

# **PROMOTING DAIRY NUTRITION TO KEY TARGET AUDIENCES**

Society of Dairy Technology

Spring Conference

UCC - 12 April, 2017

## Who?



## Why?



**PROTEIN**  
IS A CRUCIAL NUTRIENT  
INVOLVED IN MUSCLE  
GROWTH & MAINTENANCE



# Where / Which Channels



## TV

93% OF THE AGRI COMMUNITY SAW A DAIRY MESSAGE AT LEAST ONCE = 210,180

91% OF HKWK SAW A DAIRY MESSAGE AT LEAST ONCE = 698,880

89% OF ADULTS SAW A DAIRY MESSAGE AT LEAST ONCE = 3.2M PEOPLE



## PRINT

54% REACH FOR ADULTS

81% REACH OF THE AGRI COMMUNITY



## SOCIAL

5MILLION IMPRESSIONS ON SOCIAL WITH 460,772 ENGAGEMENTS



## RADIO

67% REACH = 2.4MILLION PEOPLE HEARD THE NDC MESSAGE AT LEAST ONCE

AVERAGE FREQUENCY 205



## DIGITAL

34 MILLION IMPRESSIONS

306,695 NATIVE ARTICLE VIEWS



## OUT OF HOME

1.3MILLION PEOPLE SAW THE POWERED BY DAIRY MESSAGE ON AVERAGE 6.5 TIMES

OVER HALF A MILLION 15-34S SAW IT ON AVERAGE 8.5 TIMES

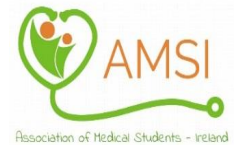
# How do we engage?



## DIRECT



## INDIRECT





## Let's focus on 3 key audiences.....



**Sports Enthusiast**



**Health Professionals**

**Dairy Sceptics**



**PROTEIN**  
IS A CRUCIAL NUTRIENT  
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# Sports Enthusiast

## Demographics



611,000 adults

58% :      42%  
Male:      Female

## Location



Dublin (all areas)	30%
Rest Of Leinster	25%
Munster	29%
Connacht/Ulster	16%

## Working Status



Working	36.2%
Students	32%
Full time HK	26.4%

Average income €27,643

# Sports Enthusiast

## Media Touchpoint Hotspots

### 1. TV 15.3hrs per week.

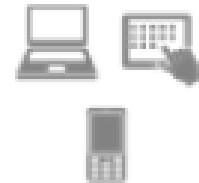
Used for escapism and appointment to view



Cars and Motoring  
Drama  
Comedy  
Movies  
Music Shows  
Talent Shows  
Sports

### 2. Digital 23.7hrs per week

Digital is integral to their daily lives, using it to not only watch TV but helps with study, employment and living their lives.



News  
Employment  
Academic Study  
Cinema Listings  
Music  
TV  
Sport  
Motoring  
Technology

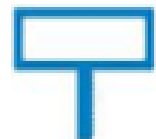
### 3. Radio 12.2hrs per week

Peaks in the AM drivetime and post 7pm with key topics of interest being music, sport, entertainment, fashion and beauty



### 4. OOH 6.7hrs per week

Hour more than the general population, heavy users of public transport



Bus Shelter Advertising  
Bus Interior and exterior  
Washroom ads  
Digital Screens

# Takeout 1: Sports nutrition vs healthy living

Outside the gym, the right messages are not reaching active men.



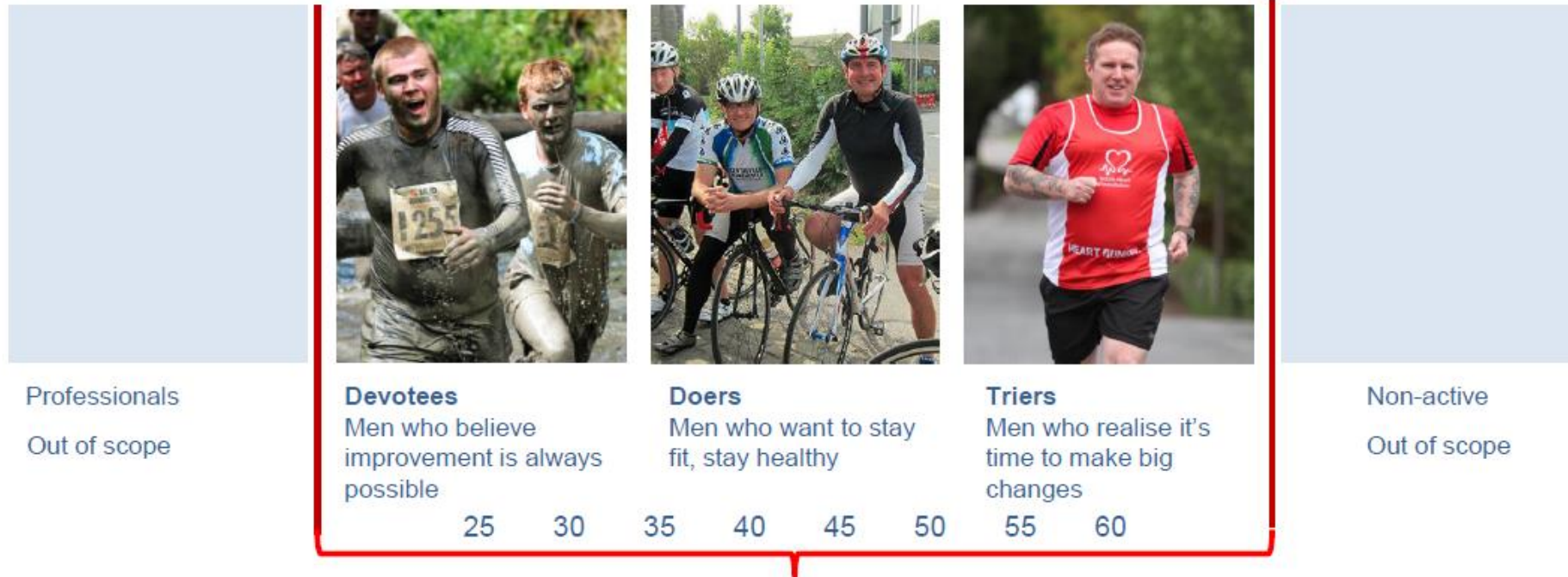
No cut through...

- 1 Men are likely to have many food choices made for them or influenced by women in their lives if they are in a relationship or living at home.
- 2 However, nutrition or food for sport is the man's domain – ie the woman doesn't get involved generally in his fitness regimes or nutrition purchases.
- 3 Problem is, nutrition and dairy protein are not landing with many of the potentially receptive guys that are heavily or regularly involved in active healthy living.



## Takeout 2: Active man is listening man (age no barrier)

It's all about where his priorities lie..

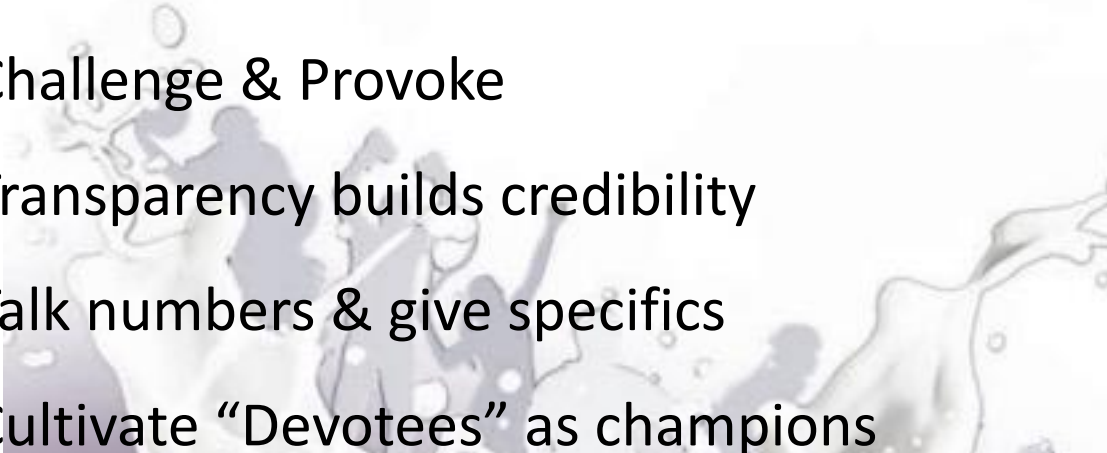


### THE ACTIVE LISTENING MAN

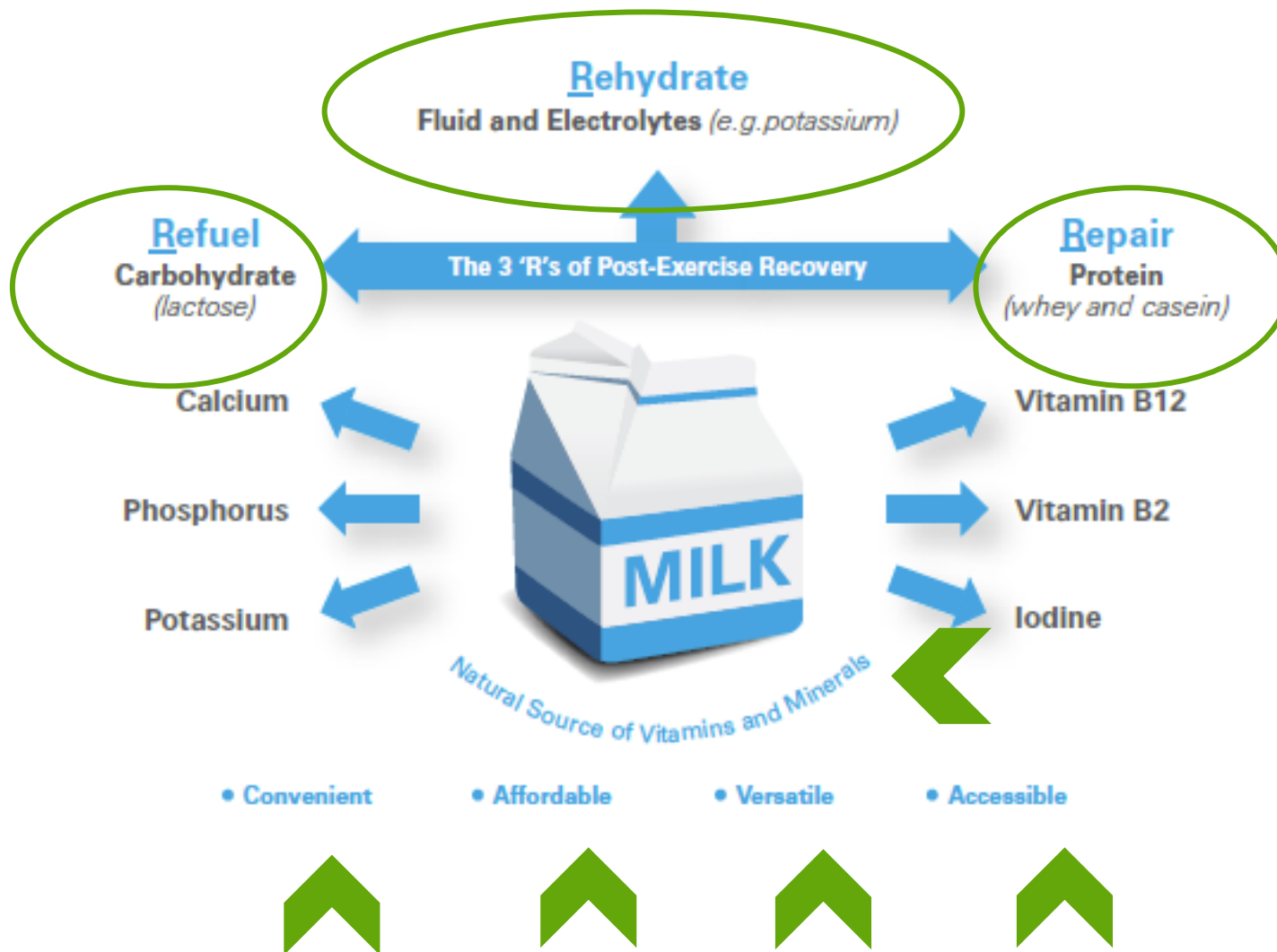
**Rationally** – Being fit and healthy makes sense.

**Emotionally** – Enjoying moments of healthy smugness

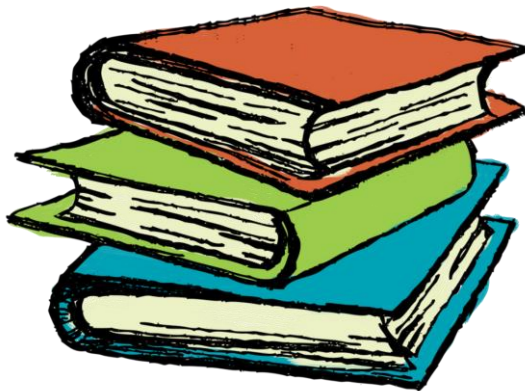
# 8 Rules of Communication

- 
- A faint, stylized background image of a crowd of people, possibly at a sports event, with some individuals wearing hats and holding up phones or cameras.
1. Target the Sports Tribe & tailor the message
  2. Align the dairy benefits to their goals
  3. Select the facts that matter
  4. Provide reference points that help explain
  5. Challenge & Provoke
  6. Transparency builds credibility
  7. Talk numbers & give specifics
  8. Cultivate “Devotees” as champions

# Milk & Sport



# New Resources in association with



**SPORT  
IRELAND**  
INSTITUTE



# Powered by Dairy - the Science...

Exploring the role of milk  
in exercise recovery



## Milk's Natural Composition Addressing Recovery Needs

*Dr Sharon Madigan - Head  
of Performance Nutrition,  
Sport Ireland Institute*

*Emma Stevenson - Professor  
of Sport & Exercise Science,  
Newcastle University*

## Consumer Booklet



## Engage in the Consumer Space



# Engage in the Consumer Space

## The Athletes

- Davey Oliver Joyce – Olympic Boxer
- Ellen Keane – Olympic Paralympic Swimmer
- Gary & Paul O'Donovan – Olympic Rowers
- Eve McCrystal & Katie Dunleavy Para-Cyclists
- Ollie Dingley - Olympic Diver
- Natalya Coyle – Olympic Modern Pentathlon





## Engage in the Consumer Space



# Engage in the Consumer Space



# WHAT IS THE ROLE OF MILK IN RECOVERY & REFUELLING AFTER EXERCISE?

Dr. Sharon Madigan RD, PhD, RSEN  
Head of Performance Nutrition

Irish Institute of Sport



# Attitudes to dairy (GPs)





## GP Perspective on Diet & Nutrition

- While they consider this a complex area:
  - Changes a lot?
  - What is significant or unimportant?
- Few have considered CPD.
- Most resort to general perspective influenced by consumer health zeitgeist.
  - Operation Transformation et al
- As a result if GPs do make diet and nutrition recommendations they are linked with:
  - specific patient groups
  - specific products



# GP information sources

## Popular culture

- Operation Transformation regularly referenced.
- Need to keep up to speed with what patients are hearing.
- Also NB much of GP perspective on diet and nutrition arises from attitudes shared with general public
  - Including inaccuracies, assumptions and out of date information.

## UK/USA medical websites

- More specific focus on recognised websites.
- Sought out for additional information to support thinking on diet/nutrition.
- Some simply use Google Search.
- Many feel obliged to use this to deal with patient queries.

## Medical publications/ journals

- Peer reviewed, independent research always cited as their preference.
- However, NB all prefer to read the study summary (ideally prepared by another doctor) rather than the detailed report.

# GP's Attitude to Dairy



# GP's Attitude to general nutrition information



## Older GPs

- More sceptical and critical of source of information.
- Look for who is sponsoring the group discussions.
- Most likely to express cynicism about health claims for cheese in context of NDC support.



## Younger GPs

- More open to 'vested interests' (recognise they support CPD already).
- Recognise that pharma is involved at some level in "all" medical events/programmes: *"it's a commercial business"*
- Nevertheless, they look for independent research to support key information.



## Pharmacists

- CPD is a new interest area.
- Relatively open to support of CPD key 'vested interests'.
- Doubt they are the most relevant audience.
- No tangible issue to NDC etc. sponsoring meetings.



# Engaging with Health Professionals



**Clarification on common misconceptions about dairy**

**Introduction**

Consumer interest in the role of food for health and wellbeing is ever expanding, which naturally increases the public's demand for information on nutrition and food origin. When sourcing information on general nutrition and health, consultation with a healthcare professional is typically not the first or most accessible choice for the majority of healthy individuals. Therefore, despite the Department of Health's Healthy Eating Guidelines, food choice is increasingly being influenced by popular trends, food blogs and media articles. Understandably, with so many diverse sources, some can lack scientific accuracy leading to widespread confusion regarding which dietary choices are best to follow.

A desire for self-management of health and wellbeing has seen a burgeoning of mobile health applications for smartphones in recent years. The current Consumer and Lifestyle Trends Report in Ireland indicated that a vegan and gluten-free cooking app was the third most downloaded in 2015 and the highest number of new product launches for the UK was in the gluten-free market.

Genuine food allergies or intolerances can be serious and it is important that they receive appropriate dietary management. However, specially formulated foods are no longer the preserve of those who are unable to consume standard products and this is indicated by a surge in food marketing terms such as 'free-from'. Celebrity testimonials regarding their personal lifestyle choices of exclusion diets have undoubtedly added to a trend towards banishing particular foods in place of what is often portrayed as a 'purer', 'cleaner' or 'alternative' diet.

Despite the well-established nutritional benefits of dairy foods and their role as part of a healthy balanced diet, it is a food group that is often subjected to unnecessary dietary exclusion. The decision to remove dairy is often driven by misinformation regarding production practices, health



impact or simply due to popular food and lifestyle trends.

Dairy farming practices vary across the global jurisdictions; Irish dairy is largely pasture-based, with its reputation for quality among the top international standards. Milk is also a natural source of calcium, protein, riboflavin, vitamin B12, iodine, phosphorus and potassium, which all play various roles in good health. Its affordability and versatility make dairy a convenient source of nutrients and excluding it from the diet could potentially lead to negative nutritional consequences.

Variety and choice are important values for all consumers when it comes to food selection. Ideally, consumers could make their own informed choices based on trusted and accurate, scientific information.

The purpose of this edition of *DN Forum* is, therefore, to examine the science and provide clarity on the most common dairy misconceptions, which can result in vulnerable individuals needlessly avoiding a highly nutritious food group.

Volume 8 Issue 1 April/May 2016

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**EDITORIAL**

Welcome to this issue of *DN Forum*. Together with our partners at Food for Health Ireland (FHI), we have compiled a double edition to provide you with a comprehensive resource on a range of topical dairy misconceptions that influence consumer perception and, in turn, consumption.

Healthcare professionals and representatives of the dairy industry are often questioned on the health and ethical aspects of consuming dairy. This edition aims to provide a summary of the scientific research in these areas, giving clarity on a range of topics.

This review, written by experts in the field, explores the areas of milk allergy and intolerance, explaining the cross-over relationship between dermatological and respiratory symptoms, which independently can have many other causes. Additionally, it provides an overview of the myths surrounding fat and sugar, and clarifies misconceptions that have been suggested about dairy and cancer. Finally, experts in the area of milk production provide an insight into the high standards of animal welfare and food safety adhered to in the Irish dairy industry.

We hope you enjoy this edition of *DN Forum* and look forward to any feedback or comments you wish to share: [nutrition@ndc.ie](mailto:nutrition@ndc.ie)

  
Dr Marianne Walsh  
Nutrition Manager  
The National Dairy Council (NDC)

[www.ndc.ie/health](http://www.ndc.ie/health) | [www.fhi.ie](http://www.fhi.ie) |

**NAGP**   
Cumann Naisiunta na nDochtúirí Teaghlaigh

**2500 General Practitioners**

**INDI**  Irish Nutrition +  
Dietetic Institute

**750 Registered Dietitians**

**NS**  **THE NUTRITION SOCIETY**  
Advancing Nutritional Science

**250 Nutritional Scientists**

 **RCSI** **FACULTY OF SPORTS & EXERCISE MEDICINE**

**250 Sports Scientists and Physios**

## Engaging with Health Professionals



- Located at the **National Orthopaedic Hospital** (registered charity)
- Support directly impacts patient care and outcomes e.g. 2016 new scoliosis corrective surgery equipment
- **Plaque** going up at hospital reception with NDC named as a sponsor
- PR programme on the NDC & Cappagh partnership



# Cappagh Hospital



## 1. HP Symposium



- Nutrition improving Orthopaedic Outcomes
- Surgeon – Physio/Nurse - Dietitian

## 2. Booklet dissemination Booklet

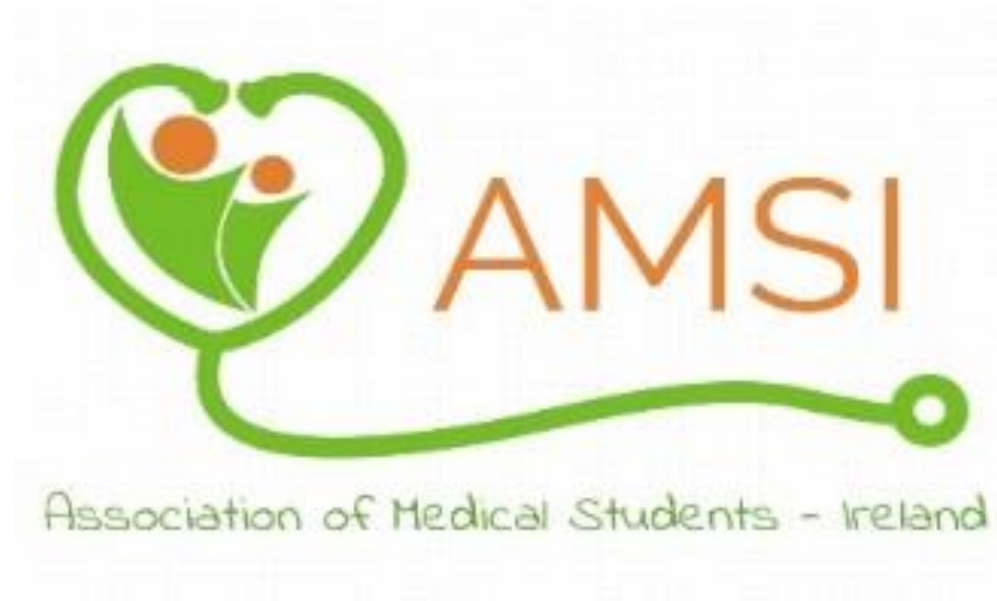


## 3. New Patient



- Good nutrition for Musculoskeletal Health
- Input by Cappagh Dietitian
- Endorsed by Cappagh Hospital

## Engaging with Health Professionals





## Engaging with Health Professionals

AMSI Association of Medical Students Ireland - AMSI  
27 March at 10:00 · 🌐

AMSI's #DairyMythbustersWeek begins!

Today we address the fact that dairy intake is associated with a 12% lower risk of cardiovascular disease, including stroke. Further, the totality of available scientific evidence supports that intake of milk and dairy products contribute to meet nutrient recommendations, and may protect against the most prevalent chronic diseases, whereas very few adverse effects have been reported.

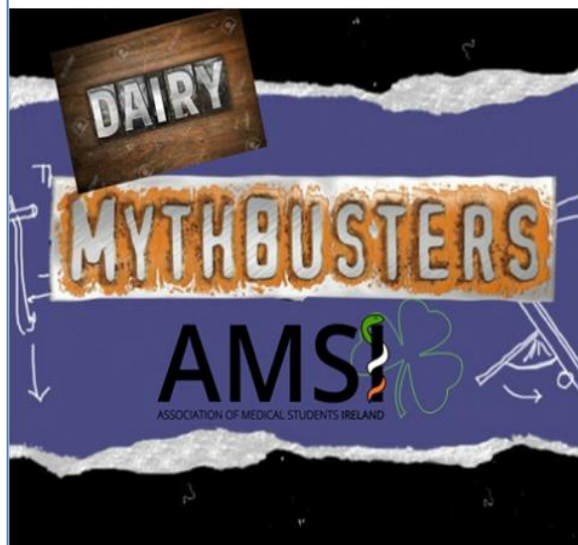
Lower risk of CVD: <https://www.ncbi.nlm.nih.gov/pubmed/2...> See more



Dairy consumption and risk of cardiovascular disease: an updated meta-analysis of prospective cohort studies.  
- PubMed - NCBI

AMSI Association of Medical Students Ireland - AMSI shared their photo.  
26 March at 20:36 · 🌐

#DairyMythbusting



Association of Medical Students Ireland - AMSI

26 March at 17:27 · 🌐

Following on from our partnership announced with the National Dairy Council, over the coming week, we are aiming to dispel common myths and misconceptions that ...

See more

👍 Like Page

AMSI Association of Medical Students Ireland - AMSI  
29 March at 10:00 · 🌐

Halfway through our #DairyMythbustingWeek 😊

While Ireland still has a young population demographic overall, we have more people who are living longer than even before. As such, bone health is of crucial importance - a diet including the recommended 3 servings of dairy per day could improve bone health and reduce the risk of fractures in later life. Further, dairy consumption shown to significantly increase bone mineral content in children.

Fractures in later life: <https://ww...> See more



Impact of dairy products and dietary calcium on bone-mineral content in children: results of a meta-analysis.  
- PubMed - NCBI

# Dairy Detractors

## Life-stage Women's priorities shift

20 30 35 40 45 50 55 60 65 70



**FAMILY**  
Running a young family  
Influence of parents



**MY TIME**  
Goals and aspirations



**HEALTH**  
Age related/health factors



**IMAGE & IMPRESSION**  
How you want others to see you



**Life-stage 00 |**  
Transitioning

Women aged 20- 25+  
No children



**Life-stage 1 |**  
Kids come first

Women aged 35-45  
with children aged 4-13

*Good mums don't  
have time to look  
perfect.*



**Life-stage 2 |**  
Time for me

Women aged 45-57  
with children aged 13  
and over

*I'm ready to do more  
for me to feel better,  
look better and get  
more from life.*



**Life-stage 2.1 |**  
Time for me

Women aged 57-63  
with children grown up  
children

*I'm more aware and  
doing more for my  
health.*



**Life-stage 3 |**  
I'm not invincible

Women aged 64-69+  
with children grown up  
children

*But I don't want to be  
continually reminded  
that I'm heading into  
old age.*



# Dairy Detractors

Colin Coyle

THE National Dairy Council (NDC) is to launch a campaign to challenge alleged "misinformation" about milk allergies and intolerance which it says is being spread by celebrity diet gurus and food bloggers.

The organisation, which promotes the dairy industry in Ireland, will launch a publication this week aiming to dispel what it says are "misconceptions" about dairy "which can result in vulnerable individuals needlessly avoiding a highly nutritious food group".

The NDC says "popular trends, food blogs and media articles" often lack "scientific accuracy, leading to widespread confusion".

"Celebrity testimonials regarding their personal lifestyle choices of exclusion diets have undoubtedly added to a trend towards banishing particular foods in place of what is often portrayed as a 'purer', 'cleaner' or 'alternative' diet."

While it does not name any celebrities, Rosanna Davison, a model and former Miss World, has been challenged in the past by both the NDC and the Irish Farmers' Association (IFA) over suggestions that consuming dairy produce is linked to conditions such as "sinus issues, asthma, eczema, acne and even hormone-dependent cancers such as breast cancer".

Davison, a vegan who bases her theories on a course she took at the College of Naturopathic Medicine in Dublin, which espouses alternative practices, wrote a best-selling cookbook, *Eat Yourself Beautiful*, last year promoting a diet devoid of dairy, sugar and gluten.

Davison claims that it is "bizarre" for humans to drink the milk of other animals as adults, and advises people to avoid it "in all circumstances".

"It's really no surprise that at least 75% of the world's population is genetically unable to properly digest milk and other dairy products, as it completely goes against what nature intended," she writes.

The NDC said at the time it was concerned that impressionable teenage girls, who it claims already suffer from widespread calcium insufficiencies, may quit an entire food group based on the advice



Rosanna Davison, a model and former Miss World, claims people should totally avoid consuming dairy produce, a stance that is against conventional medical advice

## Dairy groups cheesed off with anti-milk blogs

of a celebrity. Medical advice is not to cut out food groups without speaking to a GP as you could lack important nutrients.

Other public figures that have also encouraged dairy-free diets include Gwyneth Paltrow, who advises followers of her Goop plan to "just say no" to dairy.

There are several Irish blogs dedicated to dairy-free diets. Some promoted Veganuary earlier this year, a movement to cut out all meat, fish and dairy for the first month of the year.

The NDC claims that lactose or dairy intolerance is much rarer than suggested by dairy-free evangelists such as



**THERE IS A TOTAL BAN ON THE USE OF ARTIFICIAL HORMONES IN DAIRY FARMING**

Davison and Paltrow. In its ebook and information leaflet to be published this week, it claims only 2-3% of infants have a cow's milk protein allergy, with up to 90% growing out of it by age three. This suggests that it could not be the cause of the amount of cases of eczema being linked to dairy, it argues.

Its content is written by what it describes as "experts in the field", including registered dietitians, oncologists and academics from UCD's Charles Institute of Dermatology and the Food for Health Ireland research centre.

It also claims the prevalence

of lactose intolerance is also relatively low, at between 4% to 5%, and that allergic rhinitis is far more likely to be related to airborne allergens such as dust mites or pollen than dairy.

Acne, it insists, is not directly caused by food, while no leading cancer authorities in the world advocate exclusion of dairy for cancer prevention or treatment.

The NDC says allergy or "hypersensitivity" to cow's milk protein and lactose intolerance, when lactose cannot be digested are often mistakenly considered the same thing.

"Although they are often confused, they are two very

distinct conditions that require expert diagnosis in order to avoid unnecessary or inappropriate changes to the diet," it says. It also rejects suggestions that milk, cheese and other dairy products are "stuffed with hormones".

"Unlike some other jurisdictions, in Ireland and the EU there is a total ban on the use of artificial hormones in dairy farming," it argues.

"When needed, antibiotics are permitted under veterinary prescription but specific withdrawal periods are designated to ensure that milk from an antibiotic-treated cow does not enter the food chain."

## Dairy Detractors

E-Book Launched 29<sup>th</sup> March 2016



Targeted: up to 600 Twitter users – 254 downloads

- Journalists
- Food-bloggers
- Media friendly health professionals
- Key opinion leaders on twitter





# 'THE JURY IS OUT ON DAIRY

*"I like soya milk, coconut and Almond milk – I just put dairy down as being fat – I don't think our bodies are meant to consume dairy."*

*"Why do I try to avoid dairy? Well, I KNOW its not good for your skin..."*

*"Why do I buy almond milk? Mmm .... I'm not sure what I heard but I think milk is ...has some hormones in it that cause your skin to breakout... Mum sent me to someone ..kinesiologist person that said I had a milk intolerance, so I drink milk but I try to get soya in coffee...I'm not obsessed."*

## Dairy Detractors



PLANT  POWER  
FAST FOOD  
**Plant Power**

Vegan restaurant offering healthy alternatives to fast food staples



## Dairy Detractors

# Thing is, dairy is easy to enjoy and hard to avoid

*I think vegan is the way forward but I couldn't image a life without cheese.*

*When someone says they're a vegan, I think.. 'eating disorder' more like..!*

*I don't think it's healthy to be so controlling about food*

**So can we turn it into a positive?** Is the negativity to dairy a short-lived phase for young people that are looking for ways to express their individuality and find new healthier ways to live...or a growing trend that could become a conviction they bring into later family life?

Our hunch is that as dairy actually has so much going for it, many transitioners may welcome hearing some positive reasons to have a healthy respect for dairy – provided it is presented in the right way, in the right context and by someone they can trust.

**OUR AIM IS TO FIND OUT HOW...**

**Thank you**

