



Consumer Education Project of Milk Sa
 (PRJ-0137-2017)
SAMPRO: Consumer Education Project of Milk SA
Quarter 3 2017 (July 2017 till September 2017)

Project goals

Goal 1 - General communication

Achievements

1. GENERAL COMMUNICATION

2. 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.

2.1 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.

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

	Pool, Hammock and Ball		
TV Channels	Number of flightings per channel		
	January	April	July
ETV	19	36	41
SABC 1	22	69	49
SABC 2	8	26	18
SABC 3	1	4	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	Package: 1-20 July Cartoon network, Boomerang, Ziyachisa package; Africa Magic epic

2.2 Post campaign analysis

Targets for the advertisements broadcast in 2017 were:

TV ADS FLIGHTED									
TARGET MARKETS	TV JANUARY 2017			TV APRIL 2017			TV JULY 2017		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 25-45/Mums/LSM 9-10 (planned)	144	37	3.9	239	45	5.3	274	61	4.5
Age 25-45/Mums/LSM 9-10 (actual)	136	37	3.7	301	58	5.3	290	53	5.5
Age 25-45/Mums/LSM 6-8 (planned)	272	60	4.6	553	70	7.9	540	57	7.2
Age 25-45/Mums/LSM 6-8 (actual)	322	64	5	659	76	8.6	630	74	8.5
Age 13-19/LSM 9-10 (planned)	68	39	2.3	166	44	3.8	198	47	4.2
Age 13-19/LSM 9-10 (actual)	88	31	2.9	208	47	4.6	203	46	4.4
Age 13-19/LSM 6-8 (planned)	262	57	4.6	472	69	6.8	504	70	7.2
Age 13-19/LSM 6-8 (actual)	250	57	4.4	591	68	8.8	534	73	7.3

The TV ads were launched in October 2016. The Audience Ratings (ARS) from October 2016 – July 2017 were 2339 against LSM 6-8 teens with an average reach of 92% and a frequency of 25.4 time (TV ads viewed per person). The ARS from October 2016 – July 2017 against LSM 6-8 mums were 2659 with an average reach of 94% and a frequency of 28.4 times (TV ads viewed per person).

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

TV Ad	Viewed on Facebook (including Go Guy)	Viewed on You Tube
Pool	126 985	75 482
Hammock	68 567	32 004
Ball	31 497	58 120

*Note that the GoGuy does not feature on You Tube and can only be viewed on Facebook.

2.3 Social media campaign for 2017 – Go Guy videos

The new social media campaign which launches in October 2017, includes four videos.

The campaign involves four videos which aims at communicating the health benefits of dairy. The focus will be on bone strength, healthy teeth and muscle recovery/rehydration.

Four activities were selected i.e. skateboard; school body builder and school hockey.

The announcement video: In this video Go Guy introduces the campaign where a Go Team will be selected and which introduced the competition.

The second video will be on the skate-boarder sharing the importance of dairy for strong bones. The third video will feature a school boy in the typical school gym, building muscles, sharing muscle recovery, muscle building.

The fourth video will feature a hockey player sharing the importance of dairy for hydration and healthy teeth.

Banners for the Dairy Gives You Go Website were developed which supports the social media campaign.

During this period the Management Committee had several meetings to discuss the story board, script, still photos and execution plan on social media.

For this project, the Board of Directors of Milk SA approved that R 120 000 be moved from the research budget to digital production budget.

2.4 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.

2.5 Dairy Gives you go WEBSITE (DGYG): 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%

Website stats for the period July - September 2017 inclusive

Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
889	766	1345	1.73	1.02	71.68

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

2.6 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
February	Spicy Chicken Cheese Taco's	9460
February/March	Chocolate panacotta	2311
April	Easter explosion	18 187
May	No bake oreo cheesecake	14 255
June	Cherry Tomato & Mozzarella Pasta	1495
July	Breakfast Cup	57 249
August	Cinnamon French toast	384
September	Mexican omelet	18 270

2.7 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The 'dairy gives you go' Facebook page posts four new messages on the Facebook 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

2.7.1 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	JULY – SEPTEMBER
Analytics	Number		
New Fans	2 087	2 289	1826
Total Page Likes	50 318	52 639	54009
Total Impressions	1 112 930	891 514	4 144 557
Total Reach	918 092	789 781	3 275 550

Total Video Views	43 839	52 428	
YouTube Views	267	91	
Facebook Views (3 seconds or more)	43 572	52 070	
Facebook Views (10 seconds of more)	25 865	14 6909	
Competition Entries*	494	497	

*Winners are identified twice monthly

2.8 CONSUMER PRINT CAMPAIGN

2.8.1 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 digitorial 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 digitorial 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:

TITLA	PUBLICATION	Date 2016
Milk Matters	Move	30 March 2017
Stokvel presentation, KZN(1) 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 Dairy solution to Lactose Intolerance (2)	DRUM Digital	1-31 July 2017
Die suiweloplossing tot lactose-intoleransie(2)	Huisgenoot Digitaal	1-31 July 2017
Flavoured Milk – a firm favourite for your child's nutrition	Move!	26 July 2017
Stokvel presentation, Gauteng(1) The CEP presented the health benefits of dairy	Move!	5 August 2017
Gegeurde melk – 'n gunsteling in kindervoeding	Kuier	23 August 2017
Melk maak saak	Kuier	6 September 2017
Simply amazing Amasi	Move!	27 September 2017

(1)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.

(2)The digital advertorial on Lactose intolerance appeared on both Huisgenoot and DRUM magazines' digital page for the whole month of July. It consisted of an infographic on Lactose intolerance as well as script on how to enjoy dairy in spite of lactose intolerance. The placement was boosted by a Facebook posts on HG and YOU's Facebook page (base copy and image with a link to the advertorial and CEP's FB page). It was also advertised on the readers sponsored newsletter and a Twitter message with an infographic/image and a link to the advertorial. The advertorial was further accompanied by 2 web banners and a top banner on the landing page. The banners also served as advertisement to the advertorial.

The results of the campaign are as follows:

Total reach: 349 904
 Total engagement: 11 356
 Page views: 4 114
 Facebook performance: 324 906 with 10 941 likes, shares and post clicks
 Twitter performance: 6 716 impressions and 74 engagements
 Newsletter performance: 50 647 delivered with 8 154 opened and 267 click throughs
 Banner adverts: 6 014 impressions with 74 click throughs

2.9 MEDIA LIAISON ACTIVITY

2.9.1 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.

PUBLICATION	TITLE	DATE 2017
Healthy fats	Move magazine	30 March 2017
Keep your bones healthy and strong	Move magazine	31 May 2017
Reducing the risks of lifestyle diseases	Move magazine	27 September 2017

2.9.2 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	TITLA	DATE 2017
DAIRY MAIL	Dairy makes the world go round	February
DAIRY MAIL	MMM is for milk	March
DAIRY MAIL	Say yes to cheese	March
DAIRY MAIL	Flavoured milk is good for children	June
DAIRY MAIL	The right start	June
DAIRY MAIL	Dairy is good for you	July

2.9.3 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
TOTAL COVERAGE	202	R 2 877 094,21		R 2 162 372,72

JULY – SEPTEMBER 2017		
Press Coverage	Number of articles published	Rand value
Consumer magazines	18	R 355 118,98
National newspapers	1	R 20 666,38
Regional press	12	R 141 980,79
Trade press	2	R 82 800,00
Online coverage	56	R 1 104 800,05
Health professional coverage	0	R 0,00
Radio	0	R 0,00
TOTAL COVERAGE		R 1 705 366,19

2.10 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

2.11 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

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

PUBLICATION	TITLE	DATE 2017
The SA Schools Collection 2017	Learning material for teachers and learners by the Consumer Education Project of Milk SA	Annual publication

2.11.1 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.

2.11.2 Number of downloads of worksheets downloaded from the E-Classroom website

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
2409	1537	1722	1306	2085	1908	1111	1231	1012

Total downloads for the third quarter in 2017 were 3354 and in total for the year were 14 321

The topics of the worksheets that were downloaded the most were (in no specific order)
Importance of dairy in the diet
From the farm to the fridge
Healthy eating guideline
Voedseldagboek
Belang van suiwel in ons diet

2.11.3 School Milk Day celebrations, 27 September 2017

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 provided educational material for the events that were planned by the DBE and the MPO.

On 27, 28 and 29 September 2017, the CEP, MPO, the Department of Basic Education (DBE),

six provincial education departments (the Western Cape, Eastern Cape, Free State, Gauteng, KwaZulu-Natal and North West) participated in celebrating World School Milk Day with the theme “Dairy Gives You Go”. The aim of the celebration was to increase awareness and highlight the significance of milk in a balanced diet, where milk comes from, how it is processed, as well as the nutritional benefits and the importance of milk for growing children.

Milk, flavoured milk or *amasi* sponsored by milk processors was distributed to almost 6 500 learners at participating schools. The eight schools in the six provinces were presented with learning material developed by CEP, to guide teachers and educate learners about the nutrition and health benefits of milk and other dairy products.

At the festive events at the schools the learners celebrated milk with song, dance and rhymes. The highlight of the celebrations was the prize-giving ceremony where the winners of the dairy-themed quizz and colouring in competitions received their prizes sponsored by the MPO and various milk processors.

The CEP attended activities at the following schools:

27 September 2017: Groot Brak Rivier primary school. The project coordinator and Mr Mahlangu attended the event and presented to the learners on 3-a-day-dairy.

28 September 2017: Bloemfontein primary school: The dietitian of the Project attended the activities and presented to the learners on 3-a-day-dairy.

28 September 2017: Atteridgeville Primary school: Mr Mahlangu attended the activities and gave a presentation to the learners on 3-a-day-dairy

2.11.4 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:

Number of schools	Products	Dates
School Milk Day 8 Schools	Gr 1-3 Teacher’s Guides x 32 Posters x 53 Fact sheets x 2790 Competition x 206 Gr 4-7 Teacher’s Guides x 40 Posters x100 Fact Sheets x3074 Competition x 206	27 – 28 September 2017

2.11.5 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 website and on the www.dairykids.co.za website.

2.11.6 Rediscoverdairy/ dairy kids website

All the communication products related to the school project are available on this website (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.

	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
July	200	500	2,19	90%	68,42%	1:39
August	197	493	2:11	89,00%	63,77%	1:44
September	201	502	2:15	86%	69,43%	1:29

2.11.7'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: 9051 for 2017						
	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
July	578	1174	1,71	80,44%	77,96%	1:23
August	589	1266	1,91	82,32%	69,87%	1:34
September	601	1241	1,87	80,90%	73,40%	1:31

2.11.7.1Top 'dairy' search words for the 'rediscoverdairy' website

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

Top searched words JULY - SEPTEMBER 2017		
JULY	AUGUST	SEPTEMBER
benefits of maas	amazi milk	how to make maas from milk
composition of dairy products	difference between karringmelk and buttermilk	lactose and galactose in milk
dairy and sport nutrition	galactose in milk	project on milk protein

dairy gives you go	maas milk benefits	zinc in inkomazi
dairy sport	project on milk	rediscoverdairy
does maas contain dairy cultures	three a day dairy	amasi milk
facts about amasi	what is maas	dairy and sports nutrition
full cream maas is good for diabetes?	www.dairy.co.za	dairy composition
maas is it a good source of protein	can amasi fullcream increase bp	managing diabetes
trace components in milk	dusty moloji	benefits of amasi
local clinic project	perception in the dairy market in sa	dairy calcium
composition of cheese	reference of milk maas and yoghurt	
cheese composition table	top quality calcium supplement in dairy	
composition of dairy products	what do we get in maas	
does maas contain dairy cultures		
milk allergy in adults		

2.12 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 will take 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

21 September 2017: presented an overview of the Project and discussed Nutrition Week proceedings.

2.13 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.

2.13.1 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.

2.13.2 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.

2.13.3 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	-

2.13.4 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
Northern Cape		
6 March	Pampierstad	39
7 March	Warrenton	39
8 March	Barkley West	35
9 March	Kimberley	48
10 March	Kimberley	26
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
11 Sept	Springbok	28
12 Sept	Pofadder	20
13 Sept	Port Nolloth	25
14 Sept	Gariep	27
15 Sept	Calvinia	25
	TOTAL TRAINED NORTHERN CAPE	580
Eastern Cape		
28 August	Cetani	21
29 August	Thanga	45
30 August	Ndabakazi	23
31 August	Ngqamakwe	32
	TOTAL TRAINED EASTERN CAPE	121
Free State		
7 June	Welkom	32
8 June	Mangaung	24
	TOTAL TRAINED FREE STATE	56

	SUMMARY:	
	TOTAL TRAINED FOR 3RD QUARTER	246
	TOTAL TRAINED TO DATE IN 2017	757

2.13.5 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 were presented on 12 July 2017.

Two questionnaires were compiled for conducting interviews with health promoters in the Northern Cape and Free State provinces. Both open-ended and closed questions were included. Interviews were conducted telephonically in the respondent's preferred language at a time convenient to the respondent. Contact details of the respondents were obtained from a database supplied by the Consumer Education Project of Milk SA.

Sample size: 56 respondents

Training recall rate: 100%

Results can be obtained from: MQ Market Survey 2017, click on link below

<http://www.rediscoverdairy.co.za/home2015/about-cep-2/members-section/presentations-clips-and-research/>

Summary of results:

75% of respondents reported that they had received the Dairy Clinic tool and pamphlets for handouts, while 89% received the laminated visual aids.

84% indicated that the training material are most useful.

Training event and material was well understood and gave health promoters confidence to utilize the training tools when presenting the dairy message in-front of people.

2.13.6 Audio visual for the wellness project

The additional budget has allowed for the project to develop an educational video for the Wellness Project (PRJ-0165).

An educational video is being produced for the Wellness project. The content of the video will capture the lesson plan for Nutrition advisors and Health Promoters and will also be suitable for higher grades school learners.

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

Final script was approved. Process in development.

Proposed date of completion: End November 2017.

2.14 The roll of dairy in sport

Dairy Awareness at Premier League Hockey (PHL) for teenagers

The CEP identified an opportunity to promote dairy among young sports people, in particular school level hockey players. Hockey players are being lifetime consumers. They start playing very young, through high school, university, club level and onto a masters level. This provides an opportunity to impact on a consumer at an early age and be with them along their hockey journey.

Male and female consumers are targeted of different ages, a mixed race with the support of a strong development programme such as the PHL.

The PHL is a new tournament (2nd year running) and therefore It receives television broadcast coverage - SuperSport broadcast the tournament, maximising CEP exposure and providing educational communication opportunities, extending the communication messages from players to the public watching, to a national audience.

Target audience:

Age: 15-19yrs (29%) (although other age groups also play hockey), mixed races

Progress:

Dairy awareness

1 x 6m perimeter board for all PHL games. This will be viewed on TV during broadcast of the games.

The board to be used to drive a brand message as part of the Consumer Education Project i.e.

Dairy gives you go

PHL received 328 hrs of total TV time on Supersport in 2016

The dietitian of the project will address all the players and distribute leaflets on dairy and sport

Social media campaign that will be linked to the Dairy Gives you go Facebook page

All the games are played on ONE field

Educational pillars:

Rehydration

Muscle development

Muscle recovery

Performance

The contract has been drafted and is under review by the CEP

The design for the billboard is being developed used the 'Dairy Gives You Go' logo

Approximately 30 matches will take place from 25 November - 12 December 2017

No Non-achievements / underperformance has been reported

Goal 2 - Specialized communication

Achievements

3.1 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'

3.2 Health professional print

3.2.1 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 / June
Just add dairy	Nursing Update	June
Dairy and cancer prevention	Modern Medicine	July
Are plant-based beverages as good as cow's milk	SAMJ	September

3.2.2 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.

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
Are Plant based beverages as good as cow's milk	July

3.2.3 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) 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	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

3.3 CLINICS: Educational material for health professionals

3.3.1 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.

3.3.2 Distribution of the USB memory stick for this period

Name of institution	Number of students	Educational PRESENTTION	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
University of Pretoria	34	Project presentation	Distributed USB tools	21 July

3.3.3 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 PRESENTTION	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	

3.3.4 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

3.3.5 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)

3.4 CONTINUING PROFESSIONAL DEVELOPMENT (CPD) FOR DIETITIANS IN SOUTH AFRICA

The CPD activity provides the project with an opportunity to communicate directly with one of the health professional target markets i.e. dietitians.

3.4.1 CPD articles: articles are distributed at CNE (Continuing Nutrition Education) events and dietitians complete the questionnaires in order to earn extra CPD points. Articles are also available on the 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
Dairy foods and cancer prevention	30 June 2017

3.4.2 CPD article on the 'Rediscoverdairy Website

A new menu item was introduced on the www.rediscoverdairy.co.za website for dietitians: CPD activity

Dietitians have to register on the website and then have access to peer reviewed articles. Ten articles were identified, accreditation obtained from authoritative bodies and posted on the website.

Each article is accompanied by a questionnaire that must be completed by the dietitian in order to obtain CPD points. This menu item has been active since 1 September.

By end September 119 dietitians had registered.

Article no	Name of article	Total responses
1	Milk and Dairy products: good or bad for human health? An assessment of the totality of scientific evidence	30
2	Dairy food and Cancer Prevention	28
3	Case study: The Role of Milk in a Dietary Strategy to increase Muscle Mass and Improve Recovery in an Elite Sprint Kayaker	5
4	A Comparison of the Nutritional Value of Cow's Milk and Nondairy Beverages	14
5	An introduction to the revised food-based dietary guidelines of South Africa including paper on Have milk maas or yogurt	4
6	Food consumption and the actual statistics of cardiovascular diseases: an epidemiological comparison of 42 European countries	5
7	New strategies in sport to increase exercise performance	5
8	Nutrient density: Principles and evaluation tools	9
9	Whole dairy matrix or single nutrients in assessment of health effects: current evidence and knowledge gaps	11
10	High intake of regular-fat cheese compared with reduced-fat cheese does not affect LDL cholesterol or risk markers of the metabolic syndrome: a randomized controlled	5
11	Ethical challenges in Infant Feeding Research	9

3.4.3 CPD event planned for dietitians and nutritionists.

DAIRY DAY: The project is holding a Continuing Nutrition Event on 18 October 2017 at the Irene Farm.

The programme, speakers and registrations of delegates were managed during this quarter. The delegates had to register online, and 125 confirmations were sent out by email. Meetings were held with the venue manager to plan procedure including menus and venue layout.

The event was promoted by ADSA as a stand-alone notification.

3.5 ON-LINE EDUCATIONAL TOOL

Budget: PRJ- 0182

The CEP is developing a menu item on the Dairy-gives-you-go (DGYG) website that will provide health conscious consumers the opportunity to find dairy related information in user friendly format. If the visitor / consumer is interested in more detailed information, they will be directed to the 'rediscoverdairy' website.

The purpose is to provide additional information about dairy to consumers in a user-friendly manner. Consumers can search for any topic on dairy by using the Google search engine, and be taken to the website. The on-line tool will also make information on the health and nutritional benefits of dairy and general information on dairy health and nutrition easy accessible at any time and place

The on-line tool was reviewed by the Technical Advisory Committee of the CEP in April 2017. A small task-team was formed to develop the content for the on-line tool consisting of the project coordinator, the dietitian of the project and two members of the Technical Advisory Committee. The questions and answers document has been completed and a screening tool for dairy consumption i.e. calcium intake has been drafted. The task team meets monthly to monitor progress.

3.6 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.

3.7 RESEARCH

3.7.1 Consumer research to measure attitudes, knowledge and usage of dairy among teenagers

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.

A mixed method research approach was applied to gather data

The target audience was:

Age groups: 10-12 yrs.; 13-17yrs and 18-23 yrs.

Typical middle-class teenagers and young adults from three major metropolitan and one peri-urban area in South Africa.

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.

Three research methods were applied:

Qualitative – focus group discussions: Three age groups, four regions (total 10 groups).

Quantitative – Self-Assessment Manikin: Three age groups, one region.

Biometric research techniques: Three age groups; one region.

Results from focus groups discussions are:

Dairy is mostly associated with milk.

No confusion that milk comes from cows.

The most popular and often used dairy products includes milk, cheese, yoghurt, and amazi (sour milk).

Other products such as butter and cream were less popular and not always spontaneously mentioned.

Amasi (sour milk) remains a favourite among lower income consumers. Sugar is often added to amasi to enhance the flavour.

Butter was confused with margarine. Respondents used brand names of margarine, which clearly indicated the confusion.

Although all participants drink milk, it is not often consumed as a stand-alone product and is usually combined with other products to enrich the taste, such a maize porridge.

Milk is primarily consumed because of its nutritional value and ability to give energy.

Parents mostly shared dairy related information with children from a very young age.

The full report can be viewed on: <http://www.rediscoverdairy.co.za/home2015/about-cep-2/members-section/presentations-clips-and-research/>

3.7.2 Survey among adults to test attitudes, knowledge and usage of dairy

This survey is planned for October 2017 and will be in electronic format. The questionnaire has been drafted and a pilot test is underway.

3.8 SUMMARY OF PARTICIPATION IN CONFERENCES AND PRESENTATIONS BY THE PROJECT COORDINATOR OR THE DIETITIAN

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.

28 July 2017: University of Pretoria: presentation to dietetics personnel: Overview of the Project

21 July 2017: University of Pretoria: presentation to dietetic students (34): Overview of the Project

23 August 2017: Nestle Farmers Day: Mosselbay. The project coordinator presented and overview of the project at the event.

26 September 2017: University of Pretoria: The dietitian of the project presented and overview of the role in dairy in the diet to the 4th year Food Science Students

3-6 September 2017: SAAFOST 22nd Biennial International Congress and Exhibition; Century City Convention Centre, Cape Town. Project Coordinator attended and presented in the Dairy session: Efforts to promote increased consumption of dairy is warranted: Driving dairy consumption through consumer education.

- Dr Friede Wenhold presented at SAAFOST congress on behalf of the CEP: Dairy and Cancer Prevention.

7 September 2017: Ilse Workshop: Century City Convention Centre, Cape Town. The dietitian of the project attended the workshop presented by ILSI (International Life Science Institute, SA: 'Are South African consumers moving towards healthy eating'

3.9 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.

3.10 GLOBAL DAIRY PLATFORM (GDP) AND INTERNATIONAL MILK PROMOTION OF THE

3.10.1 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.

3.10.2 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.

Nutrition Reviews developed by the CEP were shared with the SCNH i.e.

Plant based beverages

Dairy and Cancer prevention

3.10.3 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.

3.11 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 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.

3.12 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	AUG, CEP 2017.pdf
Unnecessary spending during period	No

Popular Report

[PRJ 0137, Business report, 3rd quarter.pdf](#)

Additional documentation

[2. Consumer Education Project, 3rdquarter, july - sept 2017.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