



Consumer Education Project of Milk SA - 2016 unused funds

(PRJ-0182-2017)

SAMPRO: Consumer Education Project of Milk SA

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

Project goals

Goal 1 - Production of a 10-minute audio visual for the Clinic wellness project to present the lesson plan to nutrition advisors and health promoters in an electronic format (R82 000)

Achievements

1. PRODUCTION OF A 10 MINUTE VIDEO FOR THE CLINIC WELLNESS PROJECT:

The additional budget has allowed for the project to develop an audio visual for the Wellness Project

An audio visual (DVD) is planned for the Wellness project. The content of the video will capture the lesson plan for Nutrition advisors and Health Promoters.

The script /story for the audio visual was developed by the Project and completed and thenshared with the agency that will produce the DVD. The final story board will be presented in August 2017.

No Non-achievements / underperformance has been reported

Goal 2 - Research: Investigation of the attitudes, knowledge and usage of dairy products by teenagers (R230 000)

Achievements

2. RESEARCH: INVESTIGATION OF ATTITUDES, KNOWLEDGE AND USAGE OF DAIRY PRODUCTS BY TEENAGERS

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 final report will be presented at the Advisory committee meeting in August 2017.

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 3 - Health Professional Print: Completion of the educational on-line tool for health professionals (R81 479)

Achievements

3. COMPLETION OF THE EDUCATIONAL ON-LINE TOOL FOR HEALTH PROFESSIONALS

The Project presented the concept of the on-line tool with the Technical Advisory Committee (TAC) of the CEP. The questions and answers document is being reviewed by one of the members of the TAC. The concept of a 'dairy screening tool' is being investigated by the Project and the TAC and preliminary development is underway. The screening tool will allow consumers to identify daily calcium and dairy intake levels.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	Junie2017.pdf
Unnecessary spending during period	No

Popular Report

[Business report 2nd quarter 2017, PRJ 0182.pdf](#)

Additional documentation

No file has been uploaded

Statement

Levy funds were applied only for the purposes stated in the contract	Yes
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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