



Consumer Education Project of Milk SA
 (PRJ-0106-2016)
SAMPRO: Consumer Education Project of Milk SA -
Quarter 3 2016 (July 2016 till September 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 third quarter the detail of the execution of the planning for 2016, according to the approved budget for 2016 by Milk SA, was completed.

The second Advisory Committee meeting was held on 19 August 2016. At this meeting, the project proposal and budget for 2017 was tabled.

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 and Loretta Rush were broadcast in 25 June – 8 July 2016.

TV Channel	TV: JAN 2016 Number of bursts per channel	TV: MARCH 2016 Number of bursts per channel	TV: JUNE 2016 Number of bursts per channel
ETV	22	8	11
SABC 1	31	28	25
SABC 2	10	10	7
SABC 3	6	11	9
DSTV Package	Package from 4-17 January 2016	Package from 19-31 March	Package from 25 June - 8 July 2016

1.1.2 Post campaign analysis

	TV JAN 2016			MARCH 2016			JUNE 2016		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Target									
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	379	62	6	379	70	5.4	296	67	4.4

Age 13-19/LSM 9-10	170	44	3.9	176	46	3.8	184	49	3.7
Age 13-19/LSM 6-8	341	62	5.3	341	61	5.7	260	56	4.6

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. The levels achieved are comparable with the set targets

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 levels achieved are comparable with the set targets

The TV ads can be viewed on YouTube accessed from microsite (www.dairygivesyougo.co.za) and the number of visits since the launch of each TV ad:

Dusty 45" = 110 899(3 yrs)

Stix 45" = 143 245(3yrs)

Dusty 120" = 5570 views (3 yrs)

Stix 120" = 3051 views (3 yrs)

Loretta Rush 30 & 45" = 97 488 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 advertisements and an accompanying social media campaign. The social media campaign was developed for Facebook.

The management committee assessed the TV advertisements in Cape Town on 5 May and again in KZN on 11 May 2016. The TV advertisements were approved by the management committee with some adjustments required.

The new TV advertisements were tested at the Bureau of Market Research on 8 June 2016 to determine which of the three advertisements should be flighted first in light of especially the take-out message of each. The results indicated that the subconscious take-out message was understood in accordance to the aim of the TV ads. Based on the research the sequence of flighting television advertisements was determined.

The new TV advertisements and the social media campaign will be launched on 1 October 2016.

Go guy, social media character

The social media campaign extends the TV campaign through a new character, the 'Go Guy'. This character was invented to support the educational messages about the nutritional value of dairy in a fun and relatable way.

The management committee planning meetings for the Go Guy character took place on 6 September; the shoot of Go Guy on 8 and 9 September; first approval meeting of the wardrobe for Go Guy was on 14 September and approval was made on 19 September 2016.

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

A microsite (mini website) was developed for the project to enhance the impact of the TV advertisements and also create an area on the internet dedicated to the 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. The infographics on the existing site was upgraded for the new DGYG 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 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.

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

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

Tasty Tuesday Treats

Month	Tasty Tuesday Treat
15 March	1 Minute quiche
17 May	Mac cheese muffins
14 June	'On the go' Mocca Java milkshake
19 June	1 Minute cheesecake
26 July	Pizzadilla
17 Aug	Best ever chocolate cake in a cup
13 September	Home-made frozen yoghurt

1.4.1 Analytics for Facebook

Facebook video views are inclusive of all video content - Loretta, Stix and the Tasty Tuesday Videos. The following table presents the analytics with regard to 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	July - Sept
New Fans	2,254	4,740	8,254
Total Page Likes	22,141	37,993	45,390
Total Impressions	1,193,410	1,786,578	2,632,582
Total Reach	831,448	1,503,958	2,157,327
Total Video Views	69,472	58,358	130,326
Youtube Views	4,108	9,058	6,655
Facebook Views (3 seconds or more)	65,364	49,300	123,671
Facebook Views (10 seconds or more)	34,478	24,731	48,028
Competition Entries	852	1,179	1,600

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 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.

The topics and content for the advertorials were completed during this period. Fifteen insertions are planned for 2016. One advertorial was published during this period.

		Date 2016
Milk Matters	Move!	24 August
Stokvel presentation*	Move!	27 August

Dairy now even more choices	DRUM	1 September
Suiwel nou is daar selfs meer keuses	Huisgenoot	1 September

*The Stokvel presentation was aimed and opinion leaders of the target audience. Dairy was presented and positioned against other 'glamorous' products.

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 published at no cost to the Project.

Title	Publication/person	Month
Nutrition information on yoghurt	Megan Pentz-Kluyts (dietitian)	September
Dealing with Lactose intolerance	Move magazine	August
Benefits of drinking milk	Move magazine	October

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 session

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	DATE 2016
DAIRY MAIL	Die uitwerking van hittebehandeling op die voedingswaarde van melk en melkprodukte	August
DAIRY MAIL	Galactose, friend or foe?	September
MILK ESSAY	Be an ambassador for dairy: Seminars presented by the Consumer Education Project of Milk SA	October

The Project was awarded 'News maker of the Year' by Dairy Mail on 7 September 2016

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 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):

JULY - SEPTEMBER 2016		
Press Coverage	Number of articles published	Rand value
Consumer magazines	20	R 578 570,33
National newspapers	15	R 225 971,25
Regional press	21	R 579 665,71
Trade press	16	R 43 360,00
Online coverage	42	R 550 210,61
Health professional coverage		

Radio	2	R 24 734,33
TOTAL COVERAGE	116	R 2 002 512,23

1.6.5 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.

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 and Afrikaans. Previous developed leaflets in different languages is under review.

1.7.1 New worksheets are developed and placed on the 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. Four worksheets per grade (12 worksheets) have been drafted in conjunction with EClassroom to ensure the worksheets are in line with the curriculum.

Number of downloads of worksheets:

1 January – 31 March	April	May	June	Jul	Aug	Sept
6202	1682	1592	1707	1210	1658	1185

Total page views for this period: 4053

Total views for the year until 30 Sept 2016: 13 644

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 School curriculum 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 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.

1.7.3 Interactions 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 will be held on 28 September 2016. Seven schools in the Leandra district were identified for the activity. The CEP will provide educational material and worksheets for the learners of the seven schools and presentations to the teachers of the relevant subjects. A processor in the region will provide milk samples for the learners on the 28th September 2016.

This event was postponed by the DBE due to riots among teachers. A new date will be determined by the DBE for the event.

1.7.4 The CEP provides educational material to MPO and members of the secondary industry for

events that include school learners. Educational material distributed for Milk School day and to processors for school tours to their premises are as follows:

Douglas Dale	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 Mlikshakes, teachers guide and posters + 2500 factsheets 48 School kits including Guidelines for Healthy eating teachers guides, posters and interactive posters + 2500 fact sheets

1.7.5 Rediscoverdairy/ dairy kids website

All the material related to the school project and is available on this website (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	Re
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

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 in the annual planning of the week. 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. The theme for 2016 is: "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.

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 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.

1.9.1 Interaction at Clinics 2014/6 '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.

Educational presentations at Government clinics

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

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 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.

Training of Nutrition advisors Health Promoters:		
Date	District(D) / Sub district (SD)	No trained
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, Emthanjeni 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
TOTAAL		289

1.9.3 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 include A3 posters, leaflets and the 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 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.

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 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.

1.101.1 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.

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.

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

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

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
New dairy regulations: fat content	SAJCN	June
SA Nutrition Professionals' dairy beliefs on the radar	SAJCN	September

Galactose, friend or foe	SAJCN	September
Galactose, friend or foe	SAMJ	September

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 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
Flavoured milk can help children achieve their nutritional goals	September 2016

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.

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) 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 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

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.

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.

Distribution of the USB memory stick and Educational Tool to university students

Name of institution	Number of students/dietitians	Educational PRESENTION	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		20 September

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.

Two articles have been distributed via ADSA (Association for Dietetics in SA) and 29 certificates were handed out. The two articles were:

Metabolism and health effect of lactose and galactose, 2016. Prof Corinna Walsch, University of the Free State & Dr Tuschka Reinders,

Fardet, A and e Rock. Toward a new philosophy of preventative nutrition: from a reductionist to a holistic paradigm to improve nutritional recommendations. Advances in Nutrition, 2014.

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.

This is complete and the results were presented at the Nutrition Congress in September 2016

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.

2.7 TECHNICAL ADVISORY COMMITTEE

The CEP has continuous contact with members of the Technical Advisory Committee

2.8 CEP INDUSTRY SEMINARS

Seminars for the industry members of Milk SA, SAMPRO, MPO and others and were be held in August 2016.

Two leaflets were developed for the seminars: 'Know your product and present it with pride' and distributed at the seminars. Each delegate received copies of the leaflets and were instructed to distribute these at their place of work.

Leaflet 1: Dairy essentials

Leaflet 2: Stronger bones stronger you

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

Region	Date 2016	Number attended
Gauteng: Blos Café, Faerie Glen	2 August	35
Western Cape: Durbanville Hills	5 August	25

KZN: Fernhill Hotel	16 August	TBC
Eastern Cape: Slipper Fields	31 August	TBC

Distribution of leaflets by the MPO

MPO District meetings Gauteng, KZN, Eastern Cape	Resources were supplied to MPO for distribution at District meetings Know your product and present it with pride – 800 each (August)
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2.9 CONFERENCES AND PRESENTATIONS

- 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 CEP
Yoghurt presentation by Dr Tuschka Reynders ADSA South Branch 30 August 2016

Title: Yoghurt and gut health

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

Presentation: SA Nutrition Professional’s Attitudes and perceived norms and behavioural control related to dairy consumption. Presented by Dr Friede Wenhold.

The Project coordinator and the dietitian of the project attended the conference.

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

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 in the USA from 28-24 June 2016 and the project coordinator attended the meetings and presented three presentations.

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

Standing committee on Nutrition and Health

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

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	august 2016.pdf
Unnecessary spending during period	No

Popular Report

No file has been uploaded

Additional documentation

[Business report 3rd 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