



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

(PRJ-0251-2020)

### **SAMPRO**

**Quarter 2 2020/2020** (April 2020 till June 2020)

## **Project goals**

### **Goal 1 - General Communication**

#### **Achievements**

#### **INTRODUCTION**

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

The objective of this report is to provide the outputs of the activities of the Consumer Education Project of Milk SA for the second quarter, April to June 2020.

Due to the COVID19 pandemic, the second quarter started with lockdown in April. The CEP has worked from home as from 30th March with absolutely no interruptions in the workflow, thus all planned projects were executed. During this time, digital communication has increased exponentially and the CEP embraced this opportunity by reaching consumers regarding the value of dairy in the diet.

The Project was allocated a budget of R 21 000 000.00

##### **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:

###### **General communication**

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

###### **Specialised communication**

Specialised communication, i.e. 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 market for General Communication element is consumers, LSM 6-10, with meaningful spill-over to LSM 4 and 5 and agreed to by the advisory committee. LSM 6-8 groups have an income of approximately R 5 000.00 to R 9 999.00 an LSM 7-10 can have an income greater than R19 999.00. LSM indicators are used to determine target audiences for the different elements of the Project.

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 in the market place for communication activities, it is of extreme importance for the Project 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 different 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

Websites

Digital advertising and Social media

Presentations at scientific congresses and seminars

Media liaison

## 2. Television and social media for 2020

### 2.1 Television broadcast schedule for 2020

Four bursts are planned for 2020. The Project agreed to use existing television advertisements to rebroadcast in 2020.

In order to determine which of the existing TV ads to be broadcast in 2020, research was conducted among teenagers in a school in Tembisa on 19 February by the Bureau of Market Research. The TV as 'Ball' and 'Stix' were selected to 2020

The television advert 'Ball' was flighted from 20 March to 10 April 2020 and 12 to 25 June 2020.

The target audience for 2018-2021 will remain teenagers (four-year period).

A new TV ad will be developed in the 4th quarter of 2020.

The table below shows the number of times the television advert was flighted per channel during the second burst for 2020. In the case of DSTV, packages are bought.

Due to COVID19 and schools being closed, the June burst was a smaller burst than usually at this time of the year. The following channels flighted the TV ad during this period:

	Alien TV advert 12 to 25 June
TV Channels	Number of flightings per channel
ETV	15
Mzansi wethu	4
SABC 1	4
SABC 2	4
SABC 3	7
DSTV Package	12-26 June

### 2.1.2. POST CAMPAIGN RESULTS

Results against the core market i.e. Age 13-19; Household income R 5999-R9999

## **MARCH BURST:**

ARs: Planned ARs were 390 and actual was 470.

Reach (% of target audience reached with this burst): Planned 65%, actual 73%.

Frequency (how often the target audience viewed the TV ad): Planned 6 time and actual 6.6 times..

## **JUNE BURST:**

ARs: Planned ARs were 187 and actual was 279: This burst over-performed against the broad core market by 33% generating 249 ARs opposed to the implemented 187 .

Reach (% of target audience reached with this burst): Planned 52%, actual 48%.

The burst over-performed even more in the higher income groups than the lower group, achieving 58% more ARs than planned.

Frequency (how often the target audience viewed the TV ad): Planned 3.6 time and actual 5.9 times. Average frequency against all markets showed a significant increase on what was planned.

## **2.1 SOCIAL MEDIA: FACEBOOK, INSTAGRAM AND TWITTER**

### **2.2.1 FACEBOOK: DAIRY GIVES YOU GO (DGYG)**

During April and May the Dairy Dance Off campaign was planned and it launched to teenagers on the 15th May 2020 on the DGYG social media platforms i.e. Facebook, Instagram and TikTok. Campaign ran from 15 May to 19 June 2020.

The campaign made use of four different micro-influencers. These are people that have a large number of followers on social media platforms such as Instagram and Facebook.

One specific sound track was selected which was performed by a local artist. The micro influencers used that same track to develop dance-off TikTok videos, using dairy.

Fans were invited to post their own TikTok video, using the same track and including dairy. The video was posted on TikTok, Instagram and Facebook.

### **2.4.1 Analytics related to the Facebook page for the second quarter of 2020**

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 DGYG Facebook page currently has 54 000 followers.

The following table presents the analytics results for the DGYG Facebook page:

	Jan to March 2020	April to June 2020
Analytics	Number	
New Fans	5	310
Total Page Likes	53,362	52,807
Total Impressions	1,567,152	2,308,480
Total Reach	1 456 647	2,109,930
Total Video Views	36.8K	472.5k
YouTube Views	632	721

### **2.4.2 INSTAGRAM**

The following table presents the analytics results for the DGYG Instagram page:

	JANUARY TO MARCH 2020	APRIL TO JUNE 2020
Analytics	r	
New Fans	285	278
Total Followers	2,397	2,513

Total Engagements	3,938	675
Total Reach	1 456 647	526 512
Total Video Views	36.8K	472.5k

## Insights

The DGYG Facebook page remains and continues to demonstrate itself as a powerful hub of information for Dairy brand campaign information. It has continued to also deliver Reach and Engagements, with some significant figures in this period.

Although Facebook has plateaued in most countries, it is still the leading social media platform in South Africa.

The rise of Tik Tok has grabbed the attention of the target market.

### 2.3 Dairy Gives you go WEBSITE (DGYG): [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)

The 'Dairy gives you go' website is aimed at teenagers, and provides the health and nutritional benefits of dairy in infographic format. The DGYG website is continually monitored and updated when so required.

There are three themes on the website:

Every day: and the role of dairy

Sport and dairy

Strength: the benefits of dairy

In addition, all the TV ads and Tasty Treat videos can be viewed on the DGYG website/

The Ask Dairy and Dairy Diary menu items are also hosted on this website

Date	Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
Q2	271	239	787	1.76	0.41	59.78%

## 2.4 CONSUMER PRINT CAMPAIGN

### 2.4.1 Promotional articles

Promotional articles are written for consumer publications with the aim to expand on the key dairy nutrition and health messages by engaging with consumers in a creative manner. No promotional articles were published in the second quarter, but planning of a new campaign took place during this period.

2.4.1.1 The Project is using the VIA lifestyle television channel (147 on DSTV) to reach the previously consumer print, Huisgenoot target audiences – primarily Afrikaans speaking audience with an LSM distribution of (74%) LSM 8-10 and (26%) LSM 6-8; 69% White, 24% Coloured, 7% Black. The CEP will form part of the lifestyle programme "Minki". The programme will be on air from 9 September to 2 December 2020. The planning of the execution took place during the second quarter of this year. The TV ad that will be used is the TV ad of the Fashion Model, Loretta Rush.

2.4.1.2 The first Consumer Print advertorial for this year has been developed and handed in to be published in magazine: Move!. This edition will be available on the 17th July 2020. However, this will be the last edition of the magazine: Move! as an announcement was received from Media 24 that most magazines (paper distribution) will be discontinued, effective from mid-July onward.

As a result, the CEP will lose several of its consumer print channels previously used due to the change. The CEP will still be publishing in magazines: You and Huisgenoot for the remainder of 2020.

Publication	Date	Title
Move	July 2020	Liquid Gold

## 2.5 REDISCOVERDAIRY FACEBOOK PAGE

The RediscoverDAIRY (RDD) Facebook page was introduced on 21 October 2019 that is aimed at the modern mom (ages 25 – 55yrs).

The purpose of the RDD Facebook page is to be a portal trusted information of dairy nutritional information. It primarily uses existing content from the RediscoverDAIRY website together with newly developed content that is disseminated through direct posts and established bloggers. The content focusses on the nutritional importance and role of milk, and other dairy products, in the diet. The information is posted on the platform at least three times per week.

During the second quarter, which was under COVID 19 lockdown condition, two media press releases were developed and distributed to various digital magazines, and webpages.

The content was boosted by means of established bloggers on their respective pages, as well as on the RediscoverDAIRY Facebook page. The bloggers used the information about dairy, as presented in the media release, to develop their content for their own pages. This is shared on the RediscoverDAIRY Facebook page.

The media releases were published online by more than 20 digital platform i.e. online magazines (examples - Bona; women on top; Get It Magazine; Equilibrio; IOL; Living and loving.

Total media coverage achieved on the different digital platforms for both media releases were: R 1 416 103.00

April: Dairy Hacks: R 667 921.89

June: WMD Affordable nutrition: R 748 182.72 (Includes bloggers: total contribution at R 39 084.03)

Total cost to the Project to develop and distribute both media releases were: R 50 000.00

The Project was invited to 9 radio interviews and 1 TV interview on Grootplaas

RediscoverDAIRY Facebook page increased from 1 250 followers in March 2020 to 4 300 followers on 30 June 2020.

## 2.6 MEDIA LIAISON ACTIVITY

### 2.6.1 Media interviews

The Project was interviewed on 25 March by Grootplaas and RSG Landbou. The recordings were broadcasted on the 9th of April 2020. The theme of the interview was “How milk and other dairy products forms part of a healthy, balanced diet to help boost your immune system”.

Questions were about different dairy products that may be useful to stock-up on during lockdown; how fresh milk differs from long-life milk; and how to use milk and dairy products within a budget restricted meal plan were answered.

During the second quarter, and under lockdown conditions, the Project further participated in 6 telephonic radio interviews.

### 2.6.2 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:

Publication	Date 2020	Title
The Dairy Mail	Feb 2020	Health Professionals: Dairy Day Seminar
The Dairy Mail	March 2020	IDF News: School Milk Programmes
The Dairy Mail	April 2020	Interview: What consumers want
The Dairy Mail	April 2020	School milk programmes around the world (IDF contribution)
The Dairy Mail	May	The effect of pasteurisation on the nutritional quality of milk and milk products.
The Dairy Mail	July 2020	Just Add Dairy: Improving Nutrition in rural communities

### 2.6.3 Dairy and Health publication

#### 2.6.3.1 Dairy and Cancer

An article appeared in the ‘*International Journal of Epidemiology*,’ which suggests that drinking more than one cup of milk a day may increase women’s risk of breast cancer by 50%. The

Project made the following statement:

“The Consumer Education Project (CEP) of Milk SA is aware of [a new study](#) looking at the associations between dairy consumption and breast cancer risk. The CEP is concerned that the findings of this research study could be misleading and agree with other international bodies that further investigation is warranted.”

The Project produced a press release in this regard, that was sent out to selected publications by the Public Relations agency of the Project during March 2020.

## 2.6.4 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 specialized firm; 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):

Newsclip PR for April to June			A.V.E.
<b>Total PR</b>		<b>257</b>	<b>R 2 836 553,54</b>
Summary			
<b>Media sources</b>	Internet	154	R 1 606 904,70
	Magazine	28	R 505 286,58
	Professional	3	R* 141 821,16
	Trade press	6	R* 212 720,62
	Regional Press	40	R 54 740,46
	National Press	9	R 112 823,56
	Radio	19	R 556 528,91
	TV	1	R 269,33
<b>Sponsored<sup>1</sup></b>		<b>48</b>	<b>R 1 533 662,05</b>

<sup>1</sup>Sponsored content paid for by the Project. A.V.E. (Advertising Value Equivalent) for PR exposure / Making use of independent bloggers to post and write scripted content – captured by Newsclip and grouped under online and print coverage.

## 2.6.5 Trending Topics

Topics that appear frequently in the media for a limited period of time are referred to as ‘trending’. The media monitoring activity of the Project identified topics that appeared frequently in the media. The table below lists the topics that trended and shows which of these messages had a positive, negative or neutral tone.

Topics	Number of articles	Positive	Negative	Open
Plant-based eating	18	0	12	6
Environment	7	0	7	0
Animal welfare	6	0	6	0
Bone health	3	2	1	0
Gut health (Probiotic)	11	6	0	5
Lactose intolerance	2	0	0	2
Young child nutrition	7	5	1	1
Immunity	32	22	2	8
Allergy	2	0	0	2
Acne	2	0	2	0
Sugar	1	0	1	0
Weight management	6	5	1	0

Hormones	2	0	2	0
Sport recovery	4	3	0	1
Cancer	3	0	1	2
World milk Day	39	31	0	8
World school milk day	1	0	0	1

### 2.6.6. CEP Twitter (@CEPMilkSA)

The Project posts selectively on its Twitter account, which now has 182 organic followers. 86 tweets have been posted in the 1st and 2nd quarter and an average of 0.95% engagement rate.

## 2.7 CONSUMER LEAFLETS

There are four 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. A new sports leaflet is being developed.

### 2.8 School curriculum

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 5 and 6

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 Project is expanding its school programme, following on from the teacher support material developed earlier for the Foundation Phase and Intermediate Phase. The Consumer Studies curriculum of the Further Education and Training (FET) phase has been identified as an appropriate target, as the consumer messages developed by CEP will align well with content covered in the 'Food and nutrition' section of the curriculum. During the second and third quarter, the Project planned the development of the material.

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

The Teacher's guide and accompanying worksheets, that were developed by the Project, is hosted on the E-Classroom website. E-Classroom is an independent website that hosts branded worksheets, with external links, 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 and Pick'nPay have become one of the main sponsors of E-Classroom, which creates more exposure.

The hosted content is updated on an annual basis.

#### 2.8.2 Number of downloads of worksheets developed by the Project, downloaded from the E-Classroom website

April	may	june
4 183	2 096	1 873

#### 2.8.3 Distribution of school curriculum educational material develop by the CEP

On request, existing educational material for schools, as developed by the CEP, are distributed.

Organisation/ processor	Date	Comment

Transem	16 Feb	Transem requested educational material for a special school event that they planned for The Project couriered product to them for the event.
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Because of the lockdown schools were closed during the second quarter, no school material was distributed.

#### 2.8.4 Dairykids website

All the communication products related to the school project are available on this website ([www.dairykids.co.za](http://www.dairykids.co.za)). All the posters, teacher's guides, fact sheets and worksheets which can be downloaded from the site. The website is also linked to the 'dairy gives you go', and Rediscoverdairy website.

The upgrade and development of the new revised website that took place during the first and second quarter, is on schedule and proceeding as planned. The aim is to have the website completed by September for World School Milk Day.

#### 2.8.5 Dairykids.co.za website analytics

The Dairykids website is used by teachers and parents to obtain information relevant to the curriculum-based educational tools for children. The tools, designed for grade R to 6, focus on milk and dairy products.

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

dairykids.co.za analytics for 2020						
	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
April	132	784	4,93	128	4,4	00:02:02
May	444	1 700	3,6	438	1,91	00:01:13
June	213	1 041	4,55	209	3,49	00:01:45

#### 2.8.6 'Rediscoverdairy.co.za' website downloads

The Rediscoverdairy 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.

rediscoverdairy.co.za analytics for 2020						
	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
April	1 659	5 790	2,14	1 564	57,68	0:03:37
May	838	2 606	2,18	732	62,69	0:02:47
June	579	1 729	2,24	518	59,51	0:02:45

### 2.9 NATIONAL NUTRITION AND OBESITY WEEK (NNOW)

The NNOW is an annual initiative by the Department of Health and targets the population at large. 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. NNOW will take place 8-13 October 2020.

The first meeting in 2020 was held on 12 March with the Department of Health and other participating stakeholders. The Department of Health has consolidated the partners and going forward the Project will be working through the CGCSA (Consumer Goods Council of SA) to contribute to NNOW

### 2.10 WELLNESS ACTIVITY



## 2.101. Overview

Training of nutrition advisors and health promoters – communication targeted at health professionals.

During 2019, a total of 752 health promoters were trained during 21 training sessions. Overall, the 87% of districts in the country have been reached and a total of 4 009 health promoters have been trained since 2014.

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.

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

A leaflet and a poster, that explains the nutritional value of dairy products that 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:

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

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

A3 posters in sets of 6 that supports the educational message.

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

Educational video available in 6 languages.

The Project translated the clinic training video on ‘Why dairy is good for you (Tumi)’ in 5 vernacular languages (Zulu, Xhosa, Tswana, Sotho and Tsonga) during this quarter. These videos are now ready to be used in clinic training sessions and will also be loaded onto the Rediscover dairy website.

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’ as well as 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.

### 2.10.3 Training of Nutrition Advisors and Health Promoters

Training of health promoters took place in the following districts in 2020

Date	District: North West Province	Number of health promoters train
3 – 7 February 2020	Ngaka Modiri Molema District Training	181
9 – 13 March 2020	Dr. Ruth Segomotsi Mompa3 District Training	180

Further training during 2020 has been placed on hold due to COVID19 conditions and will resume as soon as interprovincial travel is permitted by the Government. Dates for North West and KZN has been proposed to continue the clinical training from September 2020.

## 2.11 Processor involvement

This is an initiative introduced to processors in 2019 whereby processors are given the opportunity to make use of the scientifically sound health and nutritional content that is generated by the Project. The content can be posted or shared on their own Facebook pages or other communication platforms.

Communication with processors during 2020:

Rediscoverdairy newsbrief – April 2020

Dairy Dance Off Campaign on Dairy Gives You Go social medial platforms – May 2020

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

### **Goal 2 - Specialized Communication**

#### **Achievements**

##### **3.1 Overview**

The target market for Specialised Communication is 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 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 and publications**

Evidence-based nutrition reviews are written on new topics regarding nutrition, health and dairy. These are aimed at health professionals. Each review is summarised into an advertorial and are published accordingly in publications read by this target audience.

The evidence-based nutrition reviews explore a new topic in dairy health and nutrition that warrants further investigation. The 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 the Dairy Based Nutrition menu item.

<b>Title</b>	<b>Publication</b>	<b>Date 2020</b>
An overview of the effect of pasteurisation on the nutritional value of milk and milk products	Modern Medicine	March 2020
Notification on ADSA online portal of the CPD/ CEU activity of the Project.	ADSA	April 2020
Dairy allergies and lactose intolerance	Modern Medicine	May 2020
Health effects of dairy on the gut health	SAJCN	June 2020
IDF Fact sheet, Dairy's role in supporting a healthy immune system	ADSA	June 2020

###### **3.2.2 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. The information appears on the 'rediscoverdairy' website as well as 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 second quarter.

###### **3.2.3 Update of the Sport Booklet**

The Project tasked two sports dietitians to update the existing Sports booklet with new research

results and references. This first team meeting was held on 18 February 2020 with Nicki de Villers and Dr Lize Havemann-Nel.

The booklet will be supported by a leaflet. The leaflet was completed and edited during the second quarter and has been handed in for layout and design to be ready for distribution end-August 2020. The leaflet and booklet are aimed at the sports enthusiast and sports coached/personal trainers.

### **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.

The dietitian of the project visited the following institution and provided a presentation to the students:

<b>Date</b>	<b>Institution</b>	<b>Number of students</b>
27 January 2020	Nelson Mandela University (Port Elizabeth)	35
30 January 2020	University of KZN	40
31 January 2020	University of Pretoria	21
5 March 2020	University of North West	72

No further visits to Universities are planned for 2020 due to COVID 19 conditions, but potential dates for visits to the University of the Free State has been set for 7 October 2020.

#### **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. The Educational tool was updated in terms of content and design. The Educational tool will be printed but will also be available digitally.

### **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 and nutritionists.

Continuing Nutrition Education (CNE) on the 'rediscoverdairy' website: A new menu item was introduced in 2017 on the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website for dietitians.

Dietitians have to register on the website and then have access to peer reviewed articles. Each article is accompanied by a questionnaire that needs to be completed by the dietitian in order to obtain CPD points.

A fourth set of 11 CNE articles for Health Professionals have been identified for the CEP's CPD activity for 2020. Questionnaires for each of the articles have been developed and accredited by the ADSA CPD office. Questionnaires consisting of either 10 or 15 questions, providing 2 or 3 Continued Education Units (CEU's) respectively, that have been developed. All articles and questionnaires have been developed to be answered online from the rediscoverdairy webpage. These articles focus on dairy's role in health and nutrition and other dietetic related topics. Dietitians and nutritionists can earn up to 25 CEU's this year, of which 5 units are ethical points, the total amount of ethical point needed within a years' cycle.

The menu item went live from 31 March 2020 and will be available to dietitians until the 31st December 2020. Notification to notify the Health Professionals of the availability of the 2020 CPD activity of the CEP were placed on the Association of Dietetics in South Africa's (ADSA) website as well as the National Society of South Africa (NSSA) newsletter and the Dietitians in Practice (DIP) Facebook page.

The response to the CPD activity was overwhelming under the lockdown conditions as the Project was positioned favourable to provide CPD articles to dietitians at the right time.

Responses:

2050 answer sheets were processed, meaning there were 11 articles and 2050 responses to

these articles; in comparison in 2019 there were 850 responses; in 2018 there was 145 responses.



### **3.5 TECHNICAL ADVISORY COMMITTEE**

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

This year, the annual meeting was held on 14 February 2020 and attended by all six members (present and online). Dr Mariaan Wicks of North West university was appointed to the TAC.

The Project is in contact with the TAC on a continuous basis and they are consulted regarding scientific issues related to dairy health and nutrition.

### **3.6 DAIRY ON-LINE TOOL**

The Dairy Diary online tool was developed in consultation with members of the TAC. It includes a menu item 'Ask Dairy' which provides 100 questions and answers on dairy related matters. The Dairy Tool will be upgraded in 2020 with additional questions.

### **3.7 DIETITIANS SURVEY**

The Project is in the process of developing two surveys among dietitians to establish possible limitations in the knowledge level regarding nutrition and health benefits of milk and other dairy products by dietitians; as well as their awareness of various information sources provided by the CEP. The investigation will also provide insights regarding the usefulness of the CEP's information sources and identify possible suggestions for improvements. The surveys will include quantitative and qualitative methodologies. Both elements of the surveys will be executed in third quarter.

The results will be used to inform and update the Dairy on-line tool: Ask Dairy.

### **3.8 Rediscoverdairy newsletter**

The purpose of the Rediscoverdairy newsletter is to remind the industry about the CEP; highlight new products and initiatives by the Project. The target audience is the dairy enterprise registered with Milk SA and the members of MPO and SAMPRO; health professionals and nutritionists.

### **3.8 CONFERENCES AND PRESENTATIONS**

The NSNP of KZN invited the Project to present the same presentation (Ensuring Milk Safety) and to participate in a panel discussion at their district workshop on 10 March 2020 at San La Meer in KZN.

National School Nutrition Programme (NSNP) of the Dept of Basic Education held a conference at Lake Hotel, Benoni and invited the Project to present: Presentation on Ensuring Milk Safety (4 March 2020). The Project was also part of a panel discussion. These events are attended by approximately 250 individuals who are responsible for the execution of the NSNP in South Africa. The NSNP feeds more than 9.2 million children per day in underprivileged areas.

Writing course presented by Dr Linda Pretorius: The CEP team attended a training course on writing and editing on 16 and 18 March 2020 which was held at the Office of SAMPRO.

During the lockdown period, webinars on various topics were available online regarding dairy health and nutrition, environmental and sustainability topics. The Project selected webinars that were relevant to the Project and contributing to the knowledge of the Project e.g. Front of Pack Labelling systems.

The Project attended in the IDF Communicating Science webinar on 15th May 2020

National Dairy Council of the United States network group discussion was held on 19th May 2020. The topic of the day was: Country outlook and dairy response to COVID19. The Project manager presented on behalf of South Africa

### **3.10 WORK RELATED TO INTERNATIONAL DAIRY FEDERATION**

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

The midyear meeting that was planned for May 2020 had been cancelled and replaced with virtual meetings for the week of 4-7 May 2020.

The Project Manager serves on the following action teams or task force:

Plant-based beverages: Communication framework was developed by a sub-task team of the IMP (complete)

Task-team of ultra-processed foods: The first task force meeting on dairy products and ultra-processed foods was held at the IDF WDS in Istanbul. A position statement regarding dairy and ultra-processed foods have been shared with members.

Task team on Environmental Sustainability Communications:

The GDP task team on Environmental Sustainability Communications had a meeting on 19 February 2020. This task team developed a message map for communicating all aspects related to sustainability in the dairy industry. Meeting was held on 20 May & 25 June 2020

The Global Marketing Survey was completed in 2019 and the final report was shared with the industry globally in 2020. This report was managed and produced by a sub-task team of the IMP.

The Standing Committee of Marketing meeting was held on 29 April; the PM presented the information on Ultra Processed foods.

The Project Manager assisted SAMPRO with the drafting of the Country Report for the IDF SCDPE and SCM, which was submitted to IDF on 25 May 2020.

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

The Dietitian on the Project serves on the Action Teams for School Milk Programmes; Lactose and other dairy sugars; Dietary guidelines; and the Task Force for plant-based beverages as well as the IDF's SPCC.

Task force on Plant-based beverages: The communication framework on plant based and milk will be available online from beginning of April on the IDF website. This is a joint taskforce with the IMP and SCNH. A webinar to launch the full communication framework and illustrate how it should be used was presented on 8th July 2020.

Action Team on School Milk Programme (SMP): The Bulletin on 'The contribution of school milk programmes to the nutrition of children worldwide – Edition 2020' was finalized in January 2020 and published on the IDF website. Complete As part of the reporting on this work the Dietitian of the Project was interviewed by Jim Cornall, the Editor of the Dairy Reporter on the SMP in January 2020.

SPCC: Since the dietitian of the project has been elected as a member of the SPCC during the IDF meetings in Turkey, the committee have had various meetings on prioritizing 'New Work Items' (NWI) for the various standing committees of the IDF. As SPCC representative the dietitian on the project took part in the mid-year meeting for SPCC members on 7th May 2020 and an IDF mid-year meeting with standing committee Chairs, Deputy chairs and Board members on the 4th June. As representative of the SPCC the dietitian on the project often needs to evaluate and comment on work items and projects. Participate in the SCNH mid-year meeting on the 26th May 2020.

The dietitian on the project coordinated on behalf of IDF a webinar on Nutrition Sustainable models. This was presented on the 4th June 2020

The Dietitian on the project serves as acting Action Team leader on the Lactose and other dairy sugars. Currently the Lactose Bulletin is a working document which she coordinates to be finalised before the end of the year.

### 3.11 WORLD MILK DAY (WMD)

World Milk Day was held on 1 June 2020. The CEP primarily used its RediscoverDAIRY Facebook page, aimed specifically at moms, to talk to consumers about choosing foods that are nutrient rich and which can help to support a healthy immune system, while still balancing their household budget. The RediscoverDAIRY Facebook page resonated with this demographic helped to empower moms to make healthy choices for their families' diets. The Project also made use of a press release on the dairy as an affordable source of nutrition, which was published and used by several bloggers (refer to 2.6 Media Liaison Activity).

The CEP also participated in a physical active campaign on World Milk Day. The Project teamed up with the Milk Producers Organisation, to organise an online Crossfit competition with various gyms in Gauteng. The CEP ensured that participants were informed about the role of dairy in sport and muscle recovery.

The Project liaised with the GDP with regard to World Milk Day who provided content to promote World Milk Day on Facebook, Twitter and Instagram. This resulted in many countries posting the same messages on their social media platforms, using the #EnjoyDairy handle. By having a uniform message, the message about the goodness of dairy was strengthened globally.

Media coverage: WMD Affordable nutrition: R 748 182.72 (Includes bloggers: total contribution at R 39 084.03)

25 of the 39 articles on WMD, featured in the media in June, were contributed by the CEP

GDP: Total impressions increased more than 25% over last year to 842 million, and positive/neutral sentiment grew to 97.5% (up from 96% last year), while negative posts decreased to 2.5%. A estimated 104 countries participated, with South Africa being in the top 10 for the consecutive 2019 and 2020 period. Special mention was made of the CEP in the GDP report surrounding its Dairy Dance Off campaign.

### 3.12 IDF 2020, South Africa

The Project Manager and the Dietitian of the Project sits on the planning committee for WSD 2020 and a meeting was held on 21 January 2020. The IDF WSD has subsequently been cancelled in South Africa.

### 3.13 INDUSTRY RELATED MATTERS

#### 3.13.1 Consumer Goods Council of South Africa (CGCSA)/ Healthy Food Options Initiative

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.

Review of the Non-Communicable Diseases (NCD) document:

The Project is participating in the industry discussion regarding the updated version of the NCD document developed by the Department of Health. This is done on a weekly basis and the document is evaluated progressively.

### 3.14 SOUTH AFRICAN SOCIETY OF DAIRY TECHNOLOGY

The Project Manager is the vice-president of the SASDT National. The SASDT planned to hold its symposium on 24 March 2020 in Gauteng. The Project Manager was responsible for securing ten speakers for the event and coordinate the planning of the event. The event was cancelled due to the COVID-19.

The SASDT presented a webinar on 25 June 2020. Ivo Vegter was the speaker at the webinar.

### 3.15 COMPOSTIONAL DATA

The Project purchased *maas* and yoghurt-based dairy snacks products that were available at different leading retailers. The nutritional information displayed on the products were captured and compared with the values displayed in the MRC tables (Medical Research Council).

The matter to re-analyse the nutritional composition of selected dairy products was discussed with the Project's Technical Advisory Committee on 14 February 2020 in order to obtain a professional opinion on the matter. It was agreed that the Project will investigate which fat classes are included in the new MRC tables (2017), once these tables are obtained from the MRC, and checked. Only then will the matter to re-evaluated the composition of dairy products be addressed.

### 3.16 INDUSTRY RELATED MEETINGS

The Coordinating Committee of the Dairy Standard Agency; CEP and the Research project of Milk SA. Meetings are held on a regular basis. A meeting was held on 6 February 2020 and 3 June 2020

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

# Income and expenditure statement

Income and expenditure statement	<a href="#">4. APRIL SVO.pdf</a>
Unnecessary spending during period	No

## Popular Report

[CEP. 15 Jul Q2 2020, Popular report for MSA.pdf](#)

## Additional documentation

[CEP. 14 Jul Q2 2020, comprehensive.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