



**Consumer Education Project of Milk SA**  
(PRJ-0106-2016)  
**SAMPRO: Consumer Education Project of Milk SA**  
**Year 2016/2016** (January 2016 till December 2016)

## Project goals

**Goal 1 - General communication: 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 2016**

## **1. INTRODUCTION**

### **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 2016 and includes additional information from previous years where applicable.

### **1.2. Objectives of the project**

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:

#### **a. General communication**

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

#### **b. 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 consumers, LSM 6-10, as determined by the advisory committee.

The target market for Specialised Communication element is health professionals, namely doctors, nurses, dietitians, nutritionists, nutrition advisors and health promoters.

#### **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:

Television

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;

Schools

Clinics

Websites

Digital advertising

Social media

Presentations at scientific congresses and seminars

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 and the subjects of the messages are set out below:

Bone and teeth strength

Growth of especially children;

Muscle strength;

Fat content of dairy products;

Rehydration and muscle recovery after sport

Weight loss – dairy can be part of a low-fat diet

Nutrient rich – dairy is nutrient rich as it contains proteins, vitamins and minerals.

The 3-A-DAY™ 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 Background to the 'Dairy Gives You Go' television campaign**

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

A considerable amount of time and effort was given to the formulation of the television briefs in

2012 by the Management Committee. The briefs for the television advertisements were considered through a comprehensive process which provided for in-depth consideration of the relevant issues, including workshops and various meetings. The essence of the outcome of the deliberations of the Management Committee was that television should focus on teenagers (13-19 yrs), with the main considerations being:

- Teenagers have a strong 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 television is aimed at teenagers, it should not be deduced that other targets will not be reached. A meaningful spill over reaches 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 social media 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 for television advertisements are assessed with the target audience prior to production. In 2012 the first two concepts were approved and the Dusty and Stix advertisements were developed. The two television advertisements were broadcast in four bursts in 2013 and in three bursts in 2014. Similarly, the fashion model (Loretta Rush) advertisement that was developed in 2014, was broadcast from January 2015 to July 2016.

In order to establish if the existing TV ads i.e. Dusty, Stix and Loretta, had reached wear-out, research was conducted among the target audience. The Bureau of Market Research of UNISA, conducted the research during October 2015 with 79 participants of the target audience i.e. teenagers, LSM 6-8. The results indicated that all three TV ads were still well recalled and received. Two of the existing TV ads were broadcast in 2016 during the first and second quarter i.e. Stix and Loretta Rush. The new TV ads were broadcast in October and December 2016.

### **2.2.2 Social media campaign**

To support the television advertisement and direct traffic to the microsite, a social media campaign runs off the ‘Dairy Gives You Go’ Facebook page.

**Twitter:** Although the project did not have an active twitter account in January 2015 when the Loretta Rush TVC was launched, it received many tweets during the first burst in January 2015. Subsequently, a twitter account was created for monitoring purposes.

### **2.2.3 Development and testing of new television advertisement in 2016**

The 2015 budget planned for the development and production of a new television advertisement and funds were carried over to 2016. The three new television advertisements were developed in 2016 and launched in October. The advisory committee agreed that the target audience for 2016 would remain teenagers.

#### **2.2.3.1 Background to development of new television advertisements**

In 2015, research conducted with the target audience for television, indicated that the two TV ads i.e. fashion model Loretta Rush and Stix can be re-broadcast in 2016. The production of the planned new TV ads in 2015, was postponed to 2016. The production was completed in May 2016 and the new TV ads were launched in October 2016. The process that was followed to develop and produce new TV ads were:

Storyboards were tested with the target audience in 2015.

Three concepts were approved for development and production in 2016.

Preproduction meetings took place on 10 March, 8 & 19 April 2016.

Three new television advertisements were filmed on 22 April 2016 in Cape Town. The 2016 campaign includes three 30” TV advertisements and an accompanying social media campaign. The social media campaign was developed for Facebook.

The management committee considered the TV advertisements in Cape Town on 5 May 2016 and again in KZN on 11 May 2016 and specific amendments were requested after which it was approved by the management committee.

The new TV advertisements were tested at the Bureau of Market Research to determine which of the three advertisements should be flighted first in light of especially the take-out message of

each.

The new TV advertisements and the social media campaign were launched in October 2016.

### 2.2.3.2 Biometric measures – TV advertisements

The final TV ads were further tested in July 2016 at the UNISA Bureau of Market Research using biometric measures to determine which of the three TV ads should be broadcast first.

An experimental research design involving certain biometric measures namely eye tracking, galvanic skin response (GSR), heart rate and facial expressions was applied. A convenience sample of 20 adolescents not adverse to dairy between the ages of 13 and 24 were drawn. The IMotions platform was used to integrate all the biometric measures where after additional statistical analysis and interpretation of the data was done.

The results were also presented as a poster presentation at the IDF-WDS Rotterdam.

### 2.2.3.3 Social media campaign for 2016

A new social media campaign supports the TV ads and is in-line with the new TV ads, which were introduced on Facebook in October 2016.

### 2.2.4 Television broadcast schedule for 2016

	Loretta and Stix			Pool, Hammock and Ball	
TV Channel	Number of bursts per channel				
	January	March	June	October	December
ETV	22	8	11	33	20
SABC 1	31	28	25	45	37
SABC 2	10	10	7	24	14
SABC 3	6	11	9	5	14
DSTV Package	Package from 4-17 January	Package from 19-31 March	Package from 25 June – 8 July	Package from 1-14 October	Package from 08 – 14 December

2.2.4.1 The television advertisement, Stix and Loretta Rush were broadcast in January, March and June 2016. The Pool, Hammock and Ball was broadcast in October and December 2016 as follows:

### 2.2.4.2 Post campaign analysis

Targets for the advertisements broadcast in January, March, June, October and December 2016 were as follows:

TV ADS FLIGHTED	Loretta and Stix								
TARGET MARKETS	TV JAN 2016			MARCH 2016			JUNE 2016		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 25-45/Mums/LSM 9-10 (planned)	150	40	3.4	145	39	3.7	134	40	3.38
Age 25-45/Mums/LSM 9-10 (actual)	161	44	3.7	160	42	3.8	172	50	3.5
Age 25-45/Mums/LSM 6-8 (planned)	380	60	6.3	313	62	5.04	319	62	5.3
Age 25-45/Mums/LSM 6-8 (actual)	379	62	6	379	70	5.4	296	67	4.4
Age 13-19/LSM 9-10 (planned)	160	37	4.4	167	38	4.38	155	37	4.26
Age 13-19/LSM 9-10 (actual)	170	44	3.9	176	46	3.8	184	49	3.7
Age 13-19/LSM 6-8 (planned)	351	56	5.2	295	62	4.75	275	62	4.54

Age 13-19/LSM 6-8 (actual)	341	62	5.3	341	61	5.7	260	56	4.6
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TV ADS FLIGHTED	Pool and Hammock			Pool, Hammock and Ball		
TARGET MARKETS	OCTOBER 2016			DECEMBER 2016		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 25-45/Mums/LSM 9-10 (Planned)	328	49	6.7	211	47	4.4
Age 25-45/Mums/LSM 9-10 (actual)	321	51	6.3	174	42	4.2
Age 25-45/Mums/LSM 6-8 (Planned)	616	71	8.7	374	67	5.5
Age 25-45/Mums/LSM 6-8 (actual)	605	70	8.7	396	70	5.7
Age 13-19/LSM 9-10 (Planned)	305	47	6.6	193	45	4.2
Age 13-19/LSM 9-10(actual)	156	42	3.8	158	41	4
Age 13-19/LSM 6-8 (Planned)	570	67	8.7	336	65	5
Age 13-19/LSM 6-8 (actual)	568	66	8.6	357	65	5.5

#### Terms:

An AR (average reach) is a time-weighted average of the audience size. The levels achieved are comparable with the set targets.

Reach: The number of people in the demographic group targeted that are exposed to the advertisement at least once. This is expressed as a percentage.

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.

Post campaign results for June were not available at the time of writing the report.

The post campaign results show that the actual achieved ARs, Reach and Frequency were in line with the planned targets.

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 since the launch of each TV ad:

Dusty 45" = 110 844 (during the last 3 yrs)

Stix 45" = 143 159 (during the last 3yrs)

Dusty 120" = 5570 views (during the last 3 yrs)

Stix 120" = 2989 views (during the last 3 yrs)

Loretta Rush 30 & 45" = 97 237 views (during the last 1,5 yrs)

Pool 30" = 20 624 views since October 2016

Hammock 30" = 38 135 since October 2016

Ball 30" = 14 551 since December 2016

## 2.2.5 Television and social media campaign awards

2.2.5.1 No awards during 2016.

2.2.5.2 The 'Loretta' 'Dairy gives you go' television advertisement was voted January's (2015) *Best of Reel* by SA Film Reel, an organisation representing South African directors, editors and animators.

The 'Loretta' 'Dairy gives you go' television advertisement and social media campaign were voted:

- one of the three finalists at the IMP (International Milk Promotion) trophy award held in Denmark in June 2015.

This award was won by the campaign and presented at the IDF WDS in Lithuania in September 2015 to South Africa.

- one of the four finalists of the World Dairy Innovation Awards in the Best Brand Marketing Campaign or Activation Category.

## 2.3 Dairy Gives you go WEBSITE (DGYG): [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)

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

The Microsite was launched in December 2012.

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 three themes i.e. Sport, Every day and Strength and hosts the Tasty treat and TV ads.

The microsite is also adapted for viewing on a cellphone.

The microsite is appropriately linked to the 'rediscoverdairy' website.

## 2.4 DIGITAL ADVERTISEMENTS

A digital advertising campaign was implemented to carry the messages of the campaign and to promote the microsite and the Facebook page. The banners appeared on social media sites visited by teenagers such as YouTube and Facebook. Five main bursts were planned for 2016 to coincide with the broadcast dates of the TV ads. Facebook promoted posts, Google search and Google display network run throughout the year (monthly).

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

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

In 2016, four 'Tasty Treats' videos were developed and can be viewed on the DGYG FB page and the 'rediscoverdairy' website.

Month 2016	Tasty Tuesday Treat	Views on Facebook
January	On the go' Mocca Java milkshake	34 952
February	1 Minute cheesecake	220
March	1 Minute quiche	246
May	Mac cheese muffins	531
June	'On the go' Mocca Java milkshake	repeat
July	Pizzadilla	43 802
Aug	Best ever chocolate cake in a cup	48 446
September	Home-made frozen yoghurt	9 151
October	Ultimate grilled sarmie	12 921
November	Passion fruit smoothie	953
December	Guacamole dip	19 317
December	Berry parfait	36

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

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

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

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

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

Dairy giveS you go Facebook page				
	Jan - Mar	Apr - Jun	July - Sept	Oct-Dec
New Fans	2,254	4,740	8,254	3,856
Total Page Likes	22,141	37,993	45,390	48,634
Total Impressions	1,193,410	1,786,578	2,632,582	3,826,364
Total Reach	831,448	1,503,958	2,157,327	3,187,643
Total Video Views	69,472	58,358	130,326	184,496
YouTube Views	4,108	9,058	6,655	75,051
Facebook Views (3 seconds or more)	65,364	49,300	123,671	109,445
Facebook Views (10 seconds of more)	34,478	24,731	48,028	43,658
Competition Entries*	852	1,179	1,600	1,446

\*Winners are identified weekly.

Television Ads	Facebook	You Tube*	
Pool	9 166	20624	
Ball	27 575	14551	
Hammock	12 300	38135	
Pool Go Guy	16 856	N/A	Since October 2016
Ball Go Guy	6 697	N/A	Since December 2016
Hammock Go Guy	12 112	N/A	Since October 2016

\*Go guy lives only on Facebook

## 2.6 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. In 2016, fifteen advertorials were published; four advertorials were developed and published online, a competition in a publication and a Stokvel event.

### 2.6.1 Promotional articles

Promotional articles are written for consumer publications and aim to expand on the key dairy nutrition and health messages of the project by engaging with consumers in a creative manner. The following table presents the advertorials published in 2016:

TITLE	PUBLICATION	Date 2016
Choose milk as a sports drink	Sports club	30 March 2017
Kry dit alles van melk en suiwel	Huisgenoot 100	March 2016
Milk Matters	Move	24 August
<b>Stokvel presentation*</b> Khanyi Mjwara will present the health benefits of dairy on behalf of the project.	Move!	27 August
Dairy now even more choices	DRUM	1 September
Suiwel nou is daar selfs meer keuses	Huisgenoot	1 September
Yo yoghurt!	Move	5 October
The Dairy link to healthy teeth	DRUM	6 October
Suiwel laat jou breed glimlag	Huisgenoot	6 october
Cheese please!	Move	2 November
Melk maak saak!	Kuier	2 November
Lactose intolerance: Dispelling the myths and help you enjoying dairy	DRUM	3 November
Laktose intolleransie: Verdryf die mites en geniet suiwel	Huisgenoot	3 November
Move <b>Competition</b>	Move	9 November
Hiert jou Jogurt	Kuier	30 November
Kaas is bobaas	Kuier	14 December
Choose Milk as a Sports drink	Sowetan Soccer	December
<b>Digital Advertising:</b> 4 Placements on Move's Facebook page with link to the Rediscover Dairy website – Tasty treat videos	Move FB page	04 October 11 October 18 October 25 October

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

## 2.6.2 Press releases

Press releases
One press release was distributed on World Milk Day, 1 June 2016. Coverage achieved for World Milk Day was: Press – 2 articles Radio – 5 broadcast session Value: R 83 000

## 2.6.3 Radio interviews

The dietitian of the project was interviewed on Pretoria FM on 1 June 2016 to talk about dairy nutrition on World Milk Day.  
Pretoria FM Radio interview on Healthy snacking and the benefits of Cocoa – 13 December 2016, duration 15 minutes. The dietitian of the project was interviewed.

## 2.6.4 Television interviews

TV Channel	TITLE	DATE 2016
Kyk Net	The Value of Consumer Education	16 March 2016



## 2.7 MEDIA LIAISON ACTIVITY

### 2.7.1 Editorial information for consumer publications

The project provides editorial information to publications for use by the relevant editors to their own discretion. These articles are published at no cost to the Project.

PUBLICATION	TITLE	DATE 2016
Nutrition information on yoghurt	Megan Pentz-Kluyts (dietitian)	September
Dealing with Lactose intolerance	Move magazine	August
Benefits of drinking milk	Move magazine	October
Flavoured Milk is good for Kids	Move!	November

### 2.7.2 Trade publications

Trade publications such as Dairy Mail, Farm Link, Food and Beverage Reporter and Milk Essay are used as a vehicle to communicate with the dairy industry and the food industry respectively. Informative articles on the project and other relevant topics are published.

PUBLICATION	TITLE	DATE 2016
DAIRY MAIL	The Value of Consumer Education	
MILK ESSAY	Social media and digital advertising campaign launched	May
DAIRY MAIL	Pasteurisasie: Die uitwerking van hittebehandeling op die voedingswaarde van melk en melkprodukte	
DAIRY MAIL	Die uitwerking van hittebehandeling op die voedingswaarde van melk en melkprodukte	
DAIRY MAIL	Galactose, friend or foe?	
MILK ESSAY	Be an ambassador for dairy: Seminars presented by the Consumer Education Project of Milk SA	Oct 2016
Dairy Mail	Be an ambassador for dairy: Seminars presented by the Consumer Education Project of Milk SA	Oct 2016
Dairy Mail	TV gives dairy go	Nov 2016
Dairy Mail	Shaping dairy news	Dec 2016

### 2.7.3 Media liaison monitoring

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

JANUARY – DECEMBER 2016		
Press Coverage	Number of articles published	Rand value
Consumer magazines	55	R615 334,66
National newspapers	44	R346 921,25

Regional press	65	R630 232,37
Trade press	44	R145 202,00
Online coverage	216	R1 395 471,61
Radio	9	R30 234,33
<b>TOTAL COVERAGE</b>		<b>R3 163 396,22</b>

## 2.8 CONSUMER LEAFLETS

There are four consumer leaflets and two leaflets for the industry. 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.

### Consumer leaflets

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

Bones: Remember to take care of your bones

Sport Nutrition: Give athletes a boost with dairy

The process of heat-treating milk

Two separate leaflets for the dairy industry under the umbrella title of 'Know your product and present it with pride' with focus on:

Dairy essentials

Healthy bones healthy you

The leaflets for the industry is intended to educate people working in the dairy industry on the health and nutritional benefits of dairy.

## 2.9 School curriculum

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

'From farm to fridge': grades 1-3

A guide to healthy eating: grades 4-7

Each theme consists of a Teacher's guide, class posters, a factsheet and worksheets on each topic.

All posters and worksheets are available in English and Afrikaans. Previous developed leaflets in different languages is under review.

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

### 2.9.1 New worksheets for the website and E-Classroom website

New worksheets were developed and placed on the website. 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 for the E-learning section of the DBE's website. Kyknet has become one of the main sponsors of Eclassroom, which creates much exposure. It is estimated that each worksheet downloaded from the EClassroom website is used by at least sixty learners or teachers. Four worksheets per grade (12 worksheets) have been drafted in conjunction with EClassroom to ensure the worksheets are in line with the curriculum.

The new worksheets were developed for the language section of E-Classroom, including reading and phonics; writing skills and tenses.

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

1 January – 31 March	April	May	June	July	AUG	SEPT	OCT	Nov	Dec
6202	1682	1592	1707	1210	1658	1185	1679	2034	752

Total downloads for 2017 were 19 701

The topics of the worksheets that were downloaded the most were:

Voedseldagboek

Importance of dairy in the diet

From the farm to the fridge

Healthy eating

Belang van suiwel in ons dieet

### 2.9.3 Production of an audio visual

A new audio visual (AV) was produced for the school project in 2015. The AV is based on the teacher's guide 'A guide to healthy eating'. The AV is 2 minutes in duration, in an animation format in English and Zulu. It is available for viewing in the [www.rediscoverydairy.co.za](http://www.rediscoverydairy.co.za) website and on the [www.dairykids.co.za](http://www.dairykids.co.za) website.

### 2.9.4 Meetings with the Department of Basic Education (DBE)

The Project met with the DBE on invitation of the DBE on 9 June 2016 and 9 September 2016, to discuss involvement on World school milk day initiative of the DBE, which would have been held on 28 September 2016. Seven schools in the Leandra district were identified for the activity. The CEP provided educational material and worksheets, in the form of a competition, for the learners of the seven schools and presentations to the teachers of the relevant subjects. A processor in the region provided milk samples for the learners.

This event was postponed by the DBE due to riots among teachers and date was secured for 7 December 2016 in Leandra. The Project Coordinator attended the event and presented the importance of dairy in the diet to the school children. The school learners were required to complete a competition, provided by the CEP. Each school received a dairy hamper for the junior and senior grades.

### 2.9.5 Distribution of school material

The CEP provides educational material to MPO and members of the secondary industry for events that include school learners when required.

Secondary industry	Milking to Milkshakes – 1800 fact sheets Milking to Milkshakes Posters -12 Fact sheets on Dairy and Sport – 300 Fact sheets on Bones – 30
MPO Milk school day	27 School kits including Milking to Milkshakes, teachers guide and posters + 2500 factsheets 48 School kits including Guidelines for Healthy eating teachers guides, posters and interactive posters + 2500 fact sheets

### 2.9.6 Further distribution of the school project

The CEP school project for grades 4-7 was submitted to the IDF Nutrition Initiative that investigated different school programmes globally. The CEP project was selected as one of the examples to share with IDF members.

### 2.9.7 Rediscoverydairy/ dairy kids website

All the material related to the school project and is available on this website ([www.dairykids.co.za](http://www.dairykids.co.za)) and all the posters, teacher's guides, fact sheets and worksheets can be downloaded from the site. The website is also linked to the 'dairy gives you go' website.

### 2.9.8 'Rediscoverydairy' website

The website gives information of the health and nutritional benefits of dairy and all educational material developed by the CEP is available on the website. The website is appropriately linked with other relevant organisation.

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

rediscoverydairy.co.za analytics for 2016						
	Users	Page views	Pages per session	% New visitor	% Bounce rate	Referral traffic
January	195	467	3,06	78,1	69,4	132
February	256	945	2,56	79	65,85	78
March	439	2355	3,99	68,9	65,9	213
April	227	931	1.98	71.4	54.13	122
May	679	917	1.93	76.12	72.12	321
June	432	881	2.1	80.2	75.15	234

July	289	799	2.1	32.1	59.18	165
Aug	324	1356	3.34	31.3	59.77	123
Sept	397	906	1.89	79.54	69.1	87
October	301	589	2,17	26,4	59,57	49
November	231	690	2,32	39,5	68,88	89
December	325	1456	3,88	37,3	59,66	156

## 2.10 NATIONAL NUTRITION WEEK(NNW)

The NNW is an initiative by the Department of Health and targets the population at large. The NNW is an annual calendar event of the Department of Health. The CEP participates in the event every year as it provides an opportunity to network with the DOH and reach lower LSM groups across the country. NNW took place 8-13 October 2016. The theme for 2016 was: "Love your beans – eat dry beans, peas and lentils" within the context of the food-based dietary guidelines (FBDG) and since 2012, 'Have milk, maas or yoghurt' is one of the eleven FBDG.

National Nutrition Week 2016		
Coverage	Number of articles published	Rand value
Press Coverage	35	R590 637.37
Broadcast	3	R200 492,00
Online	3	R81 913.46
<b>TOTAL COVERAGE</b>	<b>41</b>	<b>R873 042.83</b>

The CEP was actively part of the Twitter discussion on 12 October 2016 and two radio interviews.

## 2.11 WELLNESS ACTIVITY

The Wellness Activity has a two-pronged approach  
 Educational presentations at government clinics and hospitals - communication targeted at consumers  
 Training of nutrition advisors and health promoters. - communication targeted at health professionals.

### 2.11.1 CONSUMERS

Wellness activity for consumers is one of the communication channels used to reach the target market of primarily LSM 3 – 7. This sub-project of the CEP targets the low socio-economic population of South Africa and aims to convey information about the health and nutritional benefits 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. The 'Interaction at Clinics' project was introduced in 2014 and is ongoing.

### 2.11.2 Interaction at Clinics 2014/5 'Have milk, maas or yoghurt every day'

The project is aligned with the Department of Health's food-based dietary guideline urging consumers to 'have milk, maas or yoghurt every day'. The project entails an educational event that demonstrates not only the importance of dairy in the diet but also how dairy can easily be added to daily meals for added nutrient value, within a balanced diet. The project has proven to be successful and continued in 2016 in regions that were not reached during 2015.

### 2.11.3 Promotional material used in this project

A leaflet and a poster, that explains the nutritional value of dairy products and advocate the

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

List of promotional material developed by the project

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

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

c. Banners with the message:

Dairy is nutrient rich

Have milk, maas or yoghurt every day.

d. 'Tear-drop' banner with the 'Dairy gives you go' logo

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions, who is 100% BEE compliant and has a level 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.

#### 2.11.4 Clinics and hospitals educated by Awuzwe

Educational presentations at government clinics were presented at 132 clinics and 16 hospitals in three provinces. The table below presents the regions and number of clinics and hospitals visited during 2016, where the educational presentation was presented:

Date	Region	Number of clinics	Number of hospitals
May	Northern Cape	9	-
	Mpumalanga	5	-
June	Mpumalanga	42	6
July	-	-	-
August	Free State	44	8
Sept	Free State	32	2
TOTAL		132	16

#### 2.11.5 Education of Nutrition Advisors and Health Promoters

Nutrition Advisors and Health Promoters are individuals with basic nutrition and health education who are employed by the DOH and work in government clinics. The dietitian of the CEP trains the Nutrition Advisors and Health Promoters who, in turn, educate patients and visitors on an ongoing basis at their respective government clinics. The key communication message is 'Have milk, maas or yoghurt every day' plus associated nutritional and health benefits of dairy. To ensure successful uptake of the messages, CEP makes use of an organisation who specialises in communication with the target audience, to work in conjunction with the dietitian of the CEP to present the health messages in the vernacular language of the local community.

The Nutrition Advisors and Health Promoters are also equipped with a set of educational tools for their respective clinics, including a Dairy Training tool for use during their respective training sessions. The training has been implemented in KwaZulu-Natal, Limpopo, Mpumalanga, Gauteng, Free State, North West and Northern Cape provinces and is ongoing. This 'train-the-trainer' activity is considered a long-term investment for the CEP of Milk SA and the dairy industry, reaching a target market that is difficult to access.

In 2016 this project was executed in districts that were not visited previously and 657 nutrition advisory and health promoters were trained. Since 2014, 1070 nutrition advisors and health promoters have been trained.

Training of Nutrition Advisors Health Promoters:		
8 Feb	West Rand: Mogale SD, Mogale City	27
9 Feb	West Rand: Merafong SD, Carletonville Hospital	28
17 Feb	Ekurhuleni: East SD, Brakpan Civic Centre	33
8 Feb	Ekurhuleni: North SD, Kempton park Civic Centre	39
19 Feb	Ekurhuleni: South SD, Germiston, Bertha Gxowo Hospital	30
1 March	Emalaheni D, Witbank	27
2 March	Gert Sibande D, Ermelo	24
8 March	Ehlanzeni: Tonga. Mzinti Centre	26
9 March	Ehlanzeni: KwaBokeni Council Chambers	29
16 March	Guateng: Johannesburg SD. NIOH Building	28
6 April	Free State, Xhariep District – Trompsburg	42
7 April	Free State, Fezile Dabi District – Kroonstad	27
8 April	Free State, Thabo Mofutsanyana District – Phuthaditjaba	35
11 April	Northern Cape, Pixley kaSeme District, Thembelihle Sub District – Hopetown	36
12 April	Northern Cape, Pixley ka Seme District, Renosterberg Sub District – Petrusville	28
13 April	Northern Cape, Pixley ka Seme District, Emthanjani Sub District – De Aar	47
14 April	Northern Cape, Pixley ka Seme District, Umsobomvu Sub District – Colesburg	21
15 April	Northern Cape, Pixley ka Seme District, Siyancuma Sub District – Douglas	20
1 July	Tshwane District- Kalafong Hospital	33
28 Nov	Northern Cape, Pixley ka Seme District, Prieska	34
29 Nov	Northern Cape, Pixley ka Seme District, Griekwastad	18
30 Nov	Northern Cape, Pixley ka Seme District, Victoria-Wes	17
31 Nov	Northern Cape, Pixley ka Seme District, Carnevon	8
	TOTAL TRAINED FOR 2016	657

### 2.11.6 Dairy Training Tool for Clinics and other educational material

Educational material for training of Nutrition Advisors and Health Promoters include a set of eight visual A3 posters, leaflets and a A4 Dairy Training Tool for Clinics

The Dairy Training Tool serves as a hand-out to all trained Nutrition Advisors and Health Promoters for use when educating the public in their respective clinics. This is in the format of an A4 robust flip-file. The tool entails 13 topics with the one side being in infographic format and the back side of each topic containing the lesson plan.

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

The interpretation of the Labelling regulations (R146) in context of other relevant regulations is complex

matter and some amendments and additions to the regulation are included in the envisaged regulation

R429, which is the responsibility of the Department of Health. The final content and date of implementation of R 429 is not known. Once clarity is found, the communication products of the CEP

will be adjusted to ensure it complies with the requirements of the regulation. The project has an

established sound work relationship with the Department of Health.

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

### **Goal 2 - Specialised communication: 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**

#### ***Achievements***

#### **3. SPECIALISED COMMUNICATION**

##### **3.1 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 work independently from the project, and are specialists in the field of nutrition and health.

Communication channels include:

Print in the form of scientific advertorials and nutrition reviews

Education material for dietitians, nutritionists and nutrition advisors

Education material for dietetic students at universities

Liaison directly with health professionals through the CPD (Continuing Professional Development) events, seminars and conferences

Exposure on the ADSA website

A comprehensive website with specific reference to the section on 'Dairy-based nutrition'

##### **3.2 Health professional print**

###### **3.2.1 Scientific advertorials**

Scientific advertorials are written on new topics regarding nutrition, health and dairy. These are aimed at health professionals and are published accordingly in publications read by this target audience. Each advertorial is accompanied by a nutrition review article which is a more comprehensive technical document outlining the scientific justification of the advertorial.

TITLE	PUBLICATION	Date 2016
3-A-Day dairy may prevent tooth decay	SAJCN	January
3-A-Day dairy may prevent tooth decay	Nursing Update	Feb/ March
Maintaining muscle mass and preventing sarcopenia in the elderly: Important benefits of dairy protein	Nursing Update	June 2016
New dairy regulations: fat content	SAJCN	June 2016
SA Nutrition Professionals' dairy beliefs on the radar	SAJCN	September
Galactose, friend or foe	SAJCN	September
Galactose, friend or foe	SAMJ	September
Sarcopenia in the elderly	SAMJ	October

###### **3.2.2 Nutrition review articles**

A nutrition review explores a new topic in dairy health and nutrition that warrants further

investigation. The nutrition reviews allow for extensive and detailed information on a specific topic without a limitation to the number of words used. The nutrition reviews are posted on the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website, under nutrition review menu item. Health professionals are informed via email when a new review has been placed on the web. The following nutrition review was developed during this period. The nutrition review, Metabolism and health effect of lactose and galactose was developed by Prof Corinna Walsch of the University of the Free State and Dr Tuschka Reinders, private practice. The Nutrition Review was developed for the International Dairy Federation for the work item on lactose.

NUTRITION REVIEWS	DATE
Metabolism and health effects of lactose and galactose	June 2016

### 3.3 MILK SPLAT

The MilkSplat was created for the 'rediscoverdairy' website. The purpose for the menu item is to summarise recent research results with limited references on a dairy nutrition related topic and place a summary thereof on the web. The summary is also e-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.

NUTRITION REVIEWS	DATE
Flavoured milk can help children meet their nutritional needs.	June 2016
Scientific Evidence Shows Milk and Dairy Products are Good for Human Health	December 2016

### 3.4 Dairy Health Forum

This is a new addition to the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website with the purpose to increase traffic to the website by introducing a section on the website to focus on a topic of interest. The forum is written by various health professionals for consumers wanting to know more about nutrition and dairy. The aim of the Forum is to showcase the latest information on a topic of interest, with the assistance of experts in the field of nutrition or other fields of interest.

One new Forum was developed: New dairy regulation: fat content.

The Dairy Health Forum can be viewed at: <http://www.rediscoverdairy.co.za/health-forum/>

#### 3.4.1 Association for dietetics in South Africa (ADSA), online advertising

As part of the Health Professional print campaign, the project creates awareness on the ADSA ([www.adsa.org.za](http://www.adsa.org.za)) website, especially to inform dietitians of the new information that appears on the 'rediscoverdairy' website and any new scientific information of dairy health and nutrition.

INFORMATION POSTED ON ADSA WEBSITE		DATE 2016
FORUM: New dairy regulation, Fat content	Stand alone newsletter	

### 3.5 CLINICS: Educational material for health professionals

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

As part of the communication activities with dietitians, the Dairy-based nutrition USB tool, developed by the Project is distributed to the 3rd year dietetics students at all the universities in the country that offer the degree. The memory stick carries all the scientific information regarding dairy health and nutrition as developed by the project. Included on the memory stick is the dairy-based nutrition booklet, sports booklet, advertorials, nutrition reviews and an overview of the project.

Liaison with all dietetic departments at universities to distribute the Teaching Aid File in



electronic format i.e. memory stick to 2nd and 4th year students. 62 dietetic students were reached in 2016.

### 3.5.2 Educational Tool

The A3 Educational Tool was developed by the Project for dietitians in provincial hospitals and clinics for use to educate patients on nutrition required during certain life stages. On an ongoing basis, the Dietitian of the project visits tertiary training hospitals throughout the country and presents the tool to the dietitians.

### 3.5.3 Distribution of the USB memory stick and Educational Tool

Name of institution	Number of students/dietitians	Educational PRESENTTION	Educational MATERIAL handed out	Date 2016
University of Cape Town	12 Student, 3rd year	Presentation on the project.	Distributed USB tools	26 April
University of Western Cape	26 Students, 3rd year	Presentation on the project.	Distributed USB tools	28 April
University of Pretoria	24 Students, 3rd year	Presentation on the project.	Distributed dairy-based nutrition booklets	10 June
University of Pretoria	3rd year Food Science students	Presentation: Milk and dairy nutrients and health benefits	Distributed dairy-based nutrition booklets	20 September

### 3.5.4 Mystery observer study: Clinic project

**Measurement of the project:** The clinic project will be evaluated by means of a telephonic survey to establish the effectiveness of the use of the training materials by the trainees (Nutrition Advisors and Health Promoters). The planning in terms of the data base (who to contact) and the questionnaire were completed in November 2016. A pilot study is planned for February 2017, followed by the actual survey.

### 3.6 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.

Continuing Professional Development:

Nutrition Solutions was held on 16 May 2016 at the Johannesburg Country Club. The project coordinator and the dietitian attended the CPD event.



Association for Dietetics in South Africa: Presentation at the Gauteng Branch: Trust your gut The Goodness of Ferments. Dr Tuschka Reynders will present on behalf on the Project on 31 August 2016.  
Continuing Professional Development (CPD) with ADSA: Two scientific papers on dairy nutrition with Q & A developed for CPD points and 33 certificates were issued.

### 3.7 TECHNICAL ADVISORY COMMITTEE

Each year on meeting is held with the Technical Advisory Committee and several consultations are held with individual members. The meeting was held on 27 May 2016 at the Office of SAMPRO.  
Seven members attended and two members participated through a conference call.  
The project coordinator gave an overview of the progress of the project for 2015.  
Dr Frieda Wenhold presented the results of the Dairy Attitude Study, conducted in 2015  
Dr Tuschka Reynders presented the 'Metabolism of lactose and galactose'

### 3.8 RESEARCH

#### 3.8.1 UNIVERSITY OF PRETORIA: South African Dietitians' / Nutrition professionals' and Nutrition Advisors' attitudes and barriers related to consumption of selected dairy products

The South African Dairy Attitude Survey (DAS) was conducted by the University of Pretoria, tasked by the Project. The survey was conducted in 2015 among SA dietitians and nutrition professionals with the aim to investigate the attitudes, perceived norms and behavioural control to consumption of selected dairy products.

The survey was electronic and paper based. The survey was closed on 22 October 2015 and a total number of 225 completed questionnaires, were received.

The report was received in March 2016. The results were presented to the CEP on 11 April 2016 and the results are very useful in respect of communication in future with health professionals. The results were also presented at the Nutrition Congress in September 2016.

#### 3.8.2 UNIVERSITY OF THE FREE STATE: The impact of nutrition and physical activity interaction programme on frailty syndrome in elderly citizens in Lesotho.

This research project is a PhD study conducted at the University of the Free State. The Project arranged for the maas required for the study duration of the research. The research was conducted from August to October 2015. Awaiting results.

### 3.9 CEP INDUSTRY SEMINARS

Seminars for the industry members of Milk SA, SAMPRO, MPO and others and were held in August 2016. The purpose of the seminars was to engage with the dairy industry and to equip the delegates with knowledge about the health benefits of dairy and create an awareness of the Project and its products for use in promotional activities.

Two leaflets were developed: 'Know your product and present it with pride'

Dairy essentials

Stronger bones stronger you

A fact sheet about the Nature of the Project was also developed and distributed at the seminars

Region	Date	Number attended
Gauteng: Blos Café, Faerie Glen	2 August	35
Western Cape: Durbanville Hills	5 August	25
KZN: Fernhill Hotel	16 August	26
Eastern Cape: Slipper Fields	31 August	15

### 3.10 CONFERENCES AND PRESENTATIONS

The project coordinator was a key-note speaker at the SAAFECs conference on 25th February. Title of the presentation: Dairy is more than the sum of nutrients.

The project coordinator and the dietitian of the project attended the CNE of ADSA, Potchefstroom on 19 February 2016.  
The symposium for the SASDT (South African Society for Dairy Technology) was held from 9-12 May 2016, at the Gateway Hotel, Umhlanga, KZN.

The project coordinator delivered a presentation on the role of the International Dairy Federation in South Africa, The dietitian of the project presented the following topic: Dairy is more than the sum of nutrients.

The International Milk Promotion group and Global Dairy Platform, Mid-year meetings  
Held in San Francisco in the USA from 28-24 June 2016.

The project coordinator attended the meetings and presented three topics:

Communicating with the dairy industry – GDP's Billion people project

Strategy of the CEP with regard to negative dairy messages

Communication with target audiences that are difficult to reach: The Clinic project of the CEP

Presentation at ADSA South Branch 30 August 2016 by Dr Tuschka Reynders

Title: Yoghurt and gut health

Nutrition Congress 2016, Lord Charles Hotel, Somerset West. 3-5 September 2016.

Presentation by Dr Friede Wenhold: Dairy Attitude Study

Poster Presentation: Dairy for optimal nutrition in South Africa: 'Have milk, maas or yoghurt every day'

International Dairy Federation World Dairy Summit, 17-21 October 2016. Rotterdam. The IDF-WDS was attended by the project coordinator and the dietitian.

Two poster presentations were developed for the IDF-WDS:

South African nutrition professionals' attitudes and perceived norms and behavioural control related to dairy consumption.

The use of neuroscience in evaluating the sub-conscious reaction toward television advertisements of the Consumer

Education Project of Milk SA.

Standing committee meetings of the IDF were attended by the project coordinator and the dietitian of the project  
Standing committee Marketing and IMP (International Milk Promotion group) – Project coordinator attended.

Standing committee Nutrition and Health (SCNH) – Dietitian attended

A summary of the Nutrition Review on the Metabolism and health effect of lactose and galactose was provided to the IDF  
SCNH and was a discussion point at the SCNH at the WDS.

### **3.11.IDF: STANDING COMMITTEE OF HEALTH AND NUTRITION (SCNH)**

A taskforce was formed by the SCNH and the dietitian of the project is a member.

A draft review article on Lactose and Galactose was prepared by members of the technical committee of the CEP of Milk SA and circulated for comments. This was followed by a shortened summary (by CEP) to compile a fact sheet on the topic. Due to the detail and length of the content it was decided to break the factsheet up in two topics – one being lactose and the other galactose. A proposal was also made for the review to be published as well as a possibility to be used in a book on Lactose to be published by Elsevier. This book is a proposed project for 2018 with the title: Lactose: Evolutionary role, Health Effects, and Applications. Many experts on the topic was approached including Mark Thomas, known for his contribution - Palaeolithic Diets and the Evolution of Lactase Persistence.

### **3.12 Consumer Goods Council of South Africa (CGCSA)**

The aim of the engagement is to consider a request from the Department of Health to consider 'Healthy Food Options', 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.

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

#### **3.12.1 Added sugar to dairy products (yoghurt, drinking yoghurt and flavoured milk)**

The Project was requested by the CGCSA to initiate actions by the dairy industry with regard to Health Food Options and specifically to products with added sugar i.e. yoghurt, drinking yoghurt and flavoured milk.

The Project liaised with the dairy industry and the Dairy Standard Agency regarding the interaction with the CGCSA. The baseline information regarding the added sugar content of selected dairy products i.e. yoghurt, drinking yoghurt and flavoured milk was submitted to CGCSA.

Workgroup: Added sugar to yoghurt, drinking yoghurt and flavoured milk:

A workgroup consisting of five members from the dairy industry has developed a draft guideline for the dairy industry with regard to a 'Proposal regarding the lactose content and added lactose to yoghurt, drinking yoghurt and flavoured milk'. The first draft was sent to the CGCSA/ FSI group for circulation to the broader industry. The CEP communicated with the CGCSA (Healthy Food options) on 30 September with a letter explaining the requirements for added sugar to selected dairy products. The draft proposal was submitted by the CGCSA to the DOH.

An Industry Compliance meeting was held on 6 October 2016.

On 11 November 2016, a meeting regarding sugar tax was held with the food industry, facilitated by the CGCSA. A proposal has been drafted by the industry and circulated for comment.

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

The mid-year meetings were held in San Francisco in the USA from 28-24 June 2016 and the project coordinator attended the meetings and presented three topics.

These workshops are held for the dairy industry and countries with education campaigns of the health and nutritional benefits of dairy. As part of the workshops, delegates are afforded the opportunity to enter into the IMP trophy competition and present a case study. The following was presented at the meetings:

Communicating with the dairy industry – GDP's Billion people project

Strategy of the CEP with regard to negative dairy messages

Communication with target audiences that are difficult to reach: The Clinic project of the CEP

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

## **Income and expenditure statement**

Income and expenditure statement	<a href="#">Des2016.pdf</a>
Unnecessary spending during period	No

## **Popular Report**

## Additional documentation

[Consumer Education Project, Status report, Jan - December 2016.doc.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