



## **Consumer Education Project of Milk South Africa**

(PRJ-0309-2022)

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

**Quarter 2 2022/2022** (April 2022 till June 2022)

#### **Project goals**

**Goal 1 - General communication: , i.e. messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers.**

#### **Achievements**

##### **TELEVISION AND SOCIAL MEDIA FOR 2022**

Three bursts are planned for 2022: April, July and September. The April broadcast is complete

The new television advert that was introduced in January 2021 is being broadcast in 2022.

2. Post campaign analysis

##### **2.1 Post-campaign results: First burst March/April 2022**

Results are presented against the core market, i.e., age 13–19 in LSM 6-8 and in the household income R5 999.00 to R19 999.00 per month. Mothers aged 25–45, were not targeted directly i.e., no media was bought against mothers, but solid performance was achieved against this target group.

Overall, the results of the levels achieved for the higher income groups came in slightly lower than the set targets. The slightly lower performance is not significant enough to impact on noting.

Despite the challenges of reaching the target market over the 'digital migration' phase, currently being rolled out, the performance of the burst was acceptable, and ensured that the creative message was noted by those exposed to the message.

#### **3. DAIRY GIVES YOU GO (DGYG) SOCIAL MEDIA CAMPAIGNS FOR 2022**

Two main (hero) campaigns are planned for the year in the 2<sup>nd</sup>, and 4<sup>th</sup> quarters. Monthly schedules are planned and are ongoing to educate and engage with the target audience.

##### **3.1 Campaign 1: #Imgoingplaces, June 2022**

During the second quarter, the #Imgoingplaces social media campaign asked teens to showcase their consumption moments with dairy in their everyday life. Four challenges were promoted, that showcased breakfast, hot beverage, lunch with cheese and custard in desserts. The campaign used three micro-

influencers <sup>[1]</sup> to showcase the different challenges and strengthen the reach and engagement. Teenagers were invited to recreate the consumption occasions shown by the micro-influencers, and share their video/pictures on Facebook, Instagram or Twitter as part of the awareness campaign. An incentive was used to entice participation.

The campaign was a success in terms of influencers chosen, the quality and content they produced as well as the reach and engagement they received on Facebook, Twitter and Instagram.

#### **4. REDISCOVERDAIRY**

The Rediscoverdairy communication elements include  
Social media pages: Facebook, Instagram, and Twitter  
Media releases  
Consumer print and digital

#### **4.1 REDISCOVERDAIRY SOCIAL MEDIA PAGES: FACEBOOK AND INSTAGRAM**

The purpose of the RDD Facebook page is to be a portal to trusted information on dairy nutritional information. It primarily uses existing content from the RDD website together with newly developed content that is disseminated through direct posts and established bloggers. The content focuses 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.

Content is planned a month in advance. In addition to the 'always on' content, media releases are developed and used as content for the RDD Facebook and in digital media. Where possible, radio interviews are arranged, which strengthens the message and increases the reach of the information.

<https://www.facebook.com/RediscoverDAIRY>

#### **5. MEDIA RELEASES**

For 2022, five media releases are planned. Media releases focus on a specific health benefit of dairy and expand on the topic. The media release is distributed to digital publications.

The content is boosted by means of an established bloggers who posts the relevant content on their own social media pages and links it to the RDD Facebook page.

Media release 1:            March 2022  
Affordable, dairy-based recovery strategies for lifestyle athletes

Media release 2.1:        May/June 2022  
World Milk Day communication: How dairy helps you find the weekday balance between nutrient-rich and portion-limits

Media release 2.2:        World Milk Day communication: How dairy helps you to provide affordable, nutrient-rich lunchboxes for kids

All media releases can be viewed at: <https://www.rediscoverdairy.co.za/latest-news-2/media-information/>

#### **5.1 INFLUENCERS USED IN THE REDISCOVERDAIRY SOCIAL MEDIA**

The Project has contracted seven influencers on an ad hoc basis for increased reach and awareness across social media pages. Influencers, use messages approved by the Project to help build relationships with consumers and followers of the rediscoverdairy social pages and thereby increase exposure.

The influencers consist of  
4x 'mommy' influencers (have their own children)  
1 x fitness blogger  
4 x dietitians influencers

Each influencer posts 1 post per month on Instagram and uses the content of the media releases to create their own narrative.

#### **6. CONSUMER PRINT CAMPAIGN PROMOTIONAL ADVERTORIALS**

Promotional articles are written for consumer publications to expand on the key dairy nutrition and health messages by creatively engaging with consumers. The Consumer communications campaign is aimed at mothers aged 25 to 55 yrs., with children living at home. The activities include print, digital, social media and lifestyle television. During the second quarter two advertorials were published as presented in the table below

#### **7. NEW EDUCATIONAL PRODUCTS DEVELOPED FOR THE PROJECT**

## 7.1 ONLINE VIDEO PRODUCTION

The Project planned and developed five online 30 second videos to show-case dairy consumption using milk, yoghurt, cheese, amazi and a 3-a day video.

## 7.2 RECIPE PORTAL ON WEBSITE

Twenty recipes and 5 recipe videos were developed for the website and are used in social media communication to increase traffic to the [www.redicoverdairy](http://www.redicoverdairy) website. Each recipe includes the nutritional value of the meal. This menu item is a popular search item.

## 8. MEDIA LIAISON ACTIVITY

### 8.1 MEDIA LIAISON MONITORING

The essence of media liaison is to make information on nutrition and health benefits of dairy available to journalists, who then communicate the information to the target markets, serving the interest of the reporters and the media concerned.

Relevant information published in the media on dairy is monitored by Newsclip, an independent specialist firm. Updates are received daily in electronic format. The following table shows the print coverage achieved in this regard (at no cost to the CEP).

#### Media coverage of dairy information

Advertising Value Equivalency						
	General media		CEP <sup>1</sup>		Advertorial <sup>2</sup>	
	No of articles	Value	No of articles	Value	No of articles	Value
<b>Total PR</b>	<b>346</b>	<b>R1,35m</b>	<b>73</b>	<b>R1,55m</b>	<b>2</b>	<b>R69 318,72</b>
Internet	276	R847 988,15	68	R1 538 449,45	2	R69 318,72
Magazine	23	R175 206,46				
Professional	1	R91,94				
Regional Press	11	R55 704,97	1	R5 684,08		
National Press	10	R140 542,69				
Radio	22	R61 835,32	4	R9 416,36		
TV <sup>3</sup>	2	R50 466,67				
Trade press <sup>4</sup>	10	R178 547,15	1	R64 199,73		

CEP Generated: Mentions of the health and nutritional benefits of dairy generated from the content of the media releases which were circulated by the Project to the media.

Advertorials: Purposeful article placement in the Media by the Project.

TV: incidental mentions and programs of content about the health and nutritional benefits of dairy.

Trade press: Articles placed in business-to-business magazines including The Dairy Mail in which health and nutritional benefits of dairy are discussed.

### 8.2 RECURRING THEMES TOPICS

Topics that refer to dairy and recur frequently in the media and/or are of particular interest to the initiatives of the Project are recorded. The table below lists the topics that recurred during the first quarter and shows which of these messages had a positive, negative, or neutral tone. In the second quarter the topics that were noticed most frequently in the media were:

- Young child nutrition
- Lactose intolerance
- World milk day
- Hormones and
- Bone health

### 8.3 World Milk Day Report (WMD):

WMD communication includes the media releases (under no 4), radio interviews as well as interaction with the Global Dairy Platform. World Milk Day: R 547 573,72 with a total of 52 articles 9 being sponsored

(media releases) by the Project with a total value of R 170 808,06

According to the global report by the GDP, South Africa was again ranked under the top 10 participating countries since and has remained a relevant participant since 2019. Full report is available at: <https://worldmilkday.exposure.co/world-milk-day-2022>

## 9. SCHOOL EDUCATION PROGRAMME

The CEP is expanding its school education 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) has been identified as an appropriate target, as the consumer messages developed by the CEP will align well with the content covered in the food and nutrition section of the curriculum. All the content has been developed for each grade and posted on the website.

## 10. WELLNESS ACTIVITY

This programme entails community work in public clinics of the Department of Health (DoH) for nutrition advisers, health promoters and community health workers. This is presented in the format of educational information sessions for upliftment of local communities.

Eight educational information sessions are planned for 2022, covering eight districts in KwaZulu-Natal. Educational sessions for health promoters, nursing sisters and community health workers took place in KZN and 188 people were trained from February to June.

A recording of the training session presentation was produced this quarter. This will be used when 'in-person' presentation is not possible in some regions, or where there exists a safety threat. It will also enable the project to expand to areas previously not reached or address larger groups.

As part of the clinic training to the various district clinics in KZN, the KZN DoH requested that the CEP test participants pre and post the training events to test the knowledge gained. The test has been applied in four training sessions and the questionnaire was completed by 360 participants. The data that was collected was evaluated by the Dr Jane Muchiri - a part-time lecturer from the University of Pretoria. The first report includes all presentation opportunities from October 2021 to April 2022 and the results of the research are available on request from the CEP office.

The results showed that the participants benefited from the training events in that their knowledge gained regarding dairy health and nutrition, increased. General comments about the research included a high level of satisfaction with the content, presenters and training material provided.

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[1] The influencers are non-affiliated consumers that have a dedicated fan base a.k.a. following. Their influence enhances the dairy awareness and reach among the target group.

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

**Goal 2 - Specialised communication i.e. proactive and reactive messages regarding the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in the South African society.**

### ***Achievements***

#### **SPECIALISED COMMUNICATION**

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 uses an independent Technical Advisory Committee (TAC) that comprises specialists in the field of nutrition and health.

## 1. HEALTH PROFESSIONAL PRINT

### 1.1 Scientific advertorials and publications

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 rediscoverdairy website, under the Dairy-Based Nutrition menu item.

One evidencebased review was published on the website: The effect of dairy product on inflammatory biomarkers. [https://www.rediscoverdairy.co.za/evidencebased\\_reviews/health-benefits-of-dairy-2019/dairy-and-inflammation/](https://www.rediscoverdairy.co.za/evidencebased_reviews/health-benefits-of-dairy-2019/dairy-and-inflammation/)

### 1.2 Presentations and handouts at Association for Dietetics (ADSA) in South Africa events

As part of the health professional print campaign, the CEP 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 RDD website together with any new scientific information on dairy health and nutrition. Two notifications were placed on the ADSA portal to notify dietitians of CEP events.

## CLINICS: EDUCATIONAL PRESENTATIONS AND MATERIAL FOR HEALTH PROFESSIONALS

### 2.1 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

#### 2.1.1 CDP articles

The CPD activity provides the CEP with an opportunity to communicate directly with one element of the health professional target markets, i.e., dietitians and nutritionists. The CNE menu will be available to dietitians from 1 April until 31 December 2022. Health professionals were notified of the availability of the 2022 CPD activity of the CEP via the Association for Dietetics in SA's website and FB page, the Nutrition Society of South Africa (NSSA) newsletter and on the Dietitians in Practice (DIP) FB page and direct emails to the data base of the Project.

The data-based has 2051 dietitians that have registered on the system of which 178 are newly registered dietitians in 2022.

From April 2022 to 30 June 2022, 238 dietitians have participated in the CPD activity, completing 1282 articles

#### 2.1.2 Continuing Nutrition Education (CNE) for dietitian and nutritionists

The Project presented a CNE event on 3 March 2022 at Avianto in Muldersdrift. The theme of the day was: Sustainable diets: the complicated truth.

All the presentations can be viewed and listened to on:

<https://www.rediscoverdairy.co.za/cne-for-dietitians-nutritionists/dairy-day-cne/>

#### 2.1.3 CNE events

A CNE event was presented by the IDF, Standing Committee of Nutrition and Health on 12 May 2022. The theme of CNE was: Nutrition, dairy and health across the life course. Professor Lisanne du Plessis from the University of Stellenbosch was one of the presenters at the symposium. She presented on 'The role of dairy as part of the Paediatric Food-based Dietary guidelines of South Africa'. As part of this event the CEP applied for CPD points for dietitians. 250 South Africans registered for this event and for attendance they could obtain 3 CPD points

## 4. CONSUMER RESEARCH

The Project embarked on a consumer research project in conjunction with Bureau for Food and Agriculture Policy (BFAP). Research project is titled: 'Changes in consumer consumption and behaviour of dairy products in South Africa and reasons for it'.

BFAP conducted and captured data in the second quarter of 2022. The results of the research will be available at the end of the 3<sup>rd</sup> quarter.

## 5. INDUSTRY RELATED MATTERS

### 5.1 Advisory Committee meeting

The first Advisory Committee meeting of the Project was held on 14 April 2022.

## 5.2 Consumer Goods Council of South Africa

The Project is a member of the Food Safety Initiative and Health Foods Options Industry Initiative of the Consumer Goods Council of South Africa (CGCSA). The DoH requested CGCSA support for their Health Food Options Industry Initiative (HFOII).

### Front of Pack labelling, working group

From the information received from the CGCSA regarding the proposed thresholds for added sugar and saturated fats, it is clear that certain dairy products will be negatively impacted if intrinsic sugars are calculated as part of total sugars and are not recognised as a beneficial nutrient contributing to the overall nutrient and health benefits of dairy products.

In order to mitigate the impact of warning labels, a small Milk SA task team has been formed consisting of the CEP, DSA, the Regulations and Standards Project of Milk SA, two representatives from industry and Prof Friede Wenhold to formulate the requirements for a submission to DoH under the umbrella of the Regulations and Standards Project of Milk SA. The intention of the task team is to develop evidence-based submission so that the DoH would:

- consider to exclude lactose as intrinsic sugar in dairy products in the calculation of total sugars for the purpose of FOPL;
- and to consider an argument for dairy fats in FOPL, taking into account emerging research results on the health benefits of dairy towards cardiovascular disease and the overall lowering of risks of noncommunicable diseases.
- to propose reasonable cutoff values for intrinsic sugars and saturated fats for consideration by the DoH.

### Progress

Framework for the development of the submission to the DoH is complete. This framework was accepted by the Milk SA task team

A separate and independent task-team was formed to develop the different science support documentation required for the submission. These are:

Prof Mieke Faber: Nutrition landscape in South Africa with specific reference to the role of dairy.

Prof Corinna Walsh: Dairy sugars

Prof Renèe Blaauw: Fats in dairy with special emphasis on saturated fatty acids

Prof Friede Wenhold: Management of development of the scientific reviews and liaisons with Milk SA task team. She will also assist the Milk SA task team in drafting the final submission for the DoH.

This task team has met several times and has drafted a framework that will be used for the development of the submission to DoH.

## 6. WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION

The work related to the IDF is ongoing.

### 6.1 Standing Committee on Marketing (SCM)

The SCM is responsible for the Global Marketing Trends Survey. During 2021/2022 the Global Marketing Trends 2022 questionnaire was developed, and the survey was conducted again in 2022 among several countries. The data has been analysed by CNIel in France and the results are available.

A SCM meeting was held in Switzerland on 5 June 2022. The Project Manager is responsible for the minutes of that meeting.

### 6.2 International Milk Promotion group (IMP)

#### Midyear meetings: International Milk Promotion group and Global Dairy platform.

The Project manager participated in the GDP and IMP midyear meetings held in Switzerland from 6-8 June 2022. The meetings consisted of 2 days with GDP and 2 full days with IMP.

The discussion of the mid-year meetings focussed on dairy's communication challenges in sustainability.

A full report on the proceedings is available on request from the Project.

### 6.3 Standing Committee on Nutrition and Health

The Project dietitian is a member of the IDF Standing Committee Nutrition and Health (SCNH) and the representative of the SCNH on the Science and Programme Coordinating Committee (SPCC).

#### Standing Committee Nutrition and Health

The dietitian on the Project participates in various Action teams (AT):

- AT on School Milk Programmes (action team leader)
- AT on place of sweetened and flavoured dairy in the diet– served as action team leader on the first part of this work, namely: Lactose an important nutrient
- AT IDF Nutrition Symposium 2022
- Member of the task force (TF) on plant-based foods

This new work item (NWI) on School Milk Programmes is a priority item of the IDF. This project has several goals and is a long-term project on the IDF's working program. The action team aim to achieve the proposed deliverables over the next three years with an end goal in 2025 to once again publish an update Bulletin on SMPs.

The following meetings were attended:

Utrecht research group: Various meetings in April and May part of the planning for the Utrecht group meeting in June 2022

Sugar sweetened dairy action team: 20 May and 23 June 2022

SCNH mid-year meeting 13, 14 June 2022. At this meeting the dietitian on the project reported on South Africa's nutrition matters as well as on the CEP CPD activity process and portal

Utrecht group: 15 & 16 June 2022

The Project presented the SA FBDG on the 7<sup>th</sup> of June 2022 on invitation by the Global Dairy Platform (virtual event). This presentation was part of the Global Dairy Platforms drive to discuss the place of milk and dairy as part of the FBDGs worldwide and the possible inclusion of environmental sustainability. Eight countries presented on the process of establishing their own FBDGs, where milk and dairy fits in and how much dairy is recommended.

### 6.4 Science and Programme Coordinating Committee

The dietitian on the project attended all monthly meetings of the SPCC. The main focus for 2022 was to update and complete a new IDF Strategy and Work plan and this work was finalised at the end of January 2022.

For 2022 the SPCC members reviewed 15 proposals for priority NWI. Six items have been elected as priority items for 2022

## 7. GLOBAL DAIRY NUTRITION NETWORK

The Project is a member of a global network of nutrition experts within the dairy community. The aim is sharing of gained knowledge, perspectives, resources and to collaborate in a collective effort to grow trust in dairy's contribution to health and sustainable food systems among health care professionals and reputational thought leader audiences. The group meets 3-4 times per year. This year the group met on 25 May 2022 and the topic for discussion was Iodine. Each meeting has a specific topic for discussion. The work done by the Project in this regard was presented at the meeting.

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

## Income and expenditure statement

Income and expenditure statement	<a href="#">6. June.pdf</a>
Unnecessary spending during period	No

# Popular Report

[CEP 2nd Quarter 2022 Popular 14 July 2022 .pdf](#)

[CEP 2nd Quarter 2022 Popular 15 July 2022 .pdf](#)

## Additional documentation

[CEP 2nd Quarter 2022 Comprehensive 14 July 2022 Final.pdf](#)

[CEP 2nd Quarter 2022 Comprehensive 15 July 2022 Final.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