



**Consumer Education Project of Milk SA**  
 (PRJ-0106-2016)  
**SAMPRO: Consumer Education Project of Milk SA**  
**Quarter 1 2016/2016** (January 2016 till March 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**

**1. GENERAL COMMUNICATION**

The target audience for General Communication is LSM 6-8 with a meaningful spill-over to LSM 4-5 and 9-10. Educational material is developed to meet the needs of relevant consumer/LSM group and messages are tailored accordingly.

**1.1 TELEVISION**

The television advertisement, Stix, was broadcast in 4-17 January 2016.

TV Channel	TV: JAN 2016 Number of bursts per channel
ETV	22
SABC 1	31
SABC 2	10
SABC 3	6
DSTV Package	Package from 4-17 January 2016

**1.2 POST CAMPAIGN ANALYSIS**

Target	TV JAN 2016		
	ARs	Reach %	Frequency %
Age 25-45/Mums/LSM 9-10	161	44	3.7
Age 25-45/Mums/LSM 6-8	366	62	6
Age 13-19/LSM 9-10	170	44	3.9
Age 13-19/LSM 6-8	331	62	5.3

Terms:

An AR 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 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 ([www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)) and the number of visits since the launch of each TV ad:

Dusty 45" = 110 775 (3 yrs)

Stix 45" = 128 435 (3yrs)

Dusty 120" = 5472 views (3 yrs)

Stix 120" = 2909 views (3 yrs)

Loretta Rush 30 & 45" = 96659 views (1 yr)

### **1.3 DEVELOPMENT AND TESTING OF NEW TELEVISION ADVERTISEMENTS FOR 2016**

The production of the television adverts that was planned for 2015 was moved to January 2016. The budget allocated to production of the TV ad was approved by the board of Milk SA to be carried over to 2016. No additional budget is allocated in 2016 for the production of television advertisements.

Three concepts were presented to the Management Committee in 2015 and the storyboards were tested with the target audience in October 2015. The pre-production meeting for the production of the television advertisements took place 10 March 2016 where the Director's treatment of the TV advertisements was discussed and approved by the Management Committee. The second and third pre-production meetings will be held in April. These meetings are held at a tele-conference venue in order for the CEP to have an interactive meeting with the Advertising agency. The new television advertisements will be produced in the second quarter.

### **1.4 MICROSITE (MINI WEBSITE): [www.dairygivesyougo.co.za](http://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 education i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite is appropriately linked to the 'rediscoverdairy' website. All the content for the website has been produced and approved for upgrade of the website. This is a timeous activity as all the information has to be verified before it can be laid out for the website. Numerous telephonic discussion and emails are required to ensure the information is accurate for placement on the website. The infographics on the existing site will be revamped and form an integral part of the revised website

### **1.5 DIGITAL ADVERTISEMENTS AND SOCIAL MEDIA CAMPAIGN/FACEBOOK**

A social media and digital advertising campaign were implemented to carry the messages of the campaign and to support the microsite and the Facebook page. Promoted messages and videos appear on social media sites visited by teenagers such as YouTube, Facebook, MXIT, 24.com. This activity is ongoing and extra budget is allocated to the activity during the months that the TV advertisements are flighted.

A new concept of the 'Go-Guy' will be introduced to Facebook in June 2016. This will create content for the 'dairygivesyougo' Facebook page. (DGYG FB). Meetings were held on 20 and 28 January and 4 February 2016 to discuss the concept of the 'Go Guy'.

The 'Go Guy' will present the educational material in video format. This footage will be shot at the same time as the television advertisements.

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

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

These are:

'On the go' Mocca Java milkshake

1 Minute cheesecake

Home-made frozen yoghurt

1 minute quiche

#### **1.5.1 Analytics for Facebook**

Facebook video views are inclusive of all video content - Loretta, Stix and the Tasty Tuesday Videos.

New Fans	2,254
Total Page Likes	22,141
Total Impressions	1,193,410
Total Reach	831,448
Total Video Views	69,472
Youtube Views	4,108
Facebook Views (3 seconds or more)	65,364
Facebook Views (10 seconds or more)	34,478
Competition Entries	852

The winner is determined by the most LIKES on Facebook for their particular entry.

## 1.6 CONSUMER PRINT CAMPAIGN

Educational advertorials are developed to communicate the health and nutritional benefits of dairy and are based on the key messages of the project. These are published in selected consumer publications.

Publications with a readership of LSM 6-8 women / mothers with children and teenagers, with a spill over to LSM 9-10 are selected.

During this period the media plan has been completed. Fifteen insertions are planned for 2016.

One advertorial was placed for this period.

Date	Publication	Title
March 2016	Huisgenoot 100	Kry dit alles van melk en suiwel

## 1.7 MEDIA LIAISON ACTIVITY

### 1.7.1 Editorial information for consumer publications

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

### 1.7.2 Press releases developed and distributed by the project

No press releases were distributed during this period

### 1.7.3 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	March

### 1.7.4 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):

FEBRUARY – MARCH 2016		
Press Coverage	Number of articles published	Rand value
Consumer magazines	15	R 194 496
National newspapers	10	R 27 363

Local news	2	R 6 171
Trade press	1	
Online coverage	19	R 94 266
Health professional coverage		
Radio		
<b>TOTAL COVERAGE</b>	<b>46</b>	<b>322 764</b>

### 1.7.5 Television interviews

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

## 1.8 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'

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, Afrikaans, Zulu and Sesotho.

### 1.8.1 New worksheets are developed and placed on the website and EClassroom website.

The development of new worksheets is ongoing. 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. No worksheets developed for this period.

Number of downloads of worksheets (Jan – March 2016) was 5202. Each worksheet is estimated to be used 60 times.

### 1.8.2 Production of an audio visual (DVD)

A new audio visual (AV) was planned and produced for the school project during 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. It is distributed to all the processors and placed on the 'rediscoverdairy' website. The audio visual can be viewed on [www.dairykids.co.za](http://www.dairykids.co.za).

The AV was translated into Zulu during this period

### 1.8.3 Rediscoverdairy/ 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.

rediscoverdairy.co.za analytics for 2016						
	Users	Pageviews	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

## 1.9 NATIONAL NUTRITION WEEK

The National Nutrition Week (NNW) is an annual calendar event of the Department of Health and the CEP formally participates in especially the annual planning of the week. The event reaches out to the whole population including low socio-economic groups. The project participates in the

event every year as it provides an opportunity to network with the DOH and reach lower LSM groups across the country. NNW will take place 8-13 October 2016.

### 1.10 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. It has since taken the format of educational presentations at government clinics.

#### 1.10.1 Interaction at Clinics 2014/5 ‘Have milk, maas or yoghurt every day

The ‘Interaction at Clinics’ project for 2014 was 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. Awuzwe Clinic visits for 2016 are planned for: 180 Clinic visits, 50 Hospitals

#### 1.10.2 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 booklet for use during their respective training sessions. The training has been implemented in KwaZulu-Natal and Limpopo and is ongoing in Mpumalanga, Gauteng, Free State, North West, Northern Cape and Western Cape provinces. 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.

For the first quarter of 2016, 291 Nutrition advisors Health Promoters were trained.		
Date	District(D) / Sub district (SD)	No trained
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
18 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

#### 1.10.3 Dairy Training Tool

Educational material for training of nutrition advisors and health promoters include A3 posters, leaflets and the newly developed A4 Dairy Training tool.

The Dairy training tool serves as a hand-out to all trained nutrition advisors for use when dealing with the public in their respective clinics. This is in the format of an A4 flip-file. The tool was completed and entails 13 topics with the one side being in infographic format and the back side of each topic containing the lesson plan. The Tool will be handed out to nutrition advisors and health educators.

## 1.11 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 attended meetings with the CGCSA with regard to 'Healthy Food options industry engagement' with the Director-General: Health, beverage South Africa (BevSA).

Engagement meetings with the CGCSA/ FSI and Healthy Options Initiative

March: 8th	Health food options and initiatives by the industry
March: 10th	ASA code and feedback on Nutrient profiling models

### 1.11.1 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 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.

The required information, as requested by the CGCSA, was submitted on 26 February 2016.

## ***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***

## **2. SPECIALISED COMMUNICATION**

### **2.1 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.

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' and the Dairy Health Forum.

### **2.2 HEALTH PROFESSIONAL PRINT**

#### **2.2.1 Scientific advertorials**

Advertorials are written on new research results 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. 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.

TITLE OF ARTICLE	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

## 2.2.2 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.

NUTRITION REVIEWS
Metabolism and health effects of lactose and galactose

## 2.2.3 Milk Splat

The MilkSplat was created for the 'rediscoverdairy' website. The purpose of the menu item is to summarise recent research results on a dairy nutrition related (Nutrition review) topic and place a summary on the web. The summary is also emailed 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.

## 2.2.4 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.

## 2.3 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.

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

## 2.4 CLINICS: Educational material for health professionals

### 2.4.1 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 is 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 University of Pretoria was visited on 15 March 2016. The Project was presented to the 2nd year dietetic students and the Dairy-based Nutrition -memory stick was distributed to the students.

### 2.4.2 Educational Tool

The A3 Educational tool was developed 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.

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

Name of institution	Number of students/dietitians	Educational material handed out	Educational Tool handed out	Date 2016
University of Pretoria	40 (2nd year students)	Presentation on the project.	-	15 March



## 2.5 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

## 2.6 RESEARCH

### 2.6.1 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', nutrition professionals' and nutrition advisors' with the aim to investigate the attitudes, perceived norms and behavioural control to consumption of selected dairy products.

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

The report was received in March 2016. The results will be presented at the Nutrition Congress in September 2016.

### 2.6.2 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 duration of the research study. The research was conducted from August to October 2015. The results will be available in 2016.

## 2.7 CEP INDUSTRY WORKSHOPS

Workshops for the industry members of Milk SA, SAMPRO, MPO and other will be held in August 2016.

## 2.8 CONFERENCES AND PRESENTATIONS

The project coordinator was a key-note speaker at the SAAFECs conference on 25th February 2016.

-Title of the presentation: Dairy is more than the sum of nutrients.

-The presentation can be viewed on the website under 'member log-in'.

The project coordinator and the dietitian of the project attended the CNE of ADSA, Potchefstroom on 19 February 2016.

## 2.9 GLOBAL DAIRY PLATFORM (GDP) 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 the GDP is consulted where applicable.

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

## Income and expenditure statement

Income and expenditure statement	<a href="#">CEP, 1st quarter 2016.pdf</a>
Unnecessary spending during period	No

## Popular Report

No file has been uploaded

## Additional documentation

[Business report 1st quarter 2016.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