



Consumer Education Project of Milk SA
(PRJ-0037-2014)
SAMPRO: Consumer Education Project of Milk SA
Year 2014/2014 (January 2014 till December 2014)

Project goals

Goal 1 - General communication, namely messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers

Achievements

PROGRESS REPORT ON THE CONSUMER EDUCATION PROJECT OF MILK SA FOR THE PERIOD JANUARY TO DECEMBER 2014

1. INTRODUCTION

1.1 OBJECTIVE OF THE REPORT

The objective of this report is to provide an overview of the activities of the project for the period January to December 2014 and includes additional information from previous years where applicable.

1.2. OBJECTIVES OF THE PROJECT

Agricultural Marketing Act 47 of 1996
(Regulation 1218 of 2013)

• In terms of Regulation 1218 of 2013 issued in terms of the Agricultural Marketing Act (47 of 1996), part of the income from the levies on dairy products should be spent by Milk SA on consumer education. In this regulation the following is stated:

“From a national point of view and to promote the viability of the dairy industry, consumers should be informed of the health and nutritional advantage of milk and other dairy products. Informed consumers will not only contribute to the national well-being in respect of nutrition and health, but especially also to the viability and sound development of the dairy industry. The education will be conducted in such a way that it will not erode the marketing activities of any firm in the dairy industry that are aimed at differentiating its products from that of competitors.”

1.3. NATURE OF THE PROJECT

• The communication campaign consists of two elements, and the elements are executed on an integrated basis. The elements are:

- General communication
General communication namely messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers; and
- Specialised communication
Specialised communication, namely pro-active and reactive messages regarding the health and

nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in the South African society.

1.4 TARGET MARKETS

- The target market for General Communication element is LSM 6-10 as determined by the advisory committee.
- The target market for Specialised Communication element is health professionals, namely doctors, nurses, dietitians and nutritionists.

1.5 COMMUNICATION CHANNELS

- To convey messages effectively to the target markets, appropriate use of the different communication channels is necessary:
Due to the numerous opportunities which exist and which can be created, it is of extreme importance to be highly disciplined in selecting the most effective communication channels and to ensure balanced and integrated use of the channels to convey the messages to the target markets.
The communication channels that were selected for use by the project are:

- a) Television
- b) Print in the form of promotion articles (advertorials) in consumer magazines, scientific articles in magazines aimed at health professionals and pamphlets for distribution at selected events;
- c) Schools
- d) Clinics
- e) Website
- f) Digital advertising
- g) Presentations at scientific congresses and seminars
- h) Media liaison

1.6. LAYOUT OF THE REPORT

In the next sections of the report, attention is given to the use of each of the communication channels mentioned under 1.5 in respect of firstly general communication, and secondly, specialised communication elements of the campaign.

2. GENERAL COMMUNICATION

2.1. MESSAGES

Six communication messages were determined by the advisory committee in light of the Markinor research and the scientific information regarding nutrition and health applicable to dairy products as set out below:

- a) Bone strength
- b) Muscle strength
- c) Growth, especially for kids
- d) Fat Content – dairy is lower in fat than you think
- e) Weight loss – dairy as part of a low-fat diet
- f) Nutrient-rich dairy is nutrient rich as it contains proteins, vitamins and minerals , especially calcium
- g) The 3-A-DayTM dairy, ‘rediscoverdairy’ logo and website as well as the ‘dairy gives you go’ website details are indicated on all promotional material.

2.2 TELEVISION

2.2.1 Development of new television adverts in 2012/13

Strategic and creative planning in 2012 of the new television advertisements took into consideration the requirements of Regulation 146 and important aspects of the communication approach were identified as opportunities for the new television advertisements.

A considerable amount of time and effort was given to the formulation of the TV briefs in 2012, by the Extended Management Committee. The briefs for the television advertisements were considered through a comprehensive process which provided for an in-depth consideration of

the relevant issues, including workshops and various meetings. The essence of the outcome of the deliberations of the Extended Management Committee was that television should focus on teenagers (13-19 yrs) with the main considerations being:

- Teenagers have a strongly growing purchasing power in terms of own "income" and influence on parents' purchasing decisions.
- Teenagers are more open to advertising messages than older target groups if we communicate with them in the right way – relevance is key.
- The teenagers of today are the parents of tomorrow.

Although TV will be aimed at teenagers, it should not be deduced that other targets will not be reached. A meaningful spill over will reach targets such as mothers of teenagers.

The slogan for the television campaign is: 'Dairy gives you go'. The slogan is carried through to television, the microsite (mini website) and the mobisite (designed for cell phones) in conjunction with the overarching slogan "rediscoverdairy". Just as with the "rediscoverdairy" slogan, the dairy gives you go slogan has been trademarked.

As part of the planning of the project, the storyboards were assessed with the target audience prior to production. Two concepts were approved and the Dusty and Stix advertisements were developed. The two Tv ads were broadcast in four bursts in 2013.

2.2.2 Television 2014: Dusty and Stix advertisements

The two TV ads were broadcast in April, July and October 2014.

TV CHANNEL BURST 1

29/3 - 9/4 2014 BURST 2

1/7 - 20/7/2014 BURST 3

4/10 - 15/10/14

ETV 17 65 7

SABC 1 40 30 35

SABC 2 14 27 21

SABC 3 15 28 4

Mzansi 2 - 3

MNet 5 - -

DSTV & Viacom 1 week package (11 channels) 2 week package (14 channels) 10 day package (8 channels)

Post campaign analysis:

Burst 1: 29/3 - 9/4 2014

The performance of the campaign during the 1st burst in 2014 achieved the planned targets for the burst. Since the planning for this burst is done against the primary market (LSM 6-8 teens), the performance was very good with ARs coming in 7% higher than anticipated. Performance was as expected against LSM 9-10 teens where at least 40% rub-off was anticipated. Performance exceeded expectations in respect of LSM 6-8 mothers where the project achieved 13% more ARS than we anticipated.

1st Burst: 29 March – 9 April 2014

Target Reach Frequency

Age 25-45/Mums/LSM 9-10 Actual 45% 3.7

Planned 45% 4.2

Age 25-45/Mums/LSM 6-8 Actual 64% 5.2

Planned 60% 4.9

Age 13-19/LSM 9-10 Actual 46% 2.9

Planned 36% 3.3

Age 13-19/LSM 6-8 Actual 58% 5.3

Planned 61% 4.7

Burst 2 (1/7 – 20/7/2014)

A conservative approach to the unknown effects of the schedule changed due to the FIFA World Cup and resulted in the project over-achieving against all markets. Since the project was off air since early April, this burst did an excellent job of re-establishing the message in the minds of the target market. Performance against mothers was even better than the performance in the teen market despite high levels of 'Youth' and off-peak programming.

Target Reach Frequency
Age 25-45/Mums/LSM 9-10 Actual 53% 5
Planned 48% 4.1
Age 25-45/Mums/LSM 6-8 Actual 76% 7.9
Planned 71% 6.2
Age 13-19/LSM 9-10 Actual 47% 4.5
Planned 42% 3.4
Age 13-19/LSM 6-8 Actual 66% 7.3
Planned 65% 5.4

Burst 3 (4/10/14 to 15/10/14)

The burst performed well during this period. The July burst was exceptionally strong and the October burst served as a strong reminder burst. Performance against mothers was even better than the performance in the teen market despite high levels of 'Youth' and off-peak programming.

Target Reach % Frequency
Age 25-45/Mums/LSM 9-10 Actual 49 3.2
Planned 45 3.7
Age 25-45/Mums/LSM 6-8 Actual 66 5.1
Planned 66 4.9
Age 13-19/LSM 9-10 Actual 38 2.9
Planned 43 2.8
Age 13-19/LSM 6-8 Actual 62 4.8
Planned 62 4.9

Terms:

- Reach: The number of people in the demographic group targeted that are exposed to the ad at least once. This is expressed as a percentage.
- Average Frequency: This is the number of times ON AVERAGE that individuals in the defined target audience are exposed to the message. This is NOT the number of times the ad is flighted. Some individuals in the target groups may see it 20 times and others may see it once, thus average frequency is an average of everybody in the target group.

The TV ads can be viewed on YouTube accessed from microsite and the number of visits for the period was as follows:

- Dusty 45" = 110 219 (Feb 2013 – Dec 2014; with media support)
- Stix 45" = 128 164 (Feb 2013 – Dec 2014; with media support)
- Dusty 120" = 2782 views (12 months, no media support)
- Stix 120" = 2336 views (12 months, no media support)

2.2.3 Development of a television advertisement in 2014

The development of one new television advertisement was planned for 2014. Two concepts were presented and the storyboards were tested with the target audience in June 2014 (see research). The new television advertisement was developed in September and October 2014.

2.2.4 Television advertisement awards

Previously the TV ads were awarded by the organised advertising industry of South Africa as follows:

In 2008, the Milk (petrol station) and the Cheese (Diner) were advertisement of the month; in 2009, the Hen, Whale and Tortoise were advertisement of the month; in 2010/11, the Settler and Zulu were winners of the IDF Innovations award.

The TV ads were awarded in 2013 as follows:

- the advertisement of the month in March 2013,
- one of the 18 finalists at the Cannes film festival in France and
- One of the three finalists in the International Dairy Promotions Trophy awards along with USA and Canada.

No additional awards were achieved in 2014.

2.3 MICROSITE (MINI WEBSITE): www.dairygivesyougo.co.za

A microsite (mini website) was developed for the project to enhance the impact of the TV advertisements and also create an area on the internet dedicated to the product i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite is appropriately linked to the 'rediscoverdairy' website.

- The purpose of the microsite is to convey the health benefits of dairy to the target market in the format of an infographic, which is a graphic presentation of the information.
- The microsite consists of four themes i.e. Sport, Everyday, Strength and Beach body.
- Each theme consists of five infographics relevant to each with an option for the viewer to find out more about a certain topic.
- The microsite is also adapted for viewing on a cellphone
- The website address is : www.dairygivesyougo.co.za
- The Microsite was launched in December 2012

2.3.1 Monitoring of the microsite

In order to enhance the performance of the site, an advanced tracking and analytical tool on the dairygivesyougo.co.za microsite was implemented in February 2014 in order to fully understand the behaviour of the individuals visiting the website.

- In addition to being able to track the success of campaigns that drive traffic to the site, the project now also has the ability to go into more detail as to user experience. This has allowed the project to make tactical changes that should drive the messaging more effectively.
- The results of the analytical tool presented a variety of general observations and screen capture observations. Action points have been identified and these are implemented as high, medium and low priority. The first improvement was focussed specifically on the navigational operations of the site.
- The microsite was optimised for MXIT on mobile phones.
- A health quiz is on the microsite ensured that teenagers are familiarised with the health and nutritional benefits of dairy.

2.4 DIGITAL ADVERTISEMENTS

A digital advertising campaign was developed to carry the messages of the campaign and to support the microsite. Advertising banners were developed that convey the health benefits of dairy while also directing viewers to the microsite and the mobi-site. The banners appeared on social media sites visited by teenagers such as You Tube, FaceBook, MXIT, 24.com. The quiz that appears on the microsite was advertised on the banners to increase traffic to the microsite. There were three bursts planned for 2014.

BURSTS DATE OF BURSTS

1 29/3/14 - 9/4/14

2 28/6/14 – 11/7/14

3 4/10/14 – 15/10/14

2.4.1 Post campaign analysis of www.dairygivesyougo.co.za

The microsite was introduced in December 2012. During the period 1 December 2012 – 31 December 2013, three digital advertising bursts were active.

For the period 1 December 2013 – 31 August 2014, the site has been visited 18 864 times by 16 328 users. The average time spent on the site was 1.2 minutes.

- The health quiz, which has been continuously active, is supported during September and October by an incentive to win a gym contract for one year with Planet Fitness, with the purpose to spike the number of visits and the time spent on the site and ultimately to create an opportunity for learning.
- The two winners were announced and the prize of a years' gym contract was presented to

each.

2.5 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The DGYG Facebook page was launched in June 2014

Four new posts are placed on the page per week. The information posted uses the microsite as focus area for the educational messages.

The digital advertising campaign serves as support to create traffic to the Facebook page.

Total likes on the Facebook page from 1 June – 31 December were 13878.

The competition to win a year's membership with Planet Fitness is promoted on Facebook to encourage more traffic to the microsite.

2.6 CONSUMER PRINT

2.6.1 Consumer promotional articles: the content of these articles expand on the six key messages and inform consumers why it is important to include dairy in their daily diet and the rationale for the consumption of three portions of dairy per day. The target audience for this activity is mothers with children up to teenage years. Twelve insertions were planned and placed in 2014 as follows:

NO ADVERTORIAL TITLE MAGAZINE ISSUE DATE

- 1 Dairy meets your needs You 27 March 2014
- 2 Suiwel voel doen aan jou behoeftes Huisgenoot 27 March 2014
- 3 Milk & sport: a winning combination Move 30 April 2014
- 4 Fuel up with flavoured milk Move 14 May 2014
- 5 Smart snacking with dairy Move 28 May 2014
- 6 Dairy & breakfast: a winning combination Move 11 June 2014
- 7 Meer suiwel in die diet voeg belangrike nutriente Huisgenoot 6 November 2014
- 8 More dairy in your diet adds essential nutrients You 6 November 2014
- 9 Lactose intolerance: enjoy dairy You 13 November 2014
- 10 Laktose intoleransie: geniet suiwel Huisgenoot 13 November 2014
- 11 Versorg jou kinders met suiwelsprodukte Intiem December 2014
- 12 Take care of your children with dairy Intiem English December 2014

2.6.2 Editorial information for consumer publications

The project provides editorial information to publications for use by the relevant editor to their own discretion. The following editorial information was provided to Move magazine:

Benefits of dairy as part of a healthy diet – Named by Move “Delicious and nutritious dairy” – 14 May 2014 (Double-page spread)

2.6.3 Consumer Leaflets

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

- 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

2.6.4 Leaflet for the dairy industry

A leaflet, “Know your product and present it with pride”, was developed for the dairy industry. The intention of the leaflet is to educate the individuals that work within the industry in order to make individuals working within the dairy industry proud ambassadors of dairy.

2.7 MEDIA LIAISON ACTIVITY

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):

Press Coverage

January – December 2014 Number of articles published Rand value

Consumer magazines 67 R 2 689 114.12

National newspapers 15 R 391 836.26

Regional press 43 R 439 110.33

Trade press 10 R 217 593.25

Online coverage Not monitored

TOTAL COVERAGE 135 R 3 737 653.96

2.7.1 Press releases developed and distributed by the project

PRESS RELEASE DATE 2014

World milk day May 2014

Dairy products help prevent type 2 diabetes September 2014

Milk combats sarcopenia – fight the effect of aging with dairy September 2014

2.7.2 Radio interviews

TOPICS OF INTERVIEWS RADIO STATION DATE OF BROADCAST

Overview of the Consumer Education Project of Milk SA Veepos op Radio sonder grense (RSG)

6 June 2014

The seminars presented by the Consumer Education Project Lanbousake on RSG 5 August 2014

The interviews can be listened to from the website www.rsglandbou.co.za

2.7.3 Television interviews

TOPICS OF INTERVIEWS TV CHANNEL DATE OF BROADCAST

Overview of the Project Doctor's orders. SABC 3. Friday's 3pm 1 August 2014

Podcast: Interaction with Clinics Available on www.rediscoverdairy website under

2.7.4 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 2014

DAIRY MAIL Dairy and sport Jan

DAIRY MAIL Dairy gives you go Feb

DAIRY MAIL Have milk, maas and yoghurt daily April

DAIRY MAIL The end of the line April

DAIRY MAIL Lactose intolerance: Myths and Facts July

DAIRY MAIL CEP reaches out to consumers at clinics August

FARM LINK Communicating the nutritional benefits of dairy to consumers Oct

DAIRY MAIL Dairy products help prevent type 2 diabetes Nov

DAIRY MAIL Milk combats sarcopenia – fight the effect of aging with dairy Dec

2.7.5 Media liaison in respect of the role of dairy and sport

The communication on the role of dairy in the sports arena has created awareness of dairy and its role in the diet of sportspeople, especially for rehydration and muscle recovery. For this reason the Consumer Education Project (CEP) developed promotional material which highlights the benefits of dairy for athletes participating in events such as mountain bike races, distance and trail running, soccer or rugby. These are available to members of the dairy industry involved in organising promotional and awareness events.

Nicki de Villiers of the Health Performance Centre at the University of Pretoria liaises with sports people and coaches on an ongoing basis and distributes the booklet to relevant people.

- April 2014: A Sports Nutrition Symposium, was held at the Nelson Mandela Metropolitan University South campus auditorium. 350 copies of the booklet were distributed. Speakers were Karlien Smit and Dr Konrad von Hagen
- 10 June 2014: Presentation to cricket academy by Nicki de Villiers. Distributed 50 booklets
- Cricket festival: KFC Point U/19 Cricket Festival. Mosselbay. 3-7 October 2014. 500 Leaflets were provided for the goodie-bags of the participants/athletes.
- Gauteng North figure skating interprovincial championships. 5 September 2014. Insert leaflet in goodie bag for athletes.

2.7.6 Liaison with Health Professional media

An article published in the British Medical Journal - Milk intake and risk of mortality and fractures in women and men: cohort studies. Michaëlsson, K., A. Wolk, et al., was picked up by the press in UK, France and Belgium, and South Africa. The project responded by requesting the Technical Advisory Committee (TAC) to draft comments for the IDF. The Sunday Independent was provided with the article as prepared by the TAC which was published on 16 November 2014.

2.8 SCHOOL CURRICULUM

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

- A guide to healthy eating and
- 'From farm to fridge'.

This sub project provides for teachers guides, posters and fact sheets under both themes. The fact sheets are available in Afrikaans, English, Zulu and Sesotho.

The worksheets have been listed with EClassroom, which is an independent website that carries worksheets for primary school teachers and learners. The website has been endorsed by the Department of Basic Education.

It is estimated that each worksheet downloaded from the EClassroom website is used by at least thirty learners or teachers. For 2014 the worksheets were downloaded 11 700 times.

| | | | | | | | | | | | |
|------|------|------|------|------|------|-----|-----|------|-----|-----|-----|
| Jan | Feb | Mar | Apr | May | June | Jul | Aug | Sept | Oct | Nov | Dec |
| 1237 | 1156 | 1310 | 1225 | 1535 | 1866 | 683 | 806 | 516 | 422 | 682 | 262 |

New worksheets developed in 2014 and placed on the website and EClassroom website

Worksheets developed for January - December 2014

- 1 From the farm to the fridge
- 2 Van die plaas na die yskas
- 3 Ho tloha polasing ho ya sehatsetsing
- 4 Kusakela eplazini kuze kuyofika efrijini
- 5 My daily food diary
- 6 Guidelines for healthy eating
- 7 Riglyne vir gesonde eetgewoontes
- 8 Dikeletso tsa ho jella bophelo bo botle
- 9 Izindlela okuyizona zokudla ukudla okunempilo

2.8.1 Rediscoverdairy/ dairy kids website

All the material related to the school project is available on this website and all the posters, teacher's guides, fact sheets and worksheets can be downloaded from the site.

2.9 NATIONAL NUTRITION WEEK

The National Nutrition Week (NNW) is an annual calendar event of the Department of Health. The event reaches out to the whole population including low socio economic groups. The project participated in the event every year as it provides an opportunity to network with the DOH and reach lower LSM groups across the country.

The theme for the National Nutrition Week (NNW) 2014 was: Eat less! Choose your portion with

caution. (The theme is repeated from 2013) The associated messages are:

- Choose a variety of foods from different food groups, and eat recommended amounts.
- Make portion control a daily way of life.
- Use salt and foods high in salt sparingly.

The target group for the National Nutrition Week 2014 'Choose your portion with caution' campaign was the general public, reached via interpersonal communication and media. Messages for health workers were communicated via the Department of Health and through targeted publications.

The project contributes to the NNW promotional material in terms of general input on the information presented to the public.

Media coverage

A Public relations agency was contracted to manage the PR activities around the NNW. A press release and snippets were compiled which were distributed to all relevant short-lead media nationally. Media motivations with the key messages of National Nutrition Week 2014 campaign were compiled and sent to all relevant electronic media resulting in the radio and TV interviews.

National Nutrition Week 2014 received good media exposure which resulted in an AVE of R1.6m

- 10 radio and one television interview as well as exposure in various print and online publications highlighted this year's message to the public.
- One television interview was secured on SABC Kids News. The dietitian of the CEP was interviewed.

3 WELLNESS ACTIVITY

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

3.1 Interaction at Clinics 2014 'Have milk, maas or yoghurt every day'

The 'Interaction at Clinics' project for 2014 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 extra goodness, within a balanced diet.

A leaflet and a poster, that 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. The leaflet is available in English, Afrikaans, isiZulu and Sesotho and serves as a hand-out to consumers during the show. 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) Leaflet in four languages
- b) Poster with main message i.e. Have milk, maas and yoghurt every day
- c) Banners with the main message
- 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 3 contributor status, to present the health messages at clinics and hospitals in the vernacular language of the local community. The dietitian driving the clinic project 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.

This project was implemented in five provinces, reaching a total of 380 and 29 hospitals (to date).

The table below presents the regions and number of clinics and hospitals visited during this period, where the educational presentation was presented:

| Clinics | Hospitals | Fam Health | Edushows | Community Events |
|--------------|--------------------------------------|------------|----------|------------------|
| Gauteng | 57 | 11 | 5 | 5 |
| Mpumalanga | 42 | 7 | 1 | 0 |
| KZN | 263 | 0 | 3 | 0 |
| Eastern Cape | 18 | 11 | 2 | 0 |
| North west | To be completed in September/October | | | |
| TOTAL | 380 | 29 | 11 | 5 |

3.2 Education of nutrition advisors in KwaZulu Natal

KwaZulu-Natal, however, required a different training approach in that trained nutrition advisers are available in government clinics. This presented a unique opportunity for CEP to promote dairy awareness amongst the advisers, who could, in turn, educate the patients and visitors on an ongoing basis at their respective clinics. The nutrition advisers were also equipped with a set of educational tools for use during their presentations. The KwaZulu-Natal implementation can therefore be considered a long-term investment.

It is estimated that up to 180 people were reached at each clinic during this roll-out. Overall the CEP will reach approximately 100 000 people of the target audience with this message (including KZN) on completion.

The following 263 Nutrition Advisors were trained during this period in KwaZulu Natal

Date Name of clinic/region Venue Number of clinics represented.

13 May 2014 Ilembe district Amatigulu training centre

109

14 May 2014 Ilembe district Amatigulu training centre

20 May 2014 Ethekewini district Inkosi Albert Luthuli Hospital

21 May 2014 Ethekewini district Inkosi Albert Luthuli Hospital

22 May 2014 Ethekewini district Inkosi Albert Luthuli Hospital

3 & 4 June KZN:Ugu district Murchison Hospital 55

30 July 2014 Zululand district KwaNongoma Hospital and Ulundi Municipal offices. 53

9 & 10 September uMgungundlovo district uMgungundlovo district offices 46

A podcast was developed which captures this project. It can be viewed on the www.rediscoverdairy.co.za website, under 'news snippets'.

The table below lists the number of clinics that have been visited during this quarter:

The 'Interaction at Clinics' sub-project commenced in February 2014 and will continue until September 2014.

3.2.1 Develop leaflets for the continuation of the project in 2015.

- Leaflets were translated into different African languages i.e. Afrikaans, English, Northern Sotho, Sotho, Tsonga, Tswana, Venda and Zulu.

4 CONSUMER GOODS COUNCIL OF SOUTH AFRICA (CGCSA)

The project attended a meeting on 19 August 2014 with the CGCSA with regard to 'Healthy Food options industry engagement' with the Director-General: Health, beverage South Africa (BevSA).

The project further attended industry meetings with the CGCSA-FSI on 22 and 23 October 2014 with regard to 'Healthy Food options industry engagement'. The aim of the engagement is to consider a request from the Department of Health to consider initiatives, specific to food and non-alcoholic beverage industry to support a national strategic plan for prevention and control of Non-Communicable Diseases (NCDs) in South Africa.

5 REGULATION 429: REGULATION RELATING TO THE LABELLING AND ADVERTISING OF FOODS: AMENDMENT

Regulation 146 on advertising and food labeling that was implemented in March 2012 has been amended. R 429 of May 2014 will be implemented in 2015. The project attended workshops

presented by SAAFOST (SA Association of Food). The project continuously updates existing promotional material to be in line with the regulations. All newly developed promotional articles conform to the regulation.

No Non-achievements / underperformance has been reported

Goal 2 - Specialized communication, namely proactive and reactive messages re. the health and nutritional advantages of dairy products conveyed to selected groups that are opinion formers in the SA society

Achievements

6 SPECIALISED COMMUNICATION

6.1 Overview

The target market for Specialised Communication includes health professionals i.e. doctors, dietitians, nutritionists and nurses. The messages communicated are based on the latest scientific information on dairy nutrition and health. The project makes use of a Technical Advisory Committee who works independently from the project, and are specialists in the field of nutrition.

Communication channels include:

- Print in the form of scientific advertorials and nutrition reviews
- Education material for dietitians, nutritionists and nutrition advisors
- Educational material for dietetic students at universities
- Liaison directly with health professionals through the CPD (Continuing Professional Development) events, seminars and conferences
- A comprehensive website with specific reference to the section on 'Dairy based nutrition'

6.2 Scientific advertorial placements

Scientific advertorials are written by experts in their field. All advertorials are evaluated by the CEP Technical Advisory committee. New research in the field of dairy nutrition and health are monitored through various sources such as the IDF, Global Dairy Platform and by monitoring other international dairy and health websites. These are published in various health journals in order to inform health professionals and to promote the awareness of the role of dairy products in respect of health and nutrition. For each advertorial, a full review article is written (nutrition reviews see 3.2), which elaborated more on the topic. This is loaded on the website at the same time as when the advertorial is published. Seven placements were published in 2014:

NO ADVERTORIAL TITLE MAGAZINE ISSUE DATE

- 1 Can dairy products lower high blood pressure? Nursing Update February 2014
- 2 Dairy allergies and lactose intolerance Nursing Update March 2014
- 3 Milk protein: new insights into functions and quality SAJCN May/June 2014
- 4 Milk protein: new insights into functions and quality SAMJ Aug 2014
- 5 The role of dairy consumption in the prevention of Type 2 Diabetes SAMJ Aug 2014
- 6 Maintaining muscle mass and preventing sarcopenia in the elderly: important benefits of dairy protein SAJCN Aug/Sept 2014
- 7 Maintaining muscle mass and preventing sarcopenia in the elderly: important benefits of dairy protein SAMJ September 2014

6.2.1 Nutrition review articles

Nutrition reviews explore a new topics in respect of dairy health and nutrition that warrants further investigation. The nutrition review allows for extensive and detailed information without a limitation to the number of words used. The nutrition reviews are posted on the 'rediscoverdairy' website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. For 2014, three nutrition reviews were completed.

TITLE OF NUTRITION REVIEW

Milk Protein: New insights into quality and function

Maintaining muscle mass and preventing sarcopenia in the elderly: important benefits of dairy protein

The role of dairy consumption in the prevention of Type 2 Diabetes

6.2.2 Milk Splat

The MilkSplat was created for the 'rediscoverdairy' website. The purpose for the menu item is to summarise recent research on a dairy nutrition (Nutrition review) related topic and place a summary on the web. The summary is also mailed to health professionals and they are encouraged to read the summary and contact the project for the peer-reviewed article. This further creates an opportunity for the project to build a database of health professionals and monitor the success. The summary articles highlight the scientific integrity of the project. Three 'Milkplats' were developed in 2014.

6.3 Educational material for health professionals (Refer table under 6.3.3)

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

The teaching aid file that was reviewed and updated and produced in electronic format i.e. a USB memory stick is now referred to as the Dairy-Based Nutrition USB tool. As part of the communication activities with dietitians, the revised USB tool was distributed to 2nd and 4th year dietetics students at all the universities in the country that offer the degree. The memory stick carries all the scientific information regarding dairy health and nutrition as developed by the project. Included on the memory stick is the sports booklet, advertorials, nutrition reviews and an overview of the project.

The project coordinator and the dietitian of the project visited the universities and presented the USB tools to the students after giving a lecture on the overview of the CEP. The Dairy Based Nutrition booklet was also printed in the form of a booklet for distribution at Provincial Training Hospitals.

At these events, the reaction of the recipients is very positive and in most cases more material such as posters, fact sheets and booklets are requested. These are then distributed by the project, upon request, to the different institutions.

6.3.2 Educational Tool

The A3 Educational tool is developed for dietitians in provincial hospitals and clinics for use to educate patients on certain life stages. On an on-going basis, the dietitian of the project visits each hospital (as listed below) and presents the tool to the dietitians.

6.3.3 Distribution of the USB memory stick and Educational Tool

The following universities / hospitals were visited in 2014.

Name of institution Number of students/dietitians USB Memory sticks handed out Educational Tools handed out

University of Stellenbosch 20 + 2 22 0

University of Western Cape 14 + 10 24 0

University of Cape Town 20 + 5 25 0

New Somerset Hospital 3 3 3

Groote Schuur Hospital 8 + 2 10 3

Red Cross Childrens Hospital 7 1 4

Tygerberg Hospital 13 + 4 17 5

Nelson Mandela University 24 + 2 26 0

University of KZN 32 + 4 36 0

University of Pretoria 24 + 6 30 0

University of FreeState 52 + 8 60 0

Universitas Hospital 0 0 5

Pelanomi Hospital 0 0 3

Nasionale Hospitaal Bloemfontein 0 0 3

Military Hospital Bloemfontein 0 0 4

University of Bloemfontein 63 + 8 71 1

6.4 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 / nutritionists, who, in turn, gain from the activity as Continuous Education Units are earned by participating in the activity. There were two CPD events planned for 2014:

- Nutrition Solutions. 11 April 2014. Johannesburg Country Club. This event which was a joint venture with ADSA (Association for Dietetics in SA).
 - The dietitian of the project presented a short introduction of the CEP
 - Prof Walsh presented on behalf of the project: 'Not all proteins are equal'
 - A peer reviewed article was provided for the dietitians as part of their CPD accreditation, which was managed by the dietitian of the project.
 - The leaflets were handed inserted in the delegate hand-outs.
- University of the Free State. 26 June 2014. Theme; Superhero's – On a mission for optimal nutrition
 - Prof Walsh presented on behalf of the project: 'Not all proteins are equal'
 - 70 dietitians attended the CDP event
 - USB tools were distributed to all the delegates

The article provided as CPD activity was:

Friede Wenhold, PhD RD, (SA), Department Human Nutrition, Faculty of Health Sciences, University of Pretoria. 2013. "Milk protein: new insights into quality and function". Nutrition Review. www.rediscoverdairy.co.za

6.5 Technical advisory committee

The Technical Advisory Committee (TAC) was established to ensure that all communication messages developed and published by the project are scientifically sound. The TAC consists of experts in the field of dietetics, dairy science and technology. Among other, an annual meeting is held with the TAC to present the progress of the project and to identify concerns and trends in dairy nutrition. The meeting was held on 7 April 2014.

The TAC was requested to respond to the controversial article published in the British Medical Journal (refer 2.7.6)

6.6 Website: www.rediscoverdairy.co.za

The website provides scientific information for health professionals on dairy health and nutrition under the 'Dairy Based Nutrition' section

7 REDISCOVER WEBSITE

The 'rediscoverdairy' website is constantly upgraded and monitored. The website forms an integral part of the media liaison activity in that relevant information for editors of different publications can be obtained on the web. It serves as an important communication channel for the project with consumers, health professionals, members of Milk SA, MPO and SAMPRO

7.1 Rediscoverdairy/ dairy kids website

All material related to the school curriculum project is available on the website and the website serves as support for the 'E-classroom' website which carries all the worksheets develop for the school project.

7.2 Member's log-in section

A section on the website has been created for Members of Milk SA, SAMPRO and MPO. This section will contain all the reports and presentations presented by the project at different meetings of events. The login-in details are the same for all members i.e. username: members, password: agendas

8 RESEARCH

The project monitors the performance of each element in order to ensure that the investment met the objectives of the project i.e. education on the health and nutritional benefits of dairy.

Therefore, where possible, each activity is measured using the most appropriate research methodology.

8.1 Literature review on lactose intolerance and Vitamin D intake in South Africa.

Two summary reports were completed:

- Research into the incidence of Milk intolerance in the South African population
- Research into vitamin D intake and deficiencies in the South African population

8.2 Consumer insights research

Extensive meetings and investigation regarding the need and profile of consumer research were held during this first quarter of 2014 and a proposal was developed which was presentation to the Advisory Committee in April 2014.

8.3 Survey on selected products usage 2007 – 2012.

The Bureau of Market Research, UNISA conducted a desktop survey on selected dairy product usage as provided by SAARF AMPS data base (All Media Products Survey) and the outcome was presented to the Advisory Committee in April 2014.

8.4 Mystery observer study: Interaction at clinics

Throughout the implementation period of the 'Interaction and clinics' sub-project, CEP conducted a mystery-observer study to determine the impact of the project as an indication of effective return on investment. This field-based research technique involves independent, trained fieldworkers posing as consumers to gather specific information about a product and service delivery as well as to experience how it feels to be a consumer of a specific company or product.

The research will include research conducted at 10 Clinics; 4 hospitals; 2 Edushows and interviews with 75 consumers.

Results will be presented on completion of the project.

8.5 Storyboard research

The overall aim of the study is to provide strategic insight into consumer reactions to the two concept television advertisement messages proposed for the 2014 'Dairy-gives-you-go' campaign. Feeling-related reactions associated with the two concepts as well as message takeout needed to be established. The exploratory nature of this research does not lend itself to the formulation of hypotheses. However, the following research questions were posed to investigate the emotive response to two concept advertisements:

- Are emotive differences evident in response to the two concepts respectively?
- Does the envisaged target market for the concept advertisements respond favourably to the advertising format and message?
- Are differences apparent between younger and older teenagers?
- Are differences apparent between male and female teenagers?

The research to test the storyboards of the new television concepts was conducted on 4 June 2014 with 103 consumers of the target audience.

One concept was approved which will be taken forward for development of a television advertisement.

The report of the research results is available on the website under the member's log in sections.

9 CEP INDUSTRY SEMINARS

Seminars for the industry i.e. members of Milk SA, SAMPRO and MPO were held in August and September 2014. The purpose of the workshop was to share information regarding the project and especially the communication products of the project in order to promote communicating of the health and nutritional benefits of dairy to the South African society. The leaflet: 'Know your product' was distributed to all delegates and each was provided with copies to hand out at their place of work.

The dates for the workshops were as follows:

| Region | Dates 2014 | Venue | Number of attendees |
|---------|------------|----------------------------|---------------------|
| Gauteng | 14 August | Shere Wood Lodge, Pretoria | 41 |

KZN 21 August Fern hill Hotel, Howick 38
Eastern Cape/Port Elizabeth 3 September Slipperfields, Port Elizabeth 25
Western Cape 4 September Durbanville Hills, Durbanville. 35

10 CONFERENCES AND PRESENTATIONS

The CEP personnel identified seminars and conferences relevant to the project. The following seven events were identified and participated in.

10.1 The project coordinator, dietitian and consumer scientist of the Project attended the first CNE (Continuing Nutrition Education) seminar: CNE, 11 April 2014; Johannesburg Country Club.

10.2 The dietitian of the project presented a short introduction of the CEP and Prof Walsh presented on behalf of the project: 'Not all proteins are equal'

10.3 SA Society of Dairy Technology, 47th Annual AGM & Symposium 2014 DAIRY SYMPOSIUM, 22, 23, 24 APRIL 2014. Lagoon Beach Hotel, Milnerton, Cape Town. The project coordinator presented at the symposium: 'Connecting the consumer with dairy'.

10.4 Continuing Nutrition Education (CNE), Main Auditorium, CPUT, (Cape Peninsula University of Technology), 28 May 2014 - 29 May 2014. The dietitian of the project attended the conference.

10.5 International Milk Promotion (IMP) and Global Dairy Platform (GDP) midyear meetings. 21-27 June 2014. CNiel, Paris. Project coordinator presented the Clinic project as one of the Trophy awards entries.

10.6 25th Nutrition Congress of the Nutrition Society of South Africa and the 13th Congress of the Association for Dietetics In South Africa. 16-19 September. Birchwood Hotel and conference centre, JHB. The project coordinator, the dietitian and consumer scientist attended the congress.

10.6.1 Dr Frieda Wenholdt delivered a paper on behalf of the project:

10.6.2 Dairy for optimal nutrition of all South Africans: Current evidence, challenges & opportunities.

10.7 NMMU (Nelson Mandela Metropolitan University): student event, 1 October 2014. Second year dietetic students, Food and Nutrition, final exam restaurant cooking. Presentation by the dietitian of the project presented a talk at the event on the importance of dairy for the elderly. Dairy products were used throughout the menu.

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

Communication with the GDP is on-going and all new information received from the GDP is acknowledged by the project and consulted where applicable.

The mid-year workshop that was held in Paris, France, was attended by the project coordinator. These workshops are held for the dairy industry and countries with generic health promotion campaigns. As part of the workshops, delegates are afforded the opportunity to present a country report, enter into the IMP trophy competition and present a case study. The Interaction at Clinics project was entered in the IMP trophy competition. This element of the campaign was presented by the project coordinator. The meetings provide an opportunity for the project to network on an international basis.

No Non-achievements / underperformance has been reported

Income and expenditure statement

| | |
|------------------------------------|------------------------------|
| Income and expenditure statement | Dec 2014.pdf |
| Unnecessary spending during period | No |

Popular Report

No file has been uploaded

Additional documentation

[Status report jan- Dec 2014 \(Update Feb 2015\).pdf](#)

Statement

| | |
|---|-----|
| Levy funds were applied only for the purposes stated in the contract | Yes |
| Levy funds were applied in an appropriate and accountable manner | Yes |
| Sufficient management and internal control systems were in place to adequately control the project and accurately account for the project expenditure | Yes |
| The information provided in the report is correct | Yes |