National Nutrition Week 2016
PR Feedback Report

presented by liquidlingo
For National Nutrition Week 2016 ADSA, at a national level, implemented the following PR Activities:

- Writing of official NNW media release
- Twitter Talk
- ADSA spokespeople for National Nutrition Week interviews
- Disseminating official NNW media release to select media
- Social Media
- Social Media Kit
- Website
- Recipe Booklet
Wednesday 12\textsuperscript{th} October from 1pm to 2pm ADSA hosted a Twitter talk focusing on the theme of NNW 2016 “Love your beans – eat dry beans, peas and lentils!”

The hash tag for the talk was #LovePulses in alignment with the hashtag used by the International Year of the Pulses campaign.

NNW 2016 Partners DoH, Milk CEP, CGCSA, NSSA and Heart & Stroke Foundation were invited to participate in the Twitter talk. Milk CEP (56), Heart & Stroke Foundation (2 477) and ADSA (1 270) actively participated in the conversation.

The following dietitians actively participated in the talk (but the overall talk was open to everyone) – Maryke Gallagher (341), Catherine Pereira (219), Kelly Schreuder (291), Cath Day (1311), Claire Julsing-Strydom (2 143), Abby Courtenay (152), Cheryl Meyer (1 889), Linda Drummond (326), Kelly Francis (206), Jessica Pieterse (66), Elize Symington (128), Carla Fereira (188), Nicola Walters (318), Monique Piderit (779) and Zelda Ackerman (76) – giving the conversation exposure to all their followers, total = 8 433 followers.
The conversation was moderated from the ADSA twitter handle and publicised through a selection of tweets, Facebook posts and blog posts in the week leading up to the talk.

Green Monday South Africa (733 followers) and the @LovePulses Twitter handle (official Twitter handle for the 2016 Year of the Pulses – 5 863 followers) actively joined the conversation

The following SIX questions were pre-set, shared upfront and then answered during the talk:

Q1: Why are pulses, such as beans, peas & lentils good for #health? #LovePulses

Q2: What are your favourite recipes or ways of adding more dry beans, split peas and lentils into meals? #LovePulses

Q3: What between-meal or on-the-go #snacks do you know of that use dry beans, peas or lentils as ingredients? #LovePulses

Q4: Any tips on #cooking legumes/pulses – dry beans, peas and lentils? #LovePulses

Q5: How can we get kids to eat more dry beans, peas and lentils? #LovePulses

Q6: And the question on everyone’s mind - do I have to worry about bloating & what can I do about it? #LovePulses
The ADSA tweets generated during the Twitter Talk earned 17 200 organic impressions.

Tweets were liked and shared by Twitter handles such as: Longevity Live (5 565), Faithful to Nature (4 711), SASPEN (361), @AzminaNutrition (6 319), KZN Health (567), liquidlingo (464), Protactic (659), PEN Team (7 999), NNW South Africa (254), Ferocious Haven – JHB Blogger (3 913), Tozie Zokufa from Green Monday (1 129), Build Up Dietitians (3 693), @YourWellnessZA (125), HelloDoctor.com (2 128), @MphoTshukudu (292) and @Rumbielyndah (311)

The ‘opportunities to see’ for the #LovePulses Twitter Talk content were in excess of: 57 322 (based on the number of followers for everyone who participated, liked and retweeted).

The Twitter Talk hashtag #LovePulses started trending towards the end of the talk.
New post ferocioushaven.com/the-national-n ... #lovepulses @HealthZA @ADSA_RD @LovePulses @modernzulumom @womanwellheeled @MrsXLifestyle @ZaShandu_M

The National Nutrition Week: Love your beans Campaign - Did you know that since the 9th until the 15th October is The National Nutrition Week? Love your beans campaign? I honestly feel the same until this mention.

Great resources here @HealthZA @NNW2013 #LovePulses

You can visit the NutritionConfidence blog for tips and recipes nutritionconfidence.wordpress.com/2016/10/12/why... #LovePulses

A5: Another great way for kids to eat beans is to treat them to healthy black bean brownies! #lovepulses @ADSA_RD chocolatecoveredkatie.com/2013/10/08/tud ...

Some of the cooking tips shared can help too. When increasing fibre in your diet in general, drink enough water #LovePulses @ADSA_RD
A4 @ADSA_RD @SAHeartStroke BEST infographic #NNW - great resource! Share it far + wide to spread word about POWER of PLANTS! #lovepulses

A5: Make Cinnamon roasted chickpeas as a great yummy snack for kids #LovePulses

A5: Make soup! kellyfrancis.co.za/all-in-one-sou ... @ADSA_RD #LovePulses

Great recipe collection on NNW2016 website with many suggestions on how to cook with #LovePulses nutritionweek.co.za/NNW2016/docs/N ...

@ADSA_RD @LovePulses @GreenMondaySA #LovePulses soaking them over night works well for me, but #pulses you don’t need to soak for long,
A select group of dietitians from our ADSA spokespeople panel participated in radio and TV interviews:

- Alpha Rasekhala | Kasi FM (Protactic) – 10 October
- Mpho Tshukudu | YFM (liquidling)o – 11 October
- Faaizah Laher | Capricorn FM – 10 October
ADSA compiled the official NNW media release, which Protactic then used to generate broadcast interviews; Heart and Stroke Foundation disseminated to community newspapers and liquidlingo sent to newspapers and online.

liquidlingo generated the following coverage that mentioned National Nutrition Week:

<table>
<thead>
<tr>
<th>Media</th>
<th>Headline</th>
<th>PR Value (x3 AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cape Times</td>
<td>Why you should be full of beans</td>
<td>R40 243-56</td>
</tr>
<tr>
<td>Greenfamilyguide.com</td>
<td>National Nutrition Week</td>
<td>R103 571-28</td>
</tr>
<tr>
<td>All4women.co.za</td>
<td>Here are lots of reasons to love your beans</td>
<td>R585 963-54</td>
</tr>
<tr>
<td>IOL.co.za/capetimes</td>
<td>Why you should be full of beans</td>
<td>R84 650-73</td>
</tr>
<tr>
<td>YFM</td>
<td>National Nutrition Week</td>
<td>R429 395-40</td>
</tr>
<tr>
<td>Capricorn FM</td>
<td>The cost to staying &amp; eating healthily</td>
<td>R136 479-00</td>
</tr>
<tr>
<td>BizCommunity</td>
<td>Love your beans for good health</td>
<td>R561 645-12</td>
</tr>
<tr>
<td>Woman &amp; Home Online</td>
<td>Nutrition Week Recipes (3)</td>
<td>R385 000-35</td>
</tr>
<tr>
<td>Heraldlive.co.za</td>
<td>Lentil recipes for good health</td>
<td>R219 802-14</td>
</tr>
</tbody>
</table>

**TOTAL PR VALUE FOR COVERAGE GENERATED**

R2 546 751-12
South Africa celebrates National Nutrition Week from 9 to 15 October, and 2016 has been declared 'International Year of Pulses'.

This year's campaign theme is 'Love your beans - eat dry beans, peas and lentils' echoing the country's food-based dietary guideline to eat dry beans, split peas, lentils and soy regularly.

“South Africa celebrates National Nutrition Week from 9 to 15 October, and 2016 has been declared ‘International Year of Pulses’.

This year’s campaign theme is ‘Love your beans – eat dry beans, peas and lentils’ echoing the country’s food-based dietary guideline to eat dry beans, split peas, lentils and soy regularly.”

Industry News:

Property Professional:

According to Professor Menaka Naidoo, CEO of the HSFPA, "including dry beans, peas, lentils and soy regularly in your diet, along with other health-friendly foods, can be a rich source of protein, iron, fiber and other essential nutrients."
Why you should be full of beans

Lisa Isaacs

BEANS, peas and lentils provide exceptional nutritional value for money, have a high micronutrient-to-price ratio, can improve soil fertility, are water-efficient and have a smaller carbon footprint.

The value of legumes has been emphasised for National Nutrition Week this week as health bodies encourage South Africans to eat healthy food regularly. This year’s campaign theme is “Love your beans – eat dry beans, peas and lentils!”

National Nutrition Week is a joint initiative by the Department of Health, the Association for Dietetics in South Africa (Adsa), the Nutrition Society of South Africa (NSSA), the Consumer Goods Council of South Africa (CGCSA), the Heart and Stroke Foundation South Africa (HSFSA) and the Consumer Education Project of Milk SA (CEP).

Health Department programme manager for health promotion, oral health and nutrition Lynn Moeng-Mahlangu said: “There’s a good reason to put dry beans, peas, lentils and soya into the spotlight. Unfortunately, they are largely overlooked as they are often seen as a ‘poor man’s food’ and they can take a long time to cook.”

“We should be eating them, along with a variety of foods, at least four times a week and yet many of us hardly include them in our diets.”

These affordable, versatile and tasty foods can make a vital contribution to our health when they are a regular part of a family’s healthy eating regime, said Adsa president Maryke Gallagher.

Including dry beans, peas, lentils and soya regularly in your diet, along with other health-promoting behaviours, contributes to better health, which helps to improve blood pressure and the maintenance of a healthy weight, reducing the risk of conditions such as diabetes and heart disease, said HSFSA chief executive Pamela Naidoo.

Some people experience bloating and gas as a result of eating beans, but steps can be taken to prevent this from happening.

SPELT OUT: Nutrition information on a box of frozen food.

being a reason why many don’t include these nutritious foods in their eating plans.

These include starting off with small amounts to build up one’s tolerance over time and also to soak dry beans before cooking, said Maretha Vermaak from Milk SA.

lisaisaacs@inl.co.za

Nutrition Facts

<table>
<thead>
<tr>
<th>Serving Size: 1 Cup (250 g)</th>
<th>Calories: 200</th>
<th>Fat: 14%</th>
<th>Carbohydrates: 35g</th>
<th>Protein: 11g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition Facts</td>
<td>Carbohydrate: 25g</td>
<td>Fat: 15g</td>
<td>Dietary Fiber: 1g</td>
<td>Protein: 11g</td>
</tr>
</tbody>
</table>

Lentil Bobotie Recipe

Recipe Source: Woman & Home South Africa

Source and image: Vanessa Marx for the Association for Dietetics in South Africa

National Nutrition Week, from 9 – 15 October, is all about pulses! Find out more on the official website: www.nutritionweek.co.za

ALSO SEE: A Dietitian-Approved Veggie Burger Recipe

PLUS: Lentil, Pea and Sweet Potato Curry Recipe

Love your beans for good health was the theme of this year’s National Nutrition Week which wrapped up at...
Other coverage

Other exposure (online / social media) was generated through the Twitter Talk and by organisations that participated in the talk:
**NutritionConfidence blog**
- Three blog posts on the ADSA blog NutritionConfidence: a recipe post, a generic NNW post and a Twitter Talk post with dietitian tips.
  - [https://nutritionconfidence.wordpress.com/2016/10/14/its-the-year-of-the-pulses-try-this-lentil-bobotie/](https://nutritionconfidence.wordpress.com/2016/10/14/its-the-year-of-the-pulses-try-this-lentil-bobotie/)
  - [https://nutritionconfidence.wordpress.com/2016/10/12/why-dietitians-want-you-to-love-your-beans/](https://nutritionconfidence.wordpress.com/2016/10/12/why-dietitians-want-you-to-love-your-beans/)
  - [https://nutritionconfidence.wordpress.com/2016/10/10/love-your-beans-for-good-health/](https://nutritionconfidence.wordpress.com/2016/10/10/love-your-beans-for-good-health/)

**Facebook**
- Eight Facebook posts in the lead up and during National Nutrition Week – seven created by ADSA and one share via Heart and Stroke Foundation South Africa.
  - Total reach for all eight Facebook posts: 21 303.

**Twitter**
- Excluding the actual Twitter Talk, @ADSA_RD did a selection of tweets in the lead up and during National Nutrition Week, tagging various partners and stakeholders.
Social media examples
### Social media examples

<table>
<thead>
<tr>
<th>Tweet</th>
<th>Impressions</th>
<th>Total engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADSA @ADSA_RD</td>
<td>796</td>
<td>22</td>
</tr>
<tr>
<td>ADSA @ADSA_RD</td>
<td>318</td>
<td>12</td>
</tr>
<tr>
<td>ADSA @ADSA_RD</td>
<td>937</td>
<td>17</td>
</tr>
<tr>
<td>ADSA @ADSA_RD</td>
<td>1,360</td>
<td>32</td>
</tr>
<tr>
<td>ADSA @ADSA_RD</td>
<td>660</td>
<td>10</td>
</tr>
</tbody>
</table>

**National Nutrition Week has officially started.**

**“Love your beans - eat dry beans, peas and lentils!”**

https://nutritionconfidence.wordpress.com/2016/10/10/love-your-beans-for-good-health/ ... #LovePulses

**The National Nutrition Week 2016 website has gone live - go have a look at**

http://www.nutritionweek.co.za for some great resources #LovePulses

pic.twitter.com/oKZb2SV4sv

**National Nutrition Week ‘Love your beans - eat dry beans, peas and lentils’ aligns to**

@FAOnews ‘International Year of the Pulses’ #LovePulses

pic.twitter.com/mGAdV5sRfG

**Beans, peas, lentils! Join us & our partners for the Nutrition Week Twitter Talk on 12 Oct - 1pm to find out why we need them**

#LovePulses

pic.twitter.com/YD65UtOzt

**Nutrition Week Twitter Talk is happening Wednesday, 12 October - 1pm (SA Time) & it is all about beans, peas & lentils! Join us.**

#LovePulses
Development and implementation of 2016 Nutrition Week website – briefing, collating and creating content, managing the development process.

www.nutritionweek.co.za
ADSA’s PR team developed a social media kit which was sent to all the partners for Nutrition Week social media and the #LovePulses Twitter Talk.
ADSA’s PR team created a recipe booklet (PDF) including all the recipes provided for National Nutrition Week. The PDF can be downloaded from [www.nutritionweek.co.za/NNW2026/recipes](http://www.nutritionweek.co.za/NNW2026/recipes).
ADSA provided the funds to have the National Nutrition Week 2016 logo developed and for the creation of an infographic.
Suggestions

Media Coverage

- Due to a decrease in funds for PR, Protactic was not able to generate as many interviews as in the past and the overall PR campaign (Protactic, liquidlingo & Heart & Stroke Foundation) started too late. The suggestion for 2017 is to allocate more funds to PR and start the PR campaign at least one month ahead of National Nutrition Week. There was less coverage this year than in the last two years.

Twitter Talk

- It would be nice to see even more partners and stakeholders involved in the Twitter Talk because the more Twitter handles are involved the greater the reach, especially if the handles have a lot of followers.
thank you