



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

(PRJ-0190-2018)

**Christine Leighton -**

**Quarter 4 2018** (October 2018 till December 2018)

### **Project goals**

**Goal 1 - GENERAL COMMUNICATION:** The consumer of LSM 6 to 8 as primary target market and the consumer of LSM 4 to 5 and 9 to 10 as secondary target markets. The general communication element of the project consists of the of general messages to the consumer regarding the health and nutritional advantages of dairy products and misconceptions in respect of these issues.

### ***Achievements***

#### **INTRODUCTION**

##### **Objective of the report**

The objective of this report is to provide the outputs of the activities of the Consumer Education Project for the fourth quarter, October - December 2018, within the background of the first two quarters.

The project was allocated a budget of R 17 498 600 for 2018.

##### **1.2. Objectives of the project**

In terms of Regulation 1398 dated December 2017 and similar regulations implemented previously, issued in terms of the Agricultural Marketing Act (47 of 1996), part of the income from the levies on dairy products should be spent by Milk SA on consumer education. In this regulation the following is stated:

*“From a national point of view and to promote the viability of the dairy industry, consumers should be informed of the health and nutritional advantage of milk and other dairy products. Informed consumers will not only contribute to the national well-being in respect of nutrition and health, but especially also to the viability and sound development of the dairy industry. The education will be conducted in such a way that it will not erode the marketing activities of any firm in the dairy industry that are aimed at differentiating its products from that of competitors.”*

##### **1.3. Nature of the project**

The communication campaign consists of two elements, and the elements are executed on an

integrated basis. The elements are:

#### **a. General communication**

General communication namely messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers; and

#### **b. Specialised communication**

Specialised communication, namely 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.

### **1.4 Target markets**

The target markets for General Communication element is consumers, LSM 6-10, with meaningful spill-over to LSM 4 and 5, as determined by research conducted in 2007 and agreed to by the advisory committee. Also refer to target markets under item 2.1.

The target market for Specialised Communication element is health professionals, namely doctors, nurses, dietitians, nutritionists, nutrition advisors and health promoters.

### **1.5 Communication channels**

To convey messages effectively to the target markets, appropriate use of the different communication channels is necessary:

Due to the numerous opportunities which exist and which can be created, it is of extreme importance to be highly disciplined in selecting the most effective communication channels and to ensure balanced and integrated use of the channels to convey the messages to the target markets.

The communication channels that were selected for use by the project are:

Television

Print in the form of promotion articles (advertorials) in consumer magazines, scientific articles in magazines aimed at health professionals and pamphlets for distribution at selected events;

Schools

Clinics

Website

Digital advertising and Social media

Presentations at scientific congresses and seminars

Media liaison

## **2. Television and social media for 2018**

Three bursts were planned for 2018. The existing three television advertisements were broadcast in April; June/July and September. The reduced budget did not allow for DSTV to be included in the broadcast package.

Strategic planning meetings regarding television and social media were held on 27 February 2018. At the meeting the target audience, messaging and communication channels for 2018 were identified.

The target audience for 2018 -2022 will remain teenagers.

A new campaign was planned for introduction to the market in January 2019. Extensive planning meetings were held with the Management Committee of the Project in order to approve the storyboard and execution and development of the new advertisement.

The storyboard was tested by the UNISA Bureau of Market Research, Neuroscience Laboratory. Twenty-three individuals of the target audience completed the evaluation.

The results of the story board research were presented to the Management Committee on the 29th June 2018. The target audience was recruited to evaluate the concept television advertisement neuroscience pre-test. A total of 23 individuals between the ages of 12 and 24 years, from different population groups participated in the analysis.

The Directors treatment of the Television Advertisement was presented to the Management Committee for approval on 29 June 2018.

### **Television production**

The television advert was filmed in Cape Town on the 13 and 14 September. The Chair of the

project and the Project Coordinator participated in the editing of the television advert on the 20th September and 3 October.

**Social media component**

As part of the campaign, an on-line game has been developed to support the learning experience of the television advertisement. The management committee assessed and approved the content of the game on 3 October 2018.

Members of the management committee attended meeting with InJozi and Fox P2 to assess the finalization of the on-line game on 14 November and 19 December 2018

**2.1 Television broadcast schedule for 2018**

Using LSM (Living Standards Measure) to determine target audiences is no longer a stable audience definition for TV planning and is no longer recommended. Household income is more reliable in defining audience. The following should be considered for planning TV broadcast in 2018:

- Review the audience size of LSM 6-8 and LSM 9-10
- Review the average household income for LSM 6-8 and LSM 9-10
- Age is a very stable demographic for measurement i.e. 13-19 years.

In light of the above, the target audience for 2018 is the household income groups R 5 000 to R 19 999 per month.

**Television broadcast in the 4th quarter.**

	Pool, Hammock and Ball		
TV Channels	Number of flightings per channel		
	1 to 14 April 2018	1 -15 July 2018	28 September – 9 October 2018
ETV	35	44	40
SABC 1	40	74	31
SABC 2	12	24	29
SABC 3	8	17	16

**2.2 Post campaign analysis**

Targets for the advertisements broadcast in January 2018 were:

TV ADS FLIGHTED									
TARGET MARKETS		TV APRIL 2018		TV JULY 2018			TV SEPT/OCT 2018		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 35 – 55 Mums /Actual	397	63	6.3	327	53	6.2	358	58	6.2
Age 13-19 Planned	358	54	6.3	309	54	5.8	335	56	5.59
Age 13-19 Actual	314	56	5.6	292	48	6.2	330	60	5.9

Teen ARs for September/October came in 1.5% lower than predicted. Whilst ARs were slightly lower, Reach came in at 60% as opposed to 56% and Ave. Freq. was at 5.9 as opposed to 5.59. At this stage of the campaign we have had good frequency already, so increased reach is a good outcome. Reach of Mums was at 58% with frequency at 6.2.

The TV ads, Pool, Hammock and Ball, were launched in October 2016. The Audience Ratings (ARS) from October 2016 to October 2018 was 3632 against teens with an average reach of 95% and a frequency of 38.2 times (TV ads viewed per person). The ARS from October 2016 to October 2018 against Mums were 4188 with an average reach of 98% and a frequency of 42.7 times (TV ads viewed per person).

**2.4 Dairy gives you go website (DGYG): [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)**

The ‘Dairy gives you go’ website targets teenagers and gives the health and nutritional benefits of dairy in infographic format. The DGYG website was redesigned in 2016 while maintaining the same format i.e. three themes and infographics. Two new menu items were added to the website i.e. ‘Ask Dairy’ and ‘Do the Dairy Diary’. The ‘dairygivesyougo’ website is continually monitored and updated when so required.

There themes on the website are:

Every day: and the role of dairy

Sport and dairy

Strength: the benefits of dairy

Ask Dairy. Here questions and answers on dairy can be found. Navigating almost like an application on your phone, the tool is easily accessible and user friendly. A simple question-and-answer format offers useful dairy-related information in brief bursts. Almost 100 entries cover questions across six categories.

Do the dairy diary. In this on-line survey consumers can assess their dairy intake by answering brief questions about their daily consumption of milk, maas, yoghurt and cheese. Dietitians can also use the Dairy Diary as a helpful screening tool in their practice.

Consumers are directed to the ‘Ask Dairy’ section at the end of the survey.

The television advertisements, GoGuy videos, Dairy go team videos and tasty treats can also be viewed on the website.

**Dairy Gives You Go Website stats:**

	Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
Jan- Mar	639	427	1662	2.58	2.58	62.09%
April – June	1242	888	2945	7.66	6.16	62.09%
July - Sep	1026	764	2571	2.51	2.21	56.24
Oct - Dec	457	349	864	1.83	1;09	66.20

**2.5 DIGITAL ADVERTISING**

A digital advertising campaign was implemented to carry the messages of the campaign and to promote the microsite and the Facebook page. The banners appeared on social media sites visited by teenagers such as YouTube and Facebook.

Facebook and Instagram are used for social media.

The ‘dairy go team’ campaign ran in January and February 2018. The ‘Body builder’ videos were posted on Facebook in January and February.

Tasty treats: chocolate protein smoothie was posted on Facebook in January. In February the

Berry Blaze tasty treat was posted on Facebook.

Month 2018	Tasty Tuesday Treat	Visits/ downloads
February	Chocolate protein smoothie	20 541
February/March	Berry Blaze	37800
April	Chocolate coffee cooler	55 941
May	Peanut butter whip	15937
September	Tzastiki Burger	15104
October	No Tasty Treat posted	
November	Puff Pastry Margarita	17162
December	No Tasty treat posted	

## 2.6 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The 'dairy gives you go' Facebook page was launched in June 2014. Three new posts are placed on the page per week. The information posted is grouped into four different segments i.e.

- Benefit driven posts
- Engagement themed posts
- Campaign engagement content
- Community driven posts

### 2.6.1 Analytics related to the Facebook page for this period

Facebook video views are inclusive of all video content namely TV advertisements plus Go Guy and the Tasty Treat Videos. The following table presents the analytics with regard to the interaction of visitors with the information posted on the DGYG Facebook Page. Targets and budgets are set per month and a digital report is generated monthly. The performance is closely monitored against the set targets and the social media performance either met or exceeded the set targets.

The following table presents the analytics results for the Dairy gives you go Facebook page:

	January – March 2018	APRIL – JUNE 2018	JULY – SEPTEMBER 2018	OCTOBER – DECEMBER 2018
Analytics				
New Fans	783	552	582	352
Total Page Likes	165 391	164 904		
Total Impressions	1 782 350	474 192	7027788	
Total Reach	508 687	363 957	405566	
Total Video Views	159 373	333 282		
YouTube Views	531 029	166 792		
Facebook followers			54 493	

### 2.6.2 Facebook and YouTube: TV ad views

The following table presents the number of times the TV ads were viewed in Facebook (FB) and YouTube and the TV ads with Go-Guy that only appeared on Facebook since launched.

CAMPAIGN	VIDEOS	DURATION	FB VIEWS	FB TOTAL VIEWS	YOUTUBE VIEWS	TOTAL YOUTUBE VIEWS

The

<b>TVC CAMPAIGN</b>	Hammock ex GG	30"	19 125	<b>31 620</b>	58 450	<b>58 540</b>
	Hammock with GG	45"	12 523		90	
	Pool ex GG	30"	110 312	<b>50 448</b>	75 954	<b>76 213</b>
	Pool with GG	45"	16 926		259	
	Ball ex GG	30"	66 270	<b>68 615</b>	32 156	<b>32 256</b>
	Ball with GG	45"	7 567		103	

following table presents the number of times the 'Go team' videos were viewed on Facebook since October 2017.

<b>DAIRY GO TEAM</b>		
<b>Videos</b>	<b>Duration</b>	<b>Views</b>
Strong bones guy	40"	14 090
Recovery time guy	40"	32 842
Strong teeth girl	40"	16 089
3-A-DAY - Strong bones guy	15"	6 960
3-A-DAY - Recovery time guy	15"	9 962
3-A-DAY - Strong teeth girl	15"	30 857

## 2.7 CONSUMER PRINT CAMPAIGN

### 2.7.1 Promotional articles

Promotional articles are written for consumer publications and aim to expand on the key dairy nutrition and health messages by engaging with consumers in a creative manner. This element is ongoing in 2018.

The following table presents the consumer print outputs for Consumer Print for 2018. Eleven consumer articles were published in 2018

<b>Title</b>	<b>Publication</b>	<b>Date 2018</b>
Get it all from dairy	Trinitorian schools quarterly publication	January – March 2018
Get it all from dairy	Crawford schools quarterly publication	January – March 2018
Kry dit alles van suiwel.	Huisgenoot	January 2018
Get it all from dairy	You	January 2018
Laktose intoleransie	Sarie	June 2018
Die Matrikseffek van Suivel	Huisgenoot digitale artikel	Month of July
The Matrix effect of Dairy	DRUM digital article	Month of July
Amazing Amasi	Move!	24 August
Marvelous Milk	You	25 October 2018
Heerlike Melk	Huisgenoot	25 October 2018
I can feel it in my bones	Move!	12 December 2018

## 2.8 MEDIA LIAISON ACTIVITY

### 2.8.1 Editorial information for consumer publications

The project provides editorial information to publications for use by the relevant editors to their

own discretion. These articles are published at no cost to the Project. No editorials were placed in this quarter.

### 2.8.2 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. No articles were placed for this period.

Title	Publication	Date 2018
Dairy Go team	Dairy Mail	March
5 Reasons Calcium from dairy is indispensable	Dairy Mail	May
Ask Dairy online tool	Dairy Mail	June
World Milk day: Does the source of calcium matter	Dairy Mail	June
Wereld Melk dag in Kruisfontein, Humansdorp	Dairy Mail	November
Suiwel en siektes van die hart	Dairy Mail	November

### 2.8.3 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):

Press Coverage	Number of articles published	Rand value
Consumer magazines	23	R797 877,81
National newspapers	5	R98 428,78
Regional press	26	R441 687,24
Trade press	1	R74 831,13
Online coverage	47	R986 866,47
Health professional coverage	1	R12 448,80
Radio	1	R42 321,33
<b>TOTAL COVERAGE</b>		<b>R2 454 461.56</b>

### 2.9 CONSUMER LEAFLETS

There are three consumer leaflets and two leaflets for members of the dairy industry. These are intended to communicate health and nutrition messages to consumers. The leaflets are valuable to members of the dairy industry to be used in their communication to consumers.

These are:

Consumer leaflets

Bones: Remember to take care of your bones

Sport Nutrition: Give athletes a boost with dairy

The process of heattreating milk

Two separate leaflets for the dairy industry under the umbrella title of 'Dairy: your health and performance'. These leaflets were updated during this period.

Dairy essentials  
Healthy bones healthy you

## 2.10 LIAISON ACTIVITIES

The Dietitian of the Project assisted a processor with nutritional information required for a press release related to the launch of the new product.

The dietitian of the Project drafted an article on behalf of the INederlandse Suiwel Organisasie – Voedings Magazine 3 2018 Mede outeur en vertaling is behartig deur Jolande Valkenburg

## 2.11 School curriculum project

The school curriculum project is aimed at grades 1-7. It consists of two main themes i.e.

‘From farm to fridge’: grades R to 3

‘A guide to healthy eating’: grades 4 to 7

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. The school project and learning material are available on the website i.e. [www.dairykids.co.za](http://www.dairykids.co.za)

The existing school curriculum project’ teachers guides were rewritten and condensed for grades 1-3 and grades 4-7, in order to update the information, make the guide more user friendly and reduce the cost to reproduce the teacher’s guides in future.

During this period the English teacher’s guides for the Foundation and Intermediate phases were completed and copies were printed in order to distribute during World School Milk Day in September 2018.

The Afrikaans version of the Grade R to 3 and Grade 4 and 5 has been completed, designed and ready for print.

Presentations of the school project to various audiences are listed under point 3.9.9

## 2.12 WORLD SCHOOL MILK DAY (WSMD): 26 September 2018

A meeting was held on 22 March 2018 with the MPO and the Department of Basic Education (DBE)’s National School Nutrition Programme (NSNP) to discuss World School Milk Day in September 2018. The CEP provided educational material for the events that were be planned by the DBE/NSNP.

The theme for 2018 is ‘Safe milk’

World School Milk Day took place from 4 – 26 September 2018. The Project worked closely with the National School Nutrition Programme of the DBE/NSNP and the MPO.

The Project developed the WSMD messages and developed the competitions for grade R, 2, 3 and 4 to 7, which was distributed by the CEP in accordance with the list of schools provided by the DBE/NSNP.

All educational material, including the new school programme, competitions and factsheets were provided by the CEP to the 13 schools participating on WSMD in September 2018.

An infographic was developed that carried the messages for WSMD i.e. heat-treated milk. The MPO arranged for milk to be distributed to the learners during WSMD celebrations.



Thirteen schools received educational material from the Project as listed below. The main events were held in Humansdorp and Robertson on 26 September 2018. The Project Coordinator and the dietitian of the Project participated in the events respectively.

Mr Jerry Mahlangu participated in the event that was held in Vosloorus.

School	District/ Town
Windmill Primary School	Vosloorus
Makwatambani Primaty School	Vhulaudzi
Tswellang Special School	Bloemfontein
Vaal Reefs primary	Klerksdorp
Siyeta Primary School	Elukwatin
Sombongangani primary	Pietermaritzburg
Wakkerstroom West Primary School	Robertson/Bonnievale
Kruisfontein Primary School	Humansdorp
Tau-Kwena Primary School,Caprocorn district	Caprocorn district, Limpopo
Rondebult Primary School	Germiston
Tau dia Rora Primary School	Jan Kempdorp
Amos Mahloane Creche	Phoffu Bakona Village
Lions River Primary School	Lions River

As part of the school programme the Project took part in the annual Agri Expo in Sandringham, Stellenbosch. The event this year was held on the 11th & 12th of October 2018. A dietitian from Cape Town, Mrs Lindie Mosehuus represented the CEP at the Agri Expo where she presented talks, answered questions and showed the clinic training video to 1000 high school children and 1500 primary school children. A total of 50 Gr R-3 and 30 Gr 5&6 teachers guides were handed out to visiting primary school teachers. For high school learners the Project provided the leaflet: Dairy: Your health and performance.

### 2.12.1 Worksheets for the website and E-Classroom website

Worksheets were developed and placed on the E-Classroom website, 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 more exposure. It is estimated that each worksheet downloaded from the EClassroom website is used by at least sixty learners.

### 2.12.2 Number of downloads of worksheets downloaded from the E-Classroom website

JANUARY	FEB	MARCH	april	may	june	JULY	Aug	SEPT	OCT	NOV	Dec
673	170	177	116	28	73	5385	4104	1 507	29	28	10

### 2.12.3 Rediscoverdairy/ dairy kids website

All the communication products related to the school project are 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.

**dairykids.co.za analytics for 2018.**

	Users	Page views	Pages per session	% New visitor	% Bounce rate	Ave session duration (minutes)
January	144	442	2,89	88,65	61,55	1:36
February	412	986	2,74	84,15	59,96	2:18
March	401	1259	2,67	87,22	60,98	1:87
April	269	798	2,9	87%	56,33%	1:55
May	277	799	1,9	84,00%	56,33%	2:01
June	261	737	2,56	83%	64,59%	1:59
July	215	569	2,36	80%	67,81%	1:27
August	209	513	2:09	82,33%	61,97%	1:31
September	255	631	2:21	89,23%	63,83%	1:55
October	456	1129	2,96	91%	58,84%	2:11
November	391	967	2,65	86,36%	54,12%	2:01
December	101	251	2,3	87%	63,72%	2:01

**2.12.4 'Rediscoverdairy' website downloads**

The website gives information of the health and nutritional benefits of dairy and all educational material developed by the CEP is available on the website. The website is appropriately linked with other relevant organisations such as Milk SA, MPO, International Dairy Federation and Global Dairy Platform

The website is maintained and new information is uploaded on a continual basis.

The number of visits and time spent on the website remains constant.

**rediscoverdairy.co.za analytics for 2018**

	Users	Page views	Pages per session	% New visitor	% Bounce rate	Ave session duration (minutes)
January	144	442	2,89	88,65	61,55	1:36
February	412	986	2,74	84,15	59,96	2:18
March	401	1259	2,67	87,22	60,98	1:87
April	721	909	1,44	89,10	79,12	1,05
May	809	1129	1,73	89,52	76,53	1,19
June	783	993	1,02	86,11%	72,63%	1:01
July	649	1336	1,93	82,33%	72,44%	1:22
August	601	1298	1,91	82,91%	68,97%	1:26
September	691	1367	1,99	80,90%	73,42%	1:39
October	789	1563	1,81	78,66%	79,98%	1:28
November	741	1655	1,66	75,13%	74,56%	1:27
December	152	853	1,21	58,33%	70,52%	1:22

#### 2.12.2.4 Dairy website update

The [www.redisocverdairy.co.za](http://www.redisocverdairy.co.za) website is being updated, re-organized and simplified in order to ensure that up-to-date information is available and that the website is easy to navigate. New web-banners have been designed which enhances the look and feel of the website and improves the navigation on the website. The menu item 'Dairy Based Nutrition' is complete. The project is ongoing.

#### 2.13 NATIONAL NUTRITION WEEK(NNW)

The NNW is an initiative by the Department of Health and targets the population at large. The NNW is an annual calendar event of the Department of Health. The CEP 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 took place 8-13 October 2017.

A meeting on the Department of Health's National Nutrition Week for 2018 was held on 20 February 2018. The Project Coordinator attended the meeting where initial planning was discussed with all the stakeholders.

A conference call with participants were held on 16 May 2018

NNW took place from 8-13 October. The theme was: Breakfast: The best way to start your day. The Project is involved during the planning of the messages and the nutritional correctness of the messages.

The logo of the Project appeared on all the communication messages.

An online campaign was administrated by an independent Public Relations Company which included:

Design of a NNW logo, infographic and website

Development and distribution of a media release targeting community media.

Development and distribution of a media release targeting national and regional media.

Media followups to secure interviews and coverage.

Coordinating media interviews with the various partner spokespeople: 2 x television interviews and 17 x radio interviews.

Feedback report.

#### 2.14 WELLNESS ACTIVITY

The Wellness Activity consists of training of nutrition advisors and health promoters.

##### 2.14.1 Promotional material used in respect of the Wellness Activity

A leaflet and a poster, that explains the nutritional value of dairy products and advocate the goodness of adding dairy to the daily diet, were developed for this project. All the materials have been designed to meet the requirements of the target audience. A leaflet was produced to serve as hand-out to consumers after the educational presentation. Copies of the poster are given to each clinic to keep for future use during educational activities.

List of promotional material developed by the project:

a. Leaflets developed for the continuation of the project in 2015 were translated and printed in nine different African languages i.e. Afrikaans, English, Northern Sotho, Sotho, Tsonga, Tswana, Venda Zulu and Xhos

b. Poster with main message i.e. Have milk, maas or yoghurt every day

c. Banners with the message:

Dairy is nutrient rich

Have milk, maas or yoghurt every day.

'Tear-drop' banner with the 'Dairy gives you go' logo

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions, who is 100% BEE compliant and has a level 1 contributor status, to present the health messages at clinics and hospitals in the vernacular language of the local community. The dietitian of the CEP trained the Awuzwe health promoters on the key message 'Have milk, maas or yoghurt every day' and the associated nutritional and health benefits of dairy. This empowered the field workers to present the information with confidence. Each promoter was subsequently equipped with a lesson plan and visual aids, which enhanced the learning experience at the clinics. A memorandum of understanding was signed with Awuzwe.

#### 2.14.2 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 (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.

#### Progress:

Awuzwe, the black empowered company that works with CEP on the Wellness project, liaised with Department of Health's (DOH) district managers of Limpopo, North West and Eastern Cape in order to secure dates for training sessions in 2018.

A fact sheet was developed on the food-based dietary guidelines for DOH's Health Promoters. This is distributed at training events.

Two new banners were developed and produced for use at training events. These banners carry the message of 'Have milk, maas or yoghurt every day'.

The Project Coordinator and the dietitian of the project met with the Manager of the Dischem's clinic division to explore opportunities to share the Wellness training programme with the nursing sisters employed by Dischem.

In the fourth quarter, the training was conducted in November 2018 in the Limpopo region and 97 health promoters were trained for this period. A total of 975 health promoters were trained in 2018; a total of 2932 health promoters have been trained since 2014, when the programme was started.

Training of Nutrition Advisors Health Promoters Department of Health		
Date	District/Dorp	Number trained
<b>Eastern Cape: OR Thambo District</b>		
16 April	Gaukeni Sub District Lusikisiki	44
17 April	Gaukeni Sub District Lusikisiki	22
18 April	KSD Sub District Umtata	33
19 April	Nyandeni Sub District Port St. Johns	16
20 April	Nyandeni Sub District Libode	56
	Trained in Eastern Cape	171

<b>Limpopo: Vhembe District</b>		
23 April	Musina Sub District Musina	22
24 April	Collins Chabane Sub District Malamulele	34
25 April	Thulamela Sub District Thohoyandou	23
26 April	Makhado Sub District Louis Trichardt	51
	<b>Trained in Limpopo</b>	<b>130</b>
	<b>Eastern Cape</b>	
July	Mdatsane	13
3 July	Bisho	28
4 July	East London	13
5 July	King Williams Town	7
6 July	East London	2
16 July	Port Elizabeth	40
17 July	Port Elizabeth	25
18 July	Uitenhage	27
19 July	Port Elizabeth	8
20 July	Motherwell	31
	<b>Trained in Eastern Cape</b>	<b>194</b>
	<b>Limpopo</b>	
27 August	Mankweng Hospital Polekwane	27
28 August	Aganang	99
29 August	Seshego	36
30 August	Mangweng Polekwane	39
31 August	Lebowakgomo	29
10 September	Sekoro District	19
11 September	Duiwelskloof	35
12 September	Phalaborwa	23
13 September	Giyani	33
14 September	Tzaneen	43
	<b>Trained in Limpopo</b>	<b>383</b>
	<b>Limpopo: Sekhukhune district</b>	
28 November	Groblerdal	27
29 November	Glen Cowie	42
30 November	Burgersfort	28
	Total trained:	97
	<b>Total Training Days for 2018: 32</b>	
	<b>Total People Trained for 2018: 975</b>	
	<b>Total number of people trained for the period 2014-2018: 2932</b>	

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

### **Goal 2 - SPECIALISED COMMUNICATION: Opinion leaders regarding health and nutritional values of dairy products.**

#### **Achievements**

#### 3. Specialised communication

##### 3.1 Overview

The target market for Specialised Communication is health professionals i.e. doctors, dietitians, nutritionists, nurses and health promoters. The messages communicated are based on the latest scientific information on dairy nutrition and health. The CEP makes use of a Technical Advisory Committee who work independently from the project, and are specialists in the field of nutrition and health.

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'

##### 3.2 Health professional print

###### 3.2.1 Scientific advertorials

Scientific advertorials are written on new topics regarding nutrition, health and dairy. These are aimed at health professionals and are published in publications read by this target audience. Each advertorial is accompanied by a nutrition review article which is a more comprehensive technical document outlining the scientific justification of the advertorial.

Title	Publication	Date 2018
Lactose intolerance	Nursing Update	March 2018
Milk Matters: Does the source of calcium matter?	Nursing Update	June 2018
Nutritious Milk	Nursing Update	September 2018
Dairy and Cardio vascular disease	SANCJ	September 2018
Iodine: the neglected micronutrient in dairy	ADSA	December 2018

###### 3.2.2 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.

NUTRITION REVIEWS	DATE 2018
Review 14: Calcium recommendations: why, what, who and how?	January
Review 15: Dairy and cardiovascular disease	March

Review 16: An Introduction to sustainable diets and the role of dairy	June
Review 17: Iodine: the neglected micronutrient in dairy	December

### 3.2.3 Association for dietetics in South Africa (ADSA), presentations and hand-outs at ADSA events.

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. The CEP also presents at the ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP. No presentations were made at ADSA branches during the first quarter.

Communication on the ADSA online platform	Format	Date
Notification of the Continuing Education Unit on the Rediscoverdairy Website	ADSA weekly newsletter	April 2018
Nutrition Review: Cardio Vascular Disease	ADSA Stand- alone notice	April 2018
An introduction to sustainable diets	ADSA Stand alone notice	July 2018

### 3.3 CLINICS: Educational material for health professionals

#### 3.3.1 Dairy-based nutrition USB (Universal Serial Bus) tool

As part of the communication activities with dietitians, the Dairy-based nutrition USB tool, developed by the Project is distributed to the 3rd 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 dairy-based nutrition booklet, sports booklet, advertorials, nutrition reviews and an overview of the project. Distribution of the Dairy Based Nutrition USB was not planned for this period.

#### Update of Dairy Based Nutrition Booklet

The booklet on Dairy Based Nutrition is being revised and updated. The Technical Advisory Committee of the CEP was tasked in January with specific topics in the Dairy based nutrition booklet. Each topic is being updated with the latest scientific research results and references. Topics included are among other: hypertension, diabetes type 2, cardiovascular disease, cancer, sarcopenia.

As the revised topics are completed for the DBN booklet, it is edited and approved for layout.

#### 3.3.2 Educational Tool

The A3 Educational Tool was developed by the Project for dietitians in provincial hospitals and clinics 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 Educational Tool was not planned for this period.

The clinic video was translated from English to Tsonga.

#### 3.3.3 Distribution of educational products that were requested:

As a result of the training at clinic level and visits to hospitals, requests were received for educational products developed by the CEP. These are posted as requested.

### 3.4 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 Education Units is the term used to refer to the number of units that dietitians can obtain and falls under the umbrella of CPD element of the CEP.

**Continuing Education Units (CEU) on the 'rediscoverdairy' website:** This new menu item was introduced in 2017 on the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website for dietitians which allows them to obtain CEUs

Dietitians have to register on the website and then have access to peer reviewed articles. In 2017, eleven articles were identified, accreditation obtained from authoritative bodies and posted on the website. Each article was accompanied by a questionnaire that had to be completed by the dietitian in order to obtain CPD points.

A second set of 11 CPD articles for 2018 have been identified and accredited. These articles focus on dairy health and nutrition, and relevant questions have been developed for dietitians to earn 20 CEUs.

There are currently 452 dietitians registered on the [www.rediscoverydairy.co.za](http://www.rediscoverydairy.co.za) website.

Since April 2018, 330 articles have been completed by dietitians and certificates issued to each dietitian.

#### **CPD events with the Association for Dietetics in South Africa (ADSA)**

29 May 2018: Mpumalanga meeting

Dr Tuschka Reynders presented Plant Based Beverages

Monique Pireddi presented on Fermented milk

Maretha Vermaak presented 'The great debate' about dairy vs plant alternatives

Nutrition Solutions Master Class

The Project organised a Masterclass for Dietitians in the Gauteng region. Twelve dietitians attended the Masterclass which consisted of the following:

Presentation by Dr Tuschka Reynders on Plant Based Beverages

Presentation by Mr Nigel Lok on Responsible dairy farming

A field trip which included visits to two dairy plants

Robotic Farm – Job Legemaat

Belnori, goat farm – Rina Belcher





### 3.5 TECHNICAL ADVISORY COMMITTEE

Each year one meeting is held with the Technical Advisory Committee (TAC) and several consultations are held with individual members.

### 3.6 DAIRY ON-LINE TOOL

The new online tool of the Consumer Education Project of Milk SA has all dairy-related information in an easy to access electronic format. It went live on-line in May 2018. The tool can be accessed on [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za) and click on the menu item: Ask Dairy

Navigating almost like an application on your phone, the tool is easily accessible and user friendly. A simple question-and-answer format offers useful dairy-related information in brief bursts. Almost 100 entries cover questions across six categories. Consumers who want to know more after reading the brief answers are directed to the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website.

In addition to the question-and-answer section, the tool includes a consumer survey called 'Do the Dairy Diary'. Here consumers can assess their daily dairy intake by answering brief questions about their consumption of milk, maas, yoghurt and cheese.

The dairy tool is also intended for research by a PHD student of the University of Pretoria

### 3.7 Rediscoverdairy newsletter

The purpose of the Rediscover dairy newsletter is to remind the industry about the CEP; highlight new products or messages and give a health message. The target audience is the Dairy industry, Milk SA, MPO and SAMPRO.

The third 'rediscover dairy' newsletter was developed in September 2018. It was distributed through mailchimp. The topics covered in the second newsletter were:

The dairy team: Dairy matrix  
Sustainable diets: A complex challenge  
New online tool: Ask dairy & Do the dairy diary  
World School Milk Day, 26 September 2018

### 3.8. DAIRY INDUSTRY SEMINARS

The dairy industry seminars were held in the following provinces and dates during the 3rd quarter. The purpose of the seminars was to reach out to the dairy industry and share the elements of the project as well as provide knowledge on dairy health and nutrition in order to equip them with the correct information to become ambassadors of dairy. The topics for the Dairy Day Seminar were:

Protecting the integrity of dairy  
Communicating with your dairy audience  
Ask Dairy online  
Dairy is more than the sum of nutrients  
Milking your beverages for they are worth  
Sustainable diets – a complex challenge

The seminars were attended by 84 people as follows at the different venues

Date	Venue	Number of attendees
24 July	KZN: Fernhill Hotel	25
31 July	Gauteng: PTA; Blos cafe	22
15 August	Eastern Cape: PE: Slipper Fields	17
16 August	Western Cape, Durbannville Hills	20

### 3.9 SUMMARY OF CONFERENCES AND PRESENTATIONA

3.9.1 MPO farmers days: The Project Coordinator presented the overview of the CEP to farmers in the Western Cape province:

13 March 2018: Durbanville  
14 March 2018: Riversdale  
15 March 2018: George

3.9.2. SASDT (South African Society for Dairy Technology): the Project Coordinator organized and presented at the AGM of the organization on 28 February 2018.

3.9.3. 23 -25 APRIL 2018: SA DAIRY TECHNOLOGY SYMPOSIUM (SASDT)

The Project Coordinator participated in the symposium and was actively involved in developing the programme with the National Committee of the SASDT

The Project arranged for two of the speakers at the symposium i.e.

Dr Tuschka Reyngers  
Prof Pierre Joubert

3.9.4. 27 APRIL 2018: The Project Coordinator presented an overview of the Project to High School Teachers of Consumer Studies. Several requests for educational material was received from the teachers in different regions and schools.

3.9.5. Liaison and promotional activities at conferences

1 June 2018: Clinic educational material was provided to final dietetic students at the University of Pretoria for a health day at Daspoort Clinic

20 June 2018: Educational material was provided to University of FreeState

21 June 2018: Congress inserts for ADSA CPD event at the University of Stellenbosch.

3.9.6. 22 August 2018: The dietitian of the project presented a Presentation on the composition and nutritional benefit of dairy for the 4th year B Agric student of Prof Lourens Erasmus.

3.9.8. 5 October 2018: SASDT, Western Cape. The Project coordinator presented at the yearend function at the Italian Country Club 'Say cheese fair'. The presentation was titled: Rediscover all the goodness of dairy

3.9.9. 31 October 2018: SASDT (South African Society for Dairy Technology): the dietitian of the project presented at the yearend function of the organization on the position of Milk and milk alternatives in the food and beverage market and how they compare in nutritional value and quality.

3.9.10 Project presentation of the school curriculum:

The Project Coordinator presented the schools project at a senior phase Consumer Studies Teacher's conference held at Zebra Lodge in Cullinan on 20 April 2018.

The Project Coordinator attended the Forum that was presented by the Department of Basic Education's National School Nutrition Programme on 28 February 2018.

The Project Coordinator presented the School project to foundation phase teachers in the Eastern Cape district on 21 September. 30 Teachers attended and educational material was distributed prior to the meeting to ensure all attendees received copies of the school project.

The Project Coordinator presented the School project to foundation phase teachers and head of primary schools in the Eastern Cape district on 8 November 2018. 50 Teachers attended the meeting and educational material was distributed prior to the meeting to ensure all attendees received copies of the school project.

### 3.10 Consumer Goods Council of South Africa (CGCSA)

The aim of the engagement is to consider a request from the Department of Health for support of their 'Healthy Food Options' initiative which consists of a national strategic plan for prevention and control of Non-Communicable Diseases (NCDs) in South Africa. The initiative gives high prominence to food products containing added sugar.

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.

The CEP attended a meeting that was held on 8 March 2018 to discuss progress on the Food Safety Initiative.

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

The Project Coordinator of the CEP was elected in 2016 as the chairperson of the International Milk Promotion group.

### 3.12 INTERNATIONAL DAIRY FEDERATION

11 April 2018: The Project Coordinator and the dietitian of the Project attended the annual IDF meeting held at Milk SA. Each standing committee member had to submit reports on 2017 IDF related activities.

#### 3.12.1 International Milk Promotion group (IMP) and Global Dairy Platform (GDP)

UK dairy hosted the 2018 IMP mid-year meetings in London and The City of Bath and the Project Coordinator liaised with UK Dairy in order to plan and organized the mid-year IMP meetings.

During this quarter, the Project Coordinator participated in two teleconferences with GDP and IMP per month.

The IMP-midyear meetings were held in the United Kingdom in The City of Bath, in 19-21 June 2018:

A Standing Committee of Marketing meeting was held on 16 June 2018 in London.

Global Dairy Platform meetings were held on 17 and 18 June 2018 in London

The Project Coordinator is a member of the 'Balancing the Debate' taskforce of the GDP

The Project Coordinator is the Chair of the IMP group and during this period extensive time was spent on planning the agenda and external speakers for the meeting.

A presentation on "Health Professional Communication in SA" was presented by the Project Coordinator.

Preparations for the IDF WDS, business meetings

During this period the Project Coordinator, in her position as chair of the IMP, prepared the agenda for the IMP business meeting.

A handout for the IMP trophy event was developed and provided to the organizers of the 2018 WDS for inclusion in the delegate bags.

Global Dairy Platform: The Project Coordinator is a member of the taskforce on 'Dairy Relevance'. Numerous conference calls formed part of the preparation of the documentation for the WDS.

Skype meetings with GDP and IMP were held on the following dates to discuss the details and execution of the #Enjoydairy Social media campaign

30 October; 11 December and 18 December 2018.

### 3.12.2. #Enjoydairy social media campaign

The #Enjoydairy campaign was executed in order to involve different countries with similar messages at the same time of the year, posted on social media. This was executed as a pilot project with and ran for five consecutive days in November 2018.

Eighteen countries participated. Five videos were developed and the same video was posted on a particular date in all 18 countries.

A joint Global Dairy Platform/International Milk Promotions Group Marketing Taskforce made up of brands and generic organizations chose five themes – one for each day of the pilot – that spoke to the many benefits and reasons why people should continue to enjoy their dairy, including:

5 November 2018: Enjoyment – Dairy helps you live life to the fullest

6 November 2018: Nutrition – Dairy is good for you and your family

7 November 2018: Community – Dairy builds strong families and communities

8 November 2018: Relevance – Dairy empowers people

9 November 2018: Enjoyment – Dairy helps you live life to the fullest

The performance in each country was monitored by GDP and Edelman and the results will be presented at the mid-year meeting in 2019.

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

Standing Committee of Nutrition and Health (SCNH):

- The dietitian of the project has been part of the teleconference held by the SCNH and is actively involved in action teams for:

Plant based beverages

School milk programme

Added sugars

Midyear meetings were held in Netherlands/ Utrecht:

The dietitian of the Project participated in the mid-year meeting of the SCNH and the Utrecht Research Group Meetings from 11-18 May 2018. The CEP's Clinic Wellness Project was presented at the meeting.

The dietitian of the project developed an article for the Utrecht group based on the Wellness Project which runs in Clinics. It was co-authored by Jolande Valkenburg from the Netherland dairy association and was published in the Netherlands in the 'Nederlandse Suiwel Organisatie – Voedings Magazine 3 -2018'. The article was titled: "Gezonder eten op het Zuid-Afrikaanse platteland": *Zuid-Afrika kampt met veel sociaaleconomische problemen, waaronder armoede en ondervoeding. Bijdragen aan Zuid Afrika een gezonder land te maken voor alle inwoners is het Consumer Education Project of Milk SA opgestart.*

*Diëtisten werken samen met gezondheidswerkers aan het verbeteren van de kennis over zuivel en gezonde voeding bij consumenten met een laag inkomen.*

School Video:

26 September 2018: The dietitian of the project developed, as part of her involvement on the SCNH, a 3 min video - The role of milk in South African Schools. This video was presented in Rome and circulated as part of IDF's activities for WSMD and circulated to members of the IDF.

### 3.13 WORLD MILK DAY (WMD)

World Milk Day was held on 1 June 2018.

The Project celebrated WMD by:

Developing a press release which was distributed to local and national short lead publications.

Published an infographic in Nursing Practise and Dairy Mail.

Developed a WMD banner for the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website.

Participated in three radio interviews

Television interview on Grootplaas

The Project participated in an event at a local Cross Fit gym that was organised by the MPO. Educational material was distributed at the event on the role of dairy and sport.

A social media campaign included three posts on the Dairy Gives You Go Facebook post under the slogan "Raise a glass.

On 1 June 2018, a competition was introduced on Facebook where the best post won a hamper of dairy products for a chocolate smoothie. No budget was used to promote the posts.

58 197 people were reached on Facebook

488 Reactions

3 shares

The following results were obtained for WMD in the media:

<b>WORLD MILK DAY: JUNE 2018</b>		
<b>Press Coverage</b>	<b>Number of articles published</b>	<b>Rand value</b>
National newspapers	9	R127 600,43
Online coverage	4	R60 553,81
Radio	4	R106 066,45
Grootplaas TV interview		R12 713.60
<b>TOTAL COVERAGE</b>	<b>17</b>	<b>R 306 966.29</b>

### 3.14 INDUSTRY RELATED MEETINGS

3.14.1 Coordinating committee of the Dairy Standard Agency; CEP and the Research project of Milk SA. Meetings were held on 16 May 2018 and 14 August 2018. The Project Coordinator is a member of this committee.

A follow-up meeting was held on 27 November 2018.

Technical Workgroup meeting with Milk SA Regulations and Standards Project on 3 October 2018.

3.14.2 The Project Coordinator and the dietitian of the Project participate in the above-mentioned meeting to discuss Plant-based beverages in terms of R 260 and labelling thereof.

3.14.3 The Advisory Committee meetings were held on 19 April 2018 and 23 August 2018.

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

## Income and expenditure statement

Income and expenditure statement	<a href="#">October 2018.pdf</a> <a href="#">VBO. Q4 Oct -Dec 2018.xlsx</a>
Unnecessary spending during period	No

## Popular Report

[CEP Business report., Q4, 14 Jan 2019.pdf](#)

## Additional documentation

[Consumer Education Project 4th Q, Oct - 14 January 2019.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