



## **Consumer Education Project of Milk SA - Additional R2,245 million**

(PRJ-0165-2017)

### **SAMPRO: Consumer Education Project of Milk SA**

**Year 2017** (January 2017 till December 2017)

#### **Project goals**

**Goal 1 - Research among teenagers to test attitudes, knowledge and usage of dairy products in four regions and 4 age groups: The research was planned to be conducted in 2017 in one region only i.e. Gauteng due to limited funds. With the additional funds, the research can be expanded to cover two more regions as initially envisaged. The research will include quantitative and qualitative research methodologies**

#### **Achievements**

**Goal 1: Consumer research** (Budget: PRJ-0165: R 550 000 / PRJ-0182 R 230 000)

The research to measure attitudes, knowledge and usage among teenagers in South Africa was conducted by UNISA Bureau of Market Research. Eleven focus group discussions were conducted in three different regions in South Africa. The results are presented in the below and can be obtained from the 'rediscoverdairy' website.

The facilitators guide and questionnaire were 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 amasi (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/>

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

**Goal 2 - Survey among adults (25 -50) to test attitudes, knowledge and usage of dairy products: This proposed research will be an extension of the research planned for teenagers (no 1 above), but to be conducted among an older age group (25-50yrs). A similar research survey was conducted in 2007 but due to the time lapse since 2007, information about the topics is required to ensure that the communication of the Consumer Education Project speaks to the existing needs of consumers. Updated information about the attitudes, knowledge and usage of dairy products will not only be of value to the Project, but for all the members of the dairy industry To save on costs the research will be done electronically**

#### ***Achievements***

**Goal 2: Survey among adults to test attitudes, knowledge and usage of dairy**

This survey was conducted in electronic format during November 2017. The questionnaire was tested first to ensure all the questions were relevant to the study. The results can be obtained from the members' section on the 'rediscoverdairy' website.

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

**Goal 3 - Additional travel budget for dietitian to attend the mid-year meeting of the IDF Standing Committee of Health and Nutrition in Utrecht**

#### ***Achievements***

Goal 3: 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.

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

**Goal 4 - Additional travel budget for clinic training: The clinic training was extended in Northern Cape. The travel component of this element required more funds to be allocated in order to serve the target group effectively**

### **Achievements**

The Northern Cape regions was extended with the assistance of the additional budget obtained from PRJ-0165 for travel expenses of R 30 000. Additional training was conducted in Eastern and Northern Cape. A total of 246 health promoters were trained for this period.

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 AWUZWE, an specializes who specializes 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 ran 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; in June in the Free State and Eastern Cape and Northern Cape in August and September, as set out below.

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
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
	<b>Eastern Cape</b>	
28 August	Cetani	21
29 August	Thanga	45
30 August	Ndabakazi	23
31 August	Ngqamakwe	32
	TOTAL TRAINED EASTERN CAPE	121
<b>Free State</b>		
7 June	Welkom	32
8 June	Mangaung	24
	TOTAL TRAINED FREE STATE	56
	SUMMARY:	
	<b>TOTAL TRAINED TO DATE IN 2017</b>	<b>757</b>

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

**Goal 5 - Advertorials to support communication on the role of dairy in sport: Communication on sport and dairy was planned for 2017. The additional budget will allow for more visibility in the media on the role of dairy in sport by means of printed advertorials in selected publications.**

### **Achievements**

#### **Goal 5: Advertorials on Sport and dairy**

Two advertorials were developed and published which focused on the role of dairy in sport nutrition.

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.

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

### **Non-achievements / underperformance**

n/a

### **Reasons for non-achievements / underperformance**

n/a

### **Planned remedies for non-achievements / underperformance**

n/a

Choose milk as a sports drink	Sports Club	June issue
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Choose milk as a sports drink	Sowetan Soccer	June issue
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**Goal 6 - Printing of educational material for clinic training i.e. A4 Dairy tool and A3: The A4 Dairy tool and the A3 Educational tool requires more copies to be printed in 2017 as the attendance at clinic training events is significantly more than anticipated.**

### ***Achievements***

#### **Goal 6: Printing of additional 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)

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

**Goal 7 - Placement of additional scientific education material for health professionals: The intention is to extend the visibility of scientifically sound advertorials for dietitians and nutritionists by publishing the existing advertorials more frequently in journals aimed at health professionals. The additional budget will make it possible to create more awareness of health and nutritional benefits of dairy among this target audience**

### ***Achievements***

#### **Goal 7: Health professional advertorial and nutrition reviews**

The advertorial and nutrition review on Plant Based beverages were published in two different publications i.e. SAMJ and Modern Medicine.

The nutrition review and advertorial on dairy and cardiovascular disease was completed in November 2017.

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. In 2017, 11 advertorial were published.

		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
Dairy foods and cancer prevention	SAJCN	October
Are plant-based beverages as good as cow's milk	ADSA Mailer	October
Amazi- simply amazing	Nursing update	November
Are plant-based beverages as good as cow's milk	SAJCN	December

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

**Goal 8 - Continuing Nutrition Education (CNE) event for dietitians and nutritionists: An CNE event for dietitian presents the opportunity to share new scientific information on dairy health and nutrition with one of the key target audiences of the Consumer Education Project. Usually an event of this nature is planned every two years if budget allows. The additional funds allows the Project to plan a CNE event for dietitians and nutritionists in 2017**

### ***Achievements***

**Goal 8: Continuing Professional Development (CPD) event for dietitians and nutritionists.**

DAIRY DAY: The project held a Continuing Nutrition Event (CNE) on 18 October 2017 at the Irene Farm. It was attended by 115 delegates, mostly registered dietitians.

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

The six speakers were

Tushcka Rheynders: Are you milking your beverages for all they are worth: a view on plant based beverages

Prof Renee Blaauw: Research round-up: Dairy and cardiovascular disease

Rina Belcher: Let's get cheesy

Verity Price: learn to think differently and act on your ideas to ensure you achieve your goals

Prof Louise van den Bergh: Sizing up lactose in Milk and Dairy

Monique Piderit: The fermented food frenzy

CEP: Meet Amazi

During the tea-break, smoothies prepared with Amazi and yogurt, were served. Lunch was served to all delegates. The delegates who were qualified dietitians received 5 CPD points for attendance and a certificate was issued to each dietitians.

This was the second time that the CEP presented a CNE event and it has gained popularity among dietitians.

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

**Goal 9 - Television media: Increasing the planned broadcast schedules for July, October and December 2017 with additional flightings of the different television advertisements, will create more awareness among the target audience and potentially drive more traffic to the 'dairy gives you go' Facebook page and website.**

**Achievements**

**Goal 9: Television media spend**

**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, five TV bursts were executed.

In 2017 were five TV bursts:

	Pool, Hammock and Ball				
TV Channels	Number of flightings per channel				
	January	April	July	October	December
ETV	19	36	41	24	17
SABC 1	22	69	49	35	31
SABC 2	8	26	18	14	9
SABC 3	1	4	4	7	7
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	Package: 30/9 – 14/10 Cartoon network, Boomerang, Ziyachisa Zee world, MTV base and Trace Urban Africa Magic epic	Package: 7/12-21/12 Cartoon network, Boomerang, Trace Urban Africa Magic epic

**Post campaign analysis**

Targets for the advertisements broadcast in 2017 were:

<b>TV ADS FLIGHTED</b>						
<b>TARGET MARKETS</b>	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

<b>TV ADS FLIGHTED</b>						
<b>TARGET MARKETS</b>	TV OCTOBER 2017			TV DECEMBER 2017		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 25-45/Mums/LSM 9-10 (planned)	241	58	4.1	158	47	3.4
Age 25-45/Mums/LSM 9-10 (actual)	194	44	4.4	144	40	3.6
Age 25-45/Mums/LSM 6-8 (planned)	454	72	6.3	341	68	4.9
Age 25-45/Mums/LSM 6-8 (actual)	385	68	5.7	315	67	4.7
Age 13-19/LSM 9-10 (planned)	186	45	4.1	158	37	2.9
Age 13-19/LSM 9-10 (actual)	145	45	3.2	133	41	3.3
Age 13-19/LSM 6-8 (planned)	399	67	6	290	62	4.7
Age 13-19/LSM 6-8 (actual)	394	69	5.7	319	66	4.9

The TV ads were launched in October 2016. The Audience Ratings (ARS) from October 2016 – December 2017 were 2733 against LSM 6-8 teens with an average reach of 93% and a frequency of 29.4 time (TV ads viewed per person). The ARS from October 2016 – December 2017 against LSM 6-8 mums were 2688 with an average reach of 92% and a frequency of 29.3 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:

<b>TV Ad ON YOU TUBE</b>	Excl Go Guy: Oct 2016 – Dec 2017	Including GoGuy from Aug 2017 to Dec 2017.	TOTAL VIEWS



Pool	75 938	101	76 039
Hammock	58214	51	58265
Ball	31 497	32 017	32 096

TV Ad ON FACEBOOK	Excluding GoGuy	Including GoGuy Nov 2016 – Dec 2017	TOTAL VIEWS
Pool	From 28/11/16: 110 121	16 917	127 038
Hammock	From 27/3/17: 19 080	12449	31 529
Ball	From 5/12/16: 61 023	7561	68 584

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

## Income and expenditure statement

Income and expenditure statement	<a href="#">SVO , Dec 2017.pdf</a>
Unnecessary spending during period	No

## Popular Report

[PRJ-0165 Annual report, 2017.pdf](#)

## 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