



**Consumer Education Project of Milk SA**  
(PRJ-0106-2016)  
**SAMPRO: Consumer Education Project of Milk SA**  
**Quarter 2 2016/2016** (April 2016 till June 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***

During the second quarter the detail of the execution of the planning for 2016, according to the approved budget for 2016 by Milk SA, was completed.



## 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 materials meet the needs of relevant consumer/LSM group and messages are tailored accordingly.

### 1.1 TELEVISION

The television advertisement, Stix and Loretta Rush were broadcast in 18 – 31 March 2016.

TV Channel	TV: JAN 2016 Number of bursts per channel	TV: MARCH 2016 Number of bursts per channel
ETV	22	8
SABC 1	31	28
SABC 2	10	10
SABC 3	6	11
DSTV Package	Package from 4-17 January 2016	Package from 19-31 March

### 1.1.2 Post campaign analysis

Target	TV JAN 2016			MARCH 2016		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 25-45/Mums/LSM 9-10 (actual)	161	44	3.7	160	42	3.8
Age 25-45/Mums/LSM 6-8	379	62	6	379	70	5.4
Age 13-19/LSM 9-10	170	44	3.9	176	46	3.8
Age 13-19/LSM 6-8	341	62	5.3	341	61	5.7

#### 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 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. It is 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 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 ad:

Dusty 45" = 110 844 (3 yrs)

Stix 45" = 143 159 (3yrs)

Dusty 120" = 5570 views (3 yrs)

Stix 120" = 2989 views (3 yrs)

Loretta Rush 30 & 45" = 97 237 views (1 yr)

### 1.2 DEVELOPMENT AND TESTING OF NEW TELEVISION ADVERTISEMENTS IN 2016

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

The management committee viewed the TV advertisements in Cape Town on 5 May and again in KZN on 11 May 2016. The TV ads were 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 launched. The test was done in light of especially the take-out message of each.

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

### 1.3 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 dedicated to the education i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite is appropriately linked to the website. All the content for the website has been produced and approved for upgrade of the website. The infographics on the site have been revamped and form an integral part of the revised website.

### 1.4 DIGITAL ADVERTISEMENTS AND SOCIAL MEDIA CAMPAIGN/FACEBOOK

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

'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 'rediscover' page.

#### Analytics for Facebook

Facebook video views are inclusive of all video content - Loretta, Stix and the Tasty Tuesday Videos. The following table presents data regarding the interaction of visitors with the information posted on the Dairy give you go Facebook Page.

Dairy give you go Facebook page	Jan - Mar	Apr - Jun
New Fans	2,254	4,740
Total Page Likes	22,141	37,993
Total Impressions	1,193,410	1,786,578
Total Reach	831,448	1,503,958
Total Video Views	69,472	58,358
Youtube Views	4,108	9,058
Facebook Views (3 seconds or more)	65,364	49,300
Facebook Views (10 seconds or more)	34,478	24,731
Competition Entries	852	1,179

Winners are identified weekly.

### 1.5 CONSUMER PRINT CAMPAIGN

Educational advertorials are developed to communicate the health and nutritional benefits of dairy and are based on the key messages. 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. The topics and content for the advertorials were completed during this period. Fifteen insertions are planned for 2016. No advertising during this period.

### 1.6 MEDIA LIAISON ACTIVITY

#### 1.6.1 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 added to the Project.

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

One press release was distributed. World Milk Day was on 1 June 2016.

Coverage achieved for World Milk Day was

Press – 2 articles

Radio – 5 broadcast sessions

Value: R 83 000

#### 1.6.3 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
DAIRY MAIL	The Value of Consumer Education
MILK ESSAY	Social media and digital advertising campaign launched

#### 1.6.4 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 this information to the target markets as it serves the own interest of the reporter and media. Relevant information published in the news is monitored by an independent firm who specializes in such work namely Newsclip. Updates are received daily in electronic form and a report shows the print coverage achieved in this regard (at no cost to the project):

**APRIL – JUNE 2016**

Press Coverage	Number of articles published	Rand value
Consumer magazines	9	R 35 764,33
National newspapers	10	R 126 955,00
Regional press	22	R 56 566,66
Trade press	17	R 108 842,00
Online coverage	73	R 2 453 261,00
Health professional coverage		
Radio	6	R 29 966,00
<b>TOTAL COVERAGE</b>	<b>137</b>	<b>R 2 811 354,99</b>

#### 1.6.5 Television interviews

None for this period

### 1.7 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.

1.7.1 New worksheets are developed and placed on the website. The development of new worksheets is ongoing. The worksheets are available on EClassroom, which is an independent website that carries worksheets for primary school teachers and learners. The website is hosted by the Department of Basic Education for the E-learning section of the DBE's website. Kyknet has become one of the main sources for worksheets which creates much exposure. It is estimated that each worksheet downloaded from the EClassroom website is used by at least one teacher. No worksheets developed for this period.

Number of downloads of worksheets:

1 January – 31 March	April	May	June
6202	1682	1592	1707

Total page views for this period: 4981

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

#### 1.7.2 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 'From farm to the fridge'. The AV is 2 minutes in duration, in an animation format in English and Zulu. 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).

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

The Project met with the DBE on invitation of the DBE on 9 June 2016, to discuss involvement on World school milk day initiative which will be held on 28 September 2016. Seven schools in the Leandra district were identified for the activity. The CEP will provide e-worksheets for the learners of the seven schools and presentations to the teachers of the relevant subjects. A processor in the Leandra district will provide milk samples for the learners on the 28th September 2016.

#### 1.7.4 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 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	Re
April	227	931	1.98	71.4	54.13	12
May	679	917	1.93	76.12	72.12	32
June	432	881	2.1	80.2	75.15	23

## 1.8 NATIONAL NUTRITION WEEK

The National Nutrition Week (NNW) is an annual calendar event of the Department of Health and the CEP formally participates of the week. The project participates in the event every year as it provides an opportunity to network with the DOH and reach low across the country. NNW will take place 8-13 October 2016. The theme for 2016 is: "Love your beans – eat dry beans, peas and lentils in the context of the food-based dietary guidelines (FBDG) and since 2012, 'Have milk, maas or yoghurt' is one of the eleven FBDG.

## 1.9 WELLNESS ACTIVITY

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

### 1.9.1 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 consumption of '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 it can easily be added to daily meals for added nutrient value, within a balanced diet. The project has proven to be successful in various regions that were not reached during 2015.

#### Educational presentations at Government clinics

Date	Region	Number of clinics	Number of patients
May	Northern Cape	9	-
	Mpumalanga	5	-
June	Mpumalanga	42	6

### 1.9.2 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 Department of Health government clinics. The dietitian of the CEP trains the Nutrition Advisors and Health Promoters who, in turn, educate patients on an ongoing basis at their respective government clinics. The key communication message is 'Have milk, maas or yoghurt every day' and the 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 local language of the community.

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

For the second quarter of 2016, 256 Nutrition advisors and Health Promoters were trained.

Date	District(D) / Sub district (SD)
6 April	Free State, Xhariep District – Trompsburg
7 April	Free State, Fezile Dabi District – Kroonstad
8 April	Free State, Thabo Mofutsanyana District – Phuthaditjaba
11 April	Northern Cape, Pixley kaSeme District, Thembelihle Sub District – Hopetown
12 April	Northern Cape, Pixley ka Seme District, Renosterberg Sub District – Petrusville
13 April	Northern Cape, Pixley ka Seme District, Emthanjeni Sub District – De Aar
14 April	Northern Cape, Pixley ka Seme District, Umsobomvu Sub District – Colesburg
15 April	Northern Cape, Pixley ka Seme District, Siyancuma Sub District – Douglas
TOTAAL	

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

Educational material for training of Nutrition Advisors and Health Promoters a set of eight visual include A3 posters, leaflets and 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 target audience at 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 the back side of each topic containing the lesson plan.

## 1.10 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 the alcoholic beverage industry to support a national strategic plan for prevention and control of Non-Communicable Diseases (NCD). The project attends meetings with the CGCSA with regard to 'Healthy Food options industry engagement' with the Director-General of Health South Africa (BevSA) on an ongoing basis. During this period communication with the CGCSA was primarily electronic.

### 1.10.1 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 specific 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 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 the lactose content and added lactose to yoghurt, drinking yoghurt and flavoured milk'. The first draft was sent to the circulation to the broader industry. The CEP contributes to further work in respect of the issue.

## **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	PUBLICATION	Date 2016
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

###### **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. 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

### 2.2.3 Milk Splat

The MilkSplat was created for the 'rediscoverdairy' website. The purpose for 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.

For this period, one MilkSplat was developed: Flavoured milk can help children meet their nutritional needs.

### 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. A dairy health forum: New dairy regulation: fat content, was posted on the ADSA (Association for Dietetics in South Africa) 30 June 2016.

## 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. 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/>

## 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 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.

### 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 PRESENTATION	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
Universty of Pretoria	24 Students, 3rd year	Presentation on the project.	Distributed dairy-based nutrition booklets	10 June



## **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.

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.

## **2.6 RESEARCH**

### **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 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. 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.

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

## **2.7 TECHNICAL ADVISORY COMMITTEE**

Technical Advisory Committee meeting was held on 27 May 2016 at the Office of SAMPRO. Seven people attended and two members phoned joined 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

Dr Tuschka Reinders presented the 'Metabolism of lactose and galactose'

## **2.8 CEP INDUSTRY SEMINARS**

Seminars for the industry members of Milk SA, SAMPRO, MPO and others and will be held in August 2016. During this period the invitation for registration was developed and sent out to the industry. The programme for the day was developed and the two leaflets: 'Know your product and present it with pride' were developed for the seminars. These will be distributed extensively during August 2016.

## **2.9 CONFERENCES AND PRESENTATIONS**

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 presented a presentation on the role of the International Dairy Federation in South Africa,

The dietitian of the project presented a presentation: 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 presentations

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

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

The mid-year meetings were held in San Francisco and the project coordinator attended the meetings.

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

# Income and expenditure statement

Income and expenditure statement	<a href="#">Financial statement May 2016.pdf</a>
Unnecessary spending during period	No

## Popular Report

No file has been uploaded

## Additional documentation

[Business report 2nd quarter 2016.pdf](#)  
[2nd Quarter. April - june 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