus group discussions were as follows

Region	Date	LSM	Age Groups
Gauteng	13 May	LSM 6-8	10-13; 14-19;20-23
KZN	20 May	LSM 6-8	10-13; 14-19;20-23
Western Cape	27 May	LSM 6-8	10-13; 14-19;20-23
Cape town	10 June	LSM 9-10	14-19
Bella Bella	22 June	LSM 9-10	14-19

## 2.7 SUMMARY OF CONFERENCES AND PRESENTATIONS

9 February 2017. ADSA regional meeting, Middelburg. Dairy and healthy snacking. Presentation by the dietitian of the CEP.  
9 May 2017: SA Society for Dairy Technologists, symposium. Kievitskroon, Pretoria. Project coordinator presented: The value of consumer education and interaction with the IDF.

26 May 2017: North West University, Potchefstroom. Project presentation by the project coordinator.

31 May 2017: Ermelo: ADSA. So, what's in your milk. Presentation by the dietitian of the CEP.

22 June: ADSA, Gauteng South. JHB Country Club. The great debate: Dairy or not? Presentation by the dietitian of the CEP.

28 June 2017: University of Stellenbosch, ADSA CNE. Lactose and galactose, health benefits. Presentation by Prof Corinna Walsch, member of the Technical Advisory Committee of CEP.

## 2.8 CONSUMER GOODS COUNCIL OF SOUTH AFRICA (CGCSA)

The aim of the engagement is to consider a request from the Department of Health for support of their 'Healthy Food Options' initiative which consists of a national strategic plan for prevention and control of Non-Communicable Diseases (NCDs) in South Africa. The initiative gives high prominence to food products containing added sugar.

The project attends meetings with the CGCSA with regard to 'Healthy Food options industry engagement' with the Director-General: Health, beverage South Africa (BevSA) on an ongoing basis. During this period communication with the CGCSA was primarily electronic.

The CEP participated in a conference call which was held on 23 March 2017 to discuss progress on the regulation regarding advertising to children.

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

The project coordinator of the CEP was elected in 2016 as the chairperson of the International Milk Promotion group.

During this period the project coordinator liaised with other members of the IMP and planned and drafted the agenda for the mid-year meetings. The midyear meetings of the Imp were held in Norway in June 2017. The project coordinator is the chairperson of the IMP and attended and participated in the meetings.

### The programme was as follows:

17 June 2017: Standing committee of Marketing meeting, held in Oslo, Norway

18 & 19 June 2017: Global Dairy Platform and IMP joint midyear meetings, Oslo, Norway  
 21 & 22 June 2016: IMP mid-year meetings, Bergen, Norway.

**The project coordinator presented a case study and a trophy entry:**

Case Study: Dairy attitudes survey among health professionals  
 Trophy Entry: Dairy Gives You Go, television and social media campaign aimed at teenagers.  
 The trophy entry was one of the three finalists and the winner will be announced at the IDF-WDS conference in Belfast in October 2017.

**2.9.1 STANDING COMMITTEE OF NUTRITION AND HEALTH (SCNH)**

**The attendance of the dietitian at the SCNH midyear meetings was made possible with the assistance of the additional budget of R 30 000 (PRJ-0165).**

The review on the Metabolism and Health effects of lactose and galactose was completed and two separate advertorials were finalised on lactose and galactose respectively.

The articles were submitted for publishing in peer reviewed publications(Elsevier).

The IDF has developed a fact sheet on lactose and galactose based on the work that was produced by the CEP.

The fact-sheet, Galactose: Separating fact from speculation, was published by the IDF on 23 March 2017.

**2.9.1.1 SCNH, Mid-year meetings**

The dietitian of the Project attended and participated in the IDF SCNH's midyear meetings:

16 & 17 May 2017; Utrecht, Netherlands. A detailed report on the meeting has been submitted to the IDF secretary.

**2.10 WORLD MILK DAY (WMD)**

World Milk Day was held on 1 June 2017.

The Project participated in (WMD) by developing an infographic on the health benefits of dairy. The infographic was distributed by email to all dietitians who are registered with ADSA. The infographic is also available on the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website.

The Dairy Gives You Go Facebook page posted nutrition and health posts on a daily basis during the week of 29 May – 2 June, including a competition to engage with consumers regarding WMD.

**2.11 DAIRY PRODUCT LABELS**

The CEP developed labels for use in all promotional material and websites of the CEP.

Labels were developed for:

Milk (2L pasteurised and 1L long-life); yoghurt (1L, 175g; 100g); maas (2L, 500ml); buttermilk (500ml), powdered milk (1kg), flavoured milk, drinking yoghurt and cheese (250g).

The products were photographed on 27 February 2017. A databank of photographs of different dairy products with the rediscoverdairy logo is available and can be used by the industry.

***No Non-achievements / underperformance has been reported***

**Income and expenditure statement**

Income and expenditure statement	<a href="#">Copy of CEP Q1 and Q2 Copy of CORFIN078 Standard Quarterly Financial Report for Projects, submitted.xlsx</a> <a href="#">Scanned financial report, Q 2.pdf</a> <a href="#">CEP. Financial statements May.docx</a>
Unnecessary spending during period	No

**Popular Report**

[2. Consumer Education Project, 2nd quarter, April - June 2017.pdf](#)  
[CEP. Financial statements May.docx](#)  
[Popular report 2nd quarter 2017.pdf](#)  
[Copy of CEP Q1 and Q2 Copy of CORFIN078 Standard Quarterly Financial Report for Projects.](#)

## Additional documentation

No file has been uploaded

## 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