



## **Consumer Education Project of Milk SA - Additional R2,245 million**

(PRJ-0165-2017)

### **SAMPRO: Consumer Education Project of Milk SA**

**Quarter 2 2017/2017** (April 2017 till June 2017)

#### **Project goals**

**Goal 1 - Research among teenagers to test attitudes, knowledge and usage of dairy products in four regions and 4 age groups: The research was planned to be conducted in 2017 in one region only i.e. Gauteng due to limited funds. With the additional funds, the research can be expanded to cover two more regions as initially envisaged. The research will include quantitative and qualitative research methodologies**

#### **Achievements**

##### **RESEARCH**

Budget: PRJ-0165: R 550 000

The research to measure attitudes, knowledge and usage of dairy among teenagers, that was approved by the Management Committee of the CEP, was conducted June 2017.

The facilitators guide and questionnaire was developed and agreed upon by UNISA/BMR in conjunction with the Office Committee of the CEP, prior to the execution of the focus group discussions.

Three focus group discussions were conducted per region plus one in Cape Town and one in Mpumalanga region. Ages of each focus group were 10-13; 14-19;20-23. Participants were recruited by a professional recruiting agency and facilitated by the UNISA BMR (Bureau of Market Research). The project coordinator attended the focus group discussions in Gauteng, KZN and Western Cape.

The focus group discussions were as follows

Region	Date	LSM	Age Groups
Gauteng	13 May	LSM 6-8	10-13; 14-19;20-23
KZN	20 May	LSM 6-8	10-13; 14-19;20-23
Western Cape	27 May	LSM 6-8	10-13; 14-19;20-23
Cape town	10 June	LSM 9-10	14-19
Bella Bella	22 June	LSM 9-10	14-19

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

**Goal 2 - Survey among adults (25 -50) to test attitudes, knowledge and usage of dairy products:** This proposed research will be an extension of the research planned for teenagers (no 1 above), but to be conducted among an older age group (25-50yrs). A similar research survey was conducted in 2007 but due to the time lapse since 2007, information about the topics is required to ensure that the communication of the Consumer Education Project speaks to the existing needs of consumers. Updated information about the attitudes, knowledge and usage of dairy products will not only be of value to the Project, but for all the members of the dairy industry To save on costs the research will be done electronically

### ***Achievements***

This survey has not been conducted and will be executed in the 3rd quarter

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

**Goal 3 - Additional travel budget for dietitian to attend the mid-year meeting of the IDF Standing Committee of Health and Nutrition in Utrecht**

### ***Achievements***

#### **STANDING COMMITTEE OF NUTRITION AND HEALTH (SCNH)**

The attendance of the dietitian at the SCNH midyear meetings was made possible with the assistance of the additional budget of R 30 000 (PRJ-0165).

The review on the Metabolism and Health effects of lactose and galactose was completed and two separate advertorials were finalised on lactose and galactose respectively.

The articles were submitted for publishing in peer reviewed publications(Elsevier).

The IDF has developed a fact sheet on lactose and galactose based on the work that was produced by the CEP.

The fact-sheet, Galactose: Separating fact from speculation, was published by the IDF on 23 March 2017.

#### **SCNH, Mid-year meetings**

The dietitian of the Project attended and participated in the IDF SCNH's midyear meetings:

16 & 17 May 2017; Utrecht, Netherlands. A detailed report on the meeting has been submitted to the IDF secretary.

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

**Goal 4 - Additional travel budget for clinic training:** The clinic training was extended in Northern Cape. The travel component of this element required more funds to be allocated in order to serve the target group effectively

### ***Achievements***

**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 (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 2017, this project runs in districts that were not previously visited. In 2016, 657 nutrition advisory and health promoters were trained.

Leaflets that serve as hand-outs to patients and consumers visiting government clinics were updated and reprinted.

The training was conducted in March and April 2017 in the Northern Cape region and in June in the Free State as set out below. The Northern Cape regions was extended with the assistance of the additional budget obtained from PRJ-0165 for travel expenses of R 30 000.

Training of Nutrition Advisors Health Promoters Department of Health		
Date	District/Dorp	Number trained
<b>Northern Cape</b>		
6 March	Pampierstad	39
7 March	Warrenton	39
8 March	Barkley West	35
9 March	Kimberley	48
10 March	Kimberley	26
	<b>TOTAL TRAINED FOR MARCH</b>	<b>187</b>
3 April	Upington	24
4 April	Keimoes	32
5 April	Rietfontein	29
6 April	Postmasburg	43
7 April	Danielskuil	16
10 April	Kathu	28
11 April	Mothibistad	54
12 April	Mothibistad	42

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

**Goal 5 - Advertorials to support communication on the role of dairy in sport: Communication on sport and dairy was planned for 2017. The additional budget will allow for more visibility in the media on the role of dairy in sport by means of printed advertorials in selected publications.**

## **Achievements**

Consumer Print:

Two advertorials have been published in sports publications and more sports liaison is planned for the 3rd and 4th quarter.

Choose milk as a sports drink	Sports Club	June issue
Choose milk as a sports drink	Sowetan Soccer	June issue

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

**Goal 6 - Printing of educational material for clinic training i.e. A4 Dairy tool and A3: The A4 Dairy tool and the A3 Educational tool requires more copies to be printed in 2017 as the attendance at clinic training events is significantly more than anticipated.**

## **Achievements**

### **REPRINTING OF EDUCATIONAL MATERIAL**

The budget of R 149 000 (PRJ-0137) was increased by R 220 000 (PRJ-0165) to R 369 000.

The following educational products were reprinted:

Budget code	Educational material reprinted
PRJ-1037	A3 Training tool 250
	A5 handouts for clinics in Afrikaans (5000), Venda (5000), English (15 000), Sesotho (10 000), Tsonga (10 000), Zulu (10 000) and Xhosa(10 000)
PRJ - 0165	A3 visual posters (1000 sets of 4) A4 clinic training tool (1000) Dairy gives you go delegate bags (1000) Dairy gives you go Pens (9500) Leaflets: Know your products 1 and 2 (1500 each)

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

**Goal 7 - Placement of additional scientific education material for health professionals: The intention is to extend the visibility of scientifically sound advertorials for dietitians and nutritionists by publishing the existing advertorials more frequently in journals aimed at health professionals. The additional budget will make it possible to create more awareness of health and nutritional benefits of dairy among this target audience**

## **Achievements**

The placement of additional advertorials in Modern Medicine is planned for August 2017

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

**Goal 8 - Continuing Nutrition Education (CNE) event for dietitians and nutritionists: An CNE event for dietitian presents the opportunity to share new scientific information on dairy health and nutrition with one of the key target audiences of the Consumer Education Project. Usually an event of this nature is planned every two years if budget allows. The additional funds allows the Project to plan a CNE event for dietitians and nutritionists in 2017**

### ***Achievements***

#### **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.

The project plans to hold a CNE event on 18 October 2017 at the Irene Farm.

More information to follow in the 3rd and 4th quarter

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

**Goal 9 - Television media: Increasing the planned broadcast schedules for July, October and December 2017 with additional flightings of the different television advertisements, will create more awareness among the target audience and potentially drive more traffic to the 'dairy gives you go' Facebook page and website.**

### ***Achievements***

Television:

The burts for July was increase from 2 weeks to 3 weeks.

The full report will be available in the 3rd quarter

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

## **Income and expenditure statement**

Income and expenditure statement	<a href="#">Financial statements, Jan Feb.docx</a> <a href="#">Copy of CEP Q1 and Q2 Copy of CORFIN078 Standard Quarterly Financial Report for Projects, submitted.xlsx</a> <a href="#">Scanned financial report, Q 2.pdf</a>
Unnecessary spending during period	No

## **Popular Report**

[Popular report 2nd quarter 2017.pdf](#)

[Popular report 2nd quarter 2017, PRJ 0165.pdf](#)

[2. Consumer Education Project, 2nd quarter, April - June 2017.pdf](#)

# Additional documentation

No file has been uploaded

## 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