PR ACTIVITIES SUMMARY

• Set up and management of Nutrition Congress stand.
• Media liaison for Nutrition Congress.
• Planning for Nutrition Week – release, website, Twitter Talk and PR.
• Supply dietitians for Heart Month radio interviews.
• Post Nutrition Congress media release on Katz’ talk.
COVERAGE SUMMARY

*Coverage value is calculated on the advertising value equivalent (what it would’ve cost to place an advert in the same size, same space) and then multiplied by three to reflect the credibility of the editorial endorsement. Coverage below includes ADSA coverage generated through issued press releases and media requests.

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Publication / Website / Station</th>
<th>Unique Users / Listenership</th>
<th>AVE</th>
<th>PR Value (x3 AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 September</td>
<td>American College of Lifestyle Medicine President spoke at Nutrition Congress</td>
<td>SAfm Radio</td>
<td>176 000</td>
<td>8 982.00</td>
<td>26 946.00</td>
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<tr>
<td>Media Queries</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>22 September</td>
<td>Going against the grain</td>
<td>The Citizen</td>
<td>437 000</td>
<td>130 480.72</td>
<td>391 442.16</td>
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<tr>
<td>22 September</td>
<td>The Art of Superfoods</td>
<td>The Citizen</td>
<td>437 000</td>
<td>65 240.36</td>
<td>195 721.08</td>
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<tr>
<td>31 September</td>
<td>Very Vegan</td>
<td>MyKitchen</td>
<td>130 089</td>
<td>17 704.32</td>
<td>53 112.96</td>
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<td>TOTAL</td>
<td></td>
<td></td>
<td>1 180 089</td>
<td>222 407.40</td>
<td>667 222.20</td>
</tr>
</tbody>
</table>

ROI GENERATED

- Achieved clippings: 4
- PR investment for August: R20 900.00
- PR value for coverage generated in August: R667 222.20
- Return on PR Investment: 1:32
- Possible audience reached: 1 180 089
Doctor David L. Katz, Yale University's Yale-Griffin Prevention Research Center Founding Director, spoke at the Nutrition Congress in South Africa. Doctor L. Katz is also the President of the American College of Lifestyle Medicine. Int: President : Founding Director : American College of Lifestyle Medicine : Doctor David L. Katz : Yale University's Yale-Griffin Prevention Research Center Mention: ADSA
A grain-free diet is touted by some dieticians as the answer to some lifestyle diseases, but what are the risks and health benefits?
The gluten-free diet gained momentum by offering relief to people suffering from gluten sensitivity or celiac disease, a condition where the digestive system is injured by gluten in the diet.

By increasing the awareness of grains in the diet, the latest nutritionists evolve from the gluten-free movement to a grain-free diet. Adopters are avoiding grains or gluten to cope with health concerns, while others are doing it to steer clear of processed and convenience foods.

**WHAT IS A GRAIN-FREE DIET?**

Registered Dietitian and spokesperson for the Association for Dietetics in South Africa, Niahle Mat, says it is a diet that excludes all grains such as wheat, rye, corn, rice, millet, barley, millet, and the like, as well as all the products of grains such as bread, cereal, baked goods, pancakes, and pastas. Strictly vegetables like potatoes and sweet potatoes are permitted.

The only dietary rule where there is empirical evidence that gluten or grains must be avoided is celiac disease. There are some reports that people with autoimmune conditions such as Hashimoto’s thyroiditis and rheumatoid arthritis feel better on grain-free diets but this is less well-documented and more individualised.

Mat says that in your diet contains grains is not the most important factor for health. "You could be on wheat and get a healthy, creative and eating a grain-free diet. If you are taking well-grain, what does the rest of the diet look like? It is important that healthy diet is based on plants, includes a mix of good quality protein, high-fibre starchy and heart-friendly fats.”

One of the biggest health concerns is that grains are high in fiber. Taking out all foods with grain may increase the risk of constipation. Low-fibre diets are associated with increased risk of colorectal cancer, increased risk of cardiovascular disease and even obesity.

**GRAIN-FREE ALTERNATIVES**

As grains are the staple food of many South Africans, going grain-free may present some challenges. Mat suggests including the following foods in your diet:

- Fruits, which include bananas and apples and are also a good option.
- Legumes such as beans, peas and chickpeas also provide protein with a plant starch.
- Quinoa and buckwheat are grains, but these seeds come from the broadleaf plant family and are an agreed substitute for rice.

**HOW TO REDUCE YOUR GRAIN INTAKE AND STAY HEALTHY**

If you have an autoimmune condition and want to start a healthy, healthy eating a grain-free diet, you can do so by reducing the amount of grains you’re eating. I recommend avoiding sugar and refined options. As with any food, the portion size of consumption is an important factor, not just the food on a plate.
Superfoods is a buzzword among the health conscious, but do they live up to the hype?

Global sales of healthy food products are estimated to reach $3.5 trillion by 2020, according to a study by Euromonitor. Of the people polled, about 88% said they were willing to pay more for healthier foods such as products that are GMO-free, have no artificial coloring or flavours and are deemed all natural. Foods that can reduce disease or promote good health are also more desirable.

SUPERFOODS AT A GLANCE
- Superfoods have beneficial health properties, over and above what most foods contain. These foods have become a popular way to boost the nutritional value and quality of our diet.

Brink adds that a growing number of people are adding these foods to their diet because of greater awareness and the effect such foods have on short- and long-term health.

Some of the most common superfoods readily available include broccoli, kale, spinach, quinoa, blueberries, chia seeds, red grapes, plums and chia seeds.

WHAT DO SUPERFOODS DO?
- Most superfoods are packed with nutrients such as omega 3 fatty acids, vitamins, minerals, fibre, phytomolecules and antioxidants.

Brink says adding these foods to your diet at least once daily could result in improved gut health, reducing the risk of cancer and improved energy, cellular repair, heart health and circulation.

HOW TO MAKE SUPERFOODS A PART OF YOUR DIET
- As more people become more increasingly conscious of what they eat there is a definite move towards foods that are more natural, lower in sugar and less processed.

Brink says this trend to the benefits superfoods carry. “They are not a passing trend, but rather a movement to more conscious eating.” She suggests the following ways to make these foods part of your diet:

- Add dried berries or chia seeds to salads.
- Include kale or spinach in smoothies.
- Use quinoa instead of rice.
- Add seeds to your morning muesli.
- Choose fruits and vegetables that are the darkest colour as they are the richest in antioxidants.

With obesity rates on the rise and easy access to health information on the internet, and with health-focused gadgets and apps, more consumers are aspiring to eating healthier.
Very VEGAN

With exciting new products in supermarkets and on menus these days, veganism is becoming a more accessible lifestyle. So, what is it all about?

ASK THE EXPERT
Maryke Bronkhorst, dietitian

Veganism can be a healthy choice if you know how to plan your meals correctly, says Maryke Bronkhorst, a registered dietitian and spokesperson for the Association for Dietetics in SA. We asked her to give us the low-down.

DEFINITION: VEGAN
Unlike vegetarians – who do not eat animal flesh – vegans do not eat or use any animal products or by-products either. That means, not only is there no steak or fish, but also no milk, eggs or honey.

Despite the challenges these restrictions can pose to a healthy eating plan, there are benefits to choosing this lifestyle (for example, your fibre intake may increase, while your saturated fats decrease). But the trick is making veganism work for you is paying attention to how you can compensate for any dietary shortfalls. The main issues to look out for are shortages of iron, protein, vitamin B12, folate and calcium – all nutrients that are plentifully supplied by animal products and by-products.

STOCK UP ON VITAMIN B12
This vitamin is essential for the healthy functioning of your blood and DNA formation. But your body cannot produce it on its own and most people consume their daily dose in the form of animal products. If you’re vegan, you need to take a supplement or go for vitamin B12 injections. Fermented foods such as miso and tempeh, as well as brewer’s yeast and spirulina, contain vitamin B12 in small amounts.

DEFINITION: B12

BLOOD BANK
Vitamins required to transport oxygen, the substance in blood vessels that enables the body to absorb oxygen and breathe. When you need more iron, which helps to transport and release oxygen to the body, insufficient iron means less hemoglobin, which leads to fatigue and shortness of breath. Be sure to get the iron you need, even if you’re pregnant, as supplements are not recommended.

STRONG AS IRON
Plant sources of iron are fortified cereals, wholegrains, dried peas and beans, tofu, nuts, seeds, dried fruit and green leafy veg. Acidic foods (tomato sauce, for example) cooked in an iron pan can also be a source of dietary iron.

To increase the amount of iron that your body absorbs, combine iron-rich foods with foods high in vitamin C.
MEDIA REQUESTS

*List of media requests ADSA responded to in August, some of which were published in August and some which will only be published at a later date.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Publication / Website / Station</th>
<th>Dietitian who responded</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Sep</td>
<td>Saturated fat debate</td>
<td>Foodmed/Marika Sboros</td>
<td>Maryke Gallagher/Catherine Pereira</td>
</tr>
<tr>
<td>12 Sep</td>
<td>Foods for infant weaning</td>
<td>Foodmed/Marika Sboros</td>
<td>Jessica Byrne</td>
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<tr>
<td>28 Sep</td>
<td>Cholesterol</td>
<td>Mnandi Me (SABC TV)</td>
<td>Kezia Kent</td>
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</tbody>
</table>
HEART MONTH RADIO INTERVIEWS
*List of radio interviews done by ADSA spokespeople for Heart Month and the Heart and Stroke Foundation.

<table>
<thead>
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<th>Topic</th>
<th>Publication / Website / Station</th>
<th>Dietitian who responded</th>
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<tbody>
<tr>
<td>1 Sep</td>
<td>Heart Month Interview</td>
<td>Iswi Lomzansi</td>
<td>Phumelele Mthembu</td>
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<tr>
<td>7 Sep</td>
<td>Heart Month Interview</td>
<td>Radio Islam</td>
<td>Nathalie Mat</td>
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<tr>
<td>7 Sep</td>
<td>Heart Month Interview</td>
<td>YFM</td>
<td>Nathalie Mat</td>
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<td>8 Sep</td>
<td>Heart Month Interview</td>
<td>Kasie FM</td>
<td>Cheryl Meyer</td>
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<td>10 Sep</td>
<td>Heart Month Interview</td>
<td>East Wave Radio</td>
<td>Monique Piderit</td>
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<td>20 Sep</td>
<td>Heart Month Interview</td>
<td>Teemeneng FM</td>
<td>Christel de Lange</td>
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<td>20 Sep</td>
<td>Heart Month Interview</td>
<td>Thobela FM</td>
<td>Alpha Rasekhale</td>
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<td>Heart Month Interview</td>
<td>Siyathutuka FM</td>
<td>Hlanzeka Mpanza</td>
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<td>21 Sep</td>
<td>Heart Month Interview</td>
<td>Vibe FM</td>
<td>Phumelele Mthembu</td>
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<td>25 Sep</td>
<td>Heart Month Interview</td>
<td>Ukhosi FM</td>
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<td>27 Sep</td>
<td>Heart Month Interview</td>
<td>Thobela FM</td>
<td>Alpha Rasekhale</td>
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</table>
FACEBOOK ACTIVITIES SUMMARY

POSTS

• 19 Facebook posts during September (mix of curated & created).
• Total reach for all 19 posts: 18 636 (organic reach)
• Total engagement on these 24 posts: 1 694
• Average post engagement rate: 4,3%

POST PERFORMANCE

The following four posts generated the highest reach during September:

3,240 People Reached

86 Likes, Comments & Shares

<table>
<thead>
<tr>
<th></th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>48</td>
<td>22</td>
</tr>
<tr>
<td>Comments</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Shares</td>
<td>34</td>
<td>33</td>
</tr>
</tbody>
</table>

206 Post Clicks

28 Photo Views

0 Link Clicks

178 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

0 Unlike Page

• 3 240 people were reached, 86 people engaged (reactions, comments, shares) and 430 people clicked on the post. The engagement rate = 6%
• 1,943 people were reached, 46 people engaged (reactions, comments, shares) and 103 people clicked on the post. The engagement rate = 5%
• Post included a link to the NutritionConfidence blog.

• 1,779 people were reached, 41 people engaged (reactions, comments, shares) and 112 people clicked on the post. The engagement rate = 6%
• Post included a link to the True Health Initiative video.
• 1,428 people were reached, 5 people engaged (reactions, comments, shares) and 12 people clicked on the post. The engagement rate = 1%

The following three posts generated the lowest reach during September:

• 154 people were reached, 3 people engaged (reactions, comments, shares) and 4 people clicked on the post.
• This was a shared post.
• 192 people were reached, 2 people engaged (reactions, comments, shares) and 14 people clicked on the post.
• This was a shared post.

• 374 people were reached, 5 people engaged (reactions, comments, shares) and 13 people clicked on the post.

PAGE
• Total number of new likes in September: 42
• Total number of people who engaged with the page (likes, shares, comments etc) during September: 853
• Total number of unlikes during September: 5
• Total number of likes at end September: 2,245
• Total reach for September: 19,474
• Page engagement rate: 38%
TWITTER ACTIVITIES SUMMARY

- Total number of tweets generated excluding replies & re-tweets without own copy: 71
- Total number of re-tweets: 150
- Link clicks: 56
- Total number of likes: 184
- Total new followers: 44
- Average engagement rate: 1.8%
- Total impressions: 26300
- Total profile visits: 1158
- Total mentions: 102
- Total number of followers to date: 1224

Top Tweet earned 2,447 impressions

"Planet of 8 billion hungry people, climate change & water shortages can't sustain meat centric diets" @DrDavidKatz
#SANutritionCongress

Top Follower followed by 4,583 people

Kathy Siegel MS RDN
@KathySiegelRDN

Registered Dietitian-Nutritionist • Health Communication Consultant • Director at Triad to Wellness Consulting: EAT•MOVE•LIVE @triadtowellness
Top media Tweet earned 650 impressions

We are at the opening of #ICD2016 Granada congress & the focus is on sustainable diets @Maryke_WW @DietitianClaire pic.twitter.com/DC8eT7mgsN

The following four tweets go the highest engagement rate during September:

Engagement rate = 7.3%

ADSA @ADSA_RD · Sep 3
We eat foods as meals & not just nutrients in isolation. How we combine is NB - Prof Monteiro #SANutritionCongress pic.twitter.com/LgOr7cmYWx

Engagement rate = 6.4%

ADSA @ADSA_RD · Sep 4
Dr Katz discussing ‘Knowing what to eat, refusing to swallow it’ at #SANutritionCongress pic.twitter.com/8eDME8siyL

Engagement rate = 6.1%

ADSA @ADSA_RD · Sep 3
How do we add years to life & life to years asks @DrDavidKatz at #SANutritionCongress #HealthyLifestyle #NutritionConfidence
Engagement rate = 6,1%

The following two tweets got the lowest engagement rate in September:

Engagement rate = 0,7%

Engagement rate = 0,8%

Out of 71 tweets only 5 got less than 1% engagement rate. Ideally engagement should be sitting at 1% or over. Average engagement rate was higher than in August.