



Consumer Education Project of Milk SA
(PRJ-0037-2014)
SAMPRO: Consumer Education Project of Milk SA

Quarter 3 2014/2014 (July 2014 till September 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

1.1 TELEVISION

The two TV ads i.e. Dusty and Stix, were broadcast from 1/7/14 to 20/7/14. This was the second burst for 2014.

Schedule for the first burst was as follows:

TV Channel Burst 2: 1/07/2014 – 20/07/2014

ETV 65

SABC 1 30

SABC 2 27

SABC 3 28

DSTV & Viacom 2 week package/channel (14 channels)

1.1.1 Post campaign analysis:

Burst 2 (1/7 – 20/7/2014)

The burst overachieved against all markets which could have been due to the FIFA World Cup which ran at the same time.

Since the project was off air since early April, this burst did an excellent job of re-establishing the message with 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

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 the microsite

1.1.2 Development of new television advertisement

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 2.6.5). The new television advertisement will be developed in September and October 2014.

1.2 MICROSITE www.dairygivesyougo.co.za

A microsite (mini website) namely 'Dairy gives you go' was previously developed by the project to enhance the impact of the TV advertisements and also create an area on the internet dedicated to dairy i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite is appropriately linked to the 'Rediscoverdairy website'. The 'Dairy gives you go' website targets teenagers and gives the health and nutritional benefits of dairy in infographic format.

During the period from 1 Jan- 31 Aug 2014, the site was visited 2345 number of times with 2169 new users.

- The average time spent on the site was 1.28 minutes
- The percentage new sessions (first time visit) 95 %
- The media support was active from 28 June – 11 July 2014 (2nd burst).
- The third burst will be from 4 -15 October 2014.
- The health quiz, which has been continuously active, is supported during September 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.

1.3 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 YouTube, Facebook, MXIT, 24.com. The second burst ran from 28 June -8 July.

1.4 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 – 30 September 2014 were 12 372.

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

1.5 CONSUMER PRINT CAMPAIGN

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. No consumer advertorials were published for this period

1.5.1 Editorial information for consumer publications

The project provides editorial information to publications for use by the relevant editor to their own discretion.

1.6 CONSUMER LEAFLETS

The leaflets/factsheets are available to members of the industry to be distributed during any promotional activities. The leaflets can be viewed on the 'Rediscoverdairy' website under 'Resources'. These are available to the industry on request.

The leaflets are:

- Build strong bones
- Dairy: the whole story
- Dairy and sport

1.7 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. The leaflet was distributed at the industry workshops. Each delegate received a number of leaflets for distribution at their own place of work.

1.8 MEDIA LIAISON

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. The following summary of the value of dairy nutrition related articles for this period are presented. A company that monitors print is contracted to ensure no publicity goes unnoticed. The rand value is calculated according to the cost for the space/size of the article in the publication concerned. The project does not pay for this type of coverage achieved.

1.8.1 Print coverage

JULY - SEPTEMBER 2014

Press Coverage Number of articles published Rand value

Consumer magazines 14 R 563 124.08

National newspapers 6 R 97 399.22

Regional press 9 R 55 370.36

Trade press 3 R 72 531.25

TOTAL COVERAGE 32 R 788 424.91

1.8.2 Press releases developed and distributed by the project to consumer publications

World milk day was held on 1 June 2014. The project distributed a press release to weekly and daily media.

1.8.3 Press releases developed and distributed by the project to health professional publications

PRESS RELEASE DATE 2014

Dairy products help prevent type 2 diabetes September 2014

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

1.8.4 Radio interviews

Topics of interviews Radio station Date of broadcast

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

1.8.5 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

The school project Rivoningo. SABC 2. 10h30-11h00 weekdays Recorded for broadcast in October

1.8.6 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 Lactose intolerance: Myths and Facts July

DAIRY MAIL CEP reaches out to consumers at clinics August

DAIRY MAIL Dairy products help prevent type 2 diabetes Nov

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

1.8.7 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 sports people, 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 sports 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.

- Gauteng North figure skating interprovincial championships. 5 September 2014. Inserted a leaflet in goodie bag for athletes.

1.9 NATIONAL NUTRITION WEEK (NNW)

This project runs in the fourth quarter. Two meetings have been held to date (25/2/14 and 30/5/14). The project will be involved in the NNW 2014 of the Department of health which runs in October 2014.

1.10 CONSUMER GOODS COUNCIL OF SOUTH AFRICA (CGCSA)

The project attended a meeting with the CGCSA on 19 August 2014 with regard to 'Healthy Food options industry engagement' with the Director-General: Health, beverage South Africa (BevSA). The aim of the engagement is a request from the DG BevSA to identify areas of collaboration with the Department in mitigating against the rise of Non-Communicable Diseases (NCDs) in South Africa.

1.11 SCHOOL CURRICULUM PROJECT

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 teacher's guides, posters and fact sheets under both themes. The fact sheets are available in Afrikaans, English, Zulu and Sesotho.

One new worksheet was developed, targeted at the intermediate phase. The worksheets of the school curriculum project are loaded on the E-Classroom website, making CEP worksheets available to teachers and parents. It is estimated that each worksheet downloaded is used by at least thirty learners or teachers. The worksheets have been listed with E-Classroom, 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 E-Classroom website is used by at least thirty learners or teachers. To date the worksheets have been downloaded more than 9000 times.

Jul '14 Aug '14 Sept ' 14

683 806 577

All posters and worksheets are available in English, Afrikaans, Zulu and Sesotho.

1.12 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.

1.12.1 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, as part of 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 clinics and 29 hospitals (to date). The table below presents the regions and number of clinics and hospitals visited, 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

1.12.2 Education of nutrition advisors in KwaZulu Natal*

KwaZulu-Natal, however, required a different training approach in that trained nutrition advisors are available in government clinics. This presented a unique opportunity for CEP to promote dairy awareness amongst the advisors, who could, in turn, educate the patients and visitors on an ongoing basis at their respective clinics. The nutrition advisors 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.

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

Date	Name of clinic/region	Venue	Number of clinics represented.
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 'Interaction at Clinics' sub-project commenced in February 2014 and will continue until September 2014.

1.13 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 Science and Technology) on 9 July 2014. The project continuously updates existing promotional material to be in line with the regulations. All newly developed promotional articles conform to the regulation.

1.14 WEBSITE

1.14.1 Rediscover dairy' website

The health professional section 'Rediscover dairy' website, was completed. This involved extensive time and effort to ensure all the scientific information is accurate. Each page includes the relevant download of the scientific advertorial and nutrition reviews.

The consumer section has been completed and the 'Rediscover dairy' website was transferred to the Wordpress 2014 format, which makes the upgrades more user friendly.

1.14.2 'Rediscover/ dairy kids' website

The new school curriculum project demanded evaluation and updating of relevant sections of the website. Although the 'Kids' website is completed and all the posters, teacher's guides and fact sheets can be downloaded from the 'Rediscover dairy' website, it is constantly monitored and updated when required.

1.14.3 Member's log-in section

A section on the website has been created for members of the dairy industry. This section

contains 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

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

2. SPECIALISED COMMUNICATION

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
- Educational 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'

2.1 HEALTH PROFESSIONAL PRINT

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. The following scientific advertorials were published for this period:

TITLE PUBLICATION DATE

Milk protein: new insights into functions and quality SAMJ Aug 2014

The role of dairy consumption in the prevention of Type 2 Diabetes SAMJ Aug 2014

Maintaining muscle mass and preventing sarcopenia in the elderly: important benefits of dairy protein SAJCN Aug/Sept 2014

Maintaining muscle mass and preventing sarcopenia in the elderly: important benefits of dairy protein SAMJ September 2014

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 website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. Two nutrition reviews were written for this period.

2.2.1 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. Two Milkspats have been developed in 2014

TITLE OF NUTRITION REVIEW / SUMMARISED IN MILK SPLAT

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

2.3 CLINICS

2.3.1 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 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 USB tool 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.

2.3.2 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 ongoing basis, the dietitian of the project visits each hospital (as listed below) and presents the tool to the dietitians.

- 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 Tool handed out
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University of Stellenbosch	20	+2	22	0
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University of Western Cape	14	+10	24	0
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University of Cape Town	20	+ 5	25	0
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New Somerset Hospital	3	3	3	
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Groote Schuur Hospital	8	+2	10	3
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Red Cross Childrens Hospital	7	1	4	
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Tygerberg Hospital	13	+ 4	7	5
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Nelson Mandela University	24	+ 2	26	0
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University of KZN	32	+ 4	36	0
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2.3.3 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. This sub-project was dealt with in the second quarter.

2.4 RESEARCH

2.4.1 Mystery observer study: 'Interaction at Clinics'

Measurement of the project: Throughout the implementation period of the 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 mystery evaluation study was implemented to monitor the 'Interaction at Clinics' sub-project and will be reported on in the fourth quarter.

2.4.2 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?

This research was conducted on 104 consumers of the target audience on 2 September 2014 by UNISA Bureau of Market Research. The report of the research results is available on the website

under the member's log in sections.

3. 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 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

4. CONFERENCES AND PRESENTATIONS

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

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

5. 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.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	Aug 2014.pdf
Unnecessary spending during period	No

Popular Report

No file has been uploaded

Additional documentation

[3rd quarter, 2014.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