EatRight Ontario
Dietitian Advisory Service
10 Year Legacy Report
2007 - 2017

GOAL
To increase access to trusted healthy eating advice from Registered Dietitians for residents of Ontario.
From 2007 to 2017, ERO has supported millions of Ontarians to take charge of their health through the development of knowledge, skills, confidence & conviction to take action towards healthy eating for themselves & their families.

Registered Dietitians are seen as the most trusted source of nutrition advice. Dietitian contact centre services are a proven method to address the many barriers that the public face in accessing dietitian services.

ERO provides support and resources:

- directly to individuals; through a family member or service provider; as well as through tools to foster self-management. Healthy eating behaviors are a key factor in optimum growth and development, overall well-being, and the prevention and management of chronic disease.

- to service providers to integrate with and build capacity for nutrition-related service delivery along the continuum of care.

- for implementation of provincial policies, strategies, and programs.

Dietitians of Canada acknowledges the financial support of EatRight Ontario by the Ontario government. The views expressed do not necessarily reflect those of the Province.
OUR SERVICES

Call Toll Free
Speak to a Registered Dietitian to get answers to nutrition questions.

Browse the Website
Find information on nutrition & healthy eating which has been written & approved by a Registered Dietitian.

Email a Dietitian
Email a Registered Dietitian to get answers to nutrition questions.

CC-PEN™
A customized version of PEN: Practice-based Evidence in Nutrition®, a nutrition knowledge database that supports Contact Centre Registered Dietitians in providing consistent, evidence-based advice & services.
Provide reliable access to multi-modal EatRight Ontario Dietitians Advisory Service.

Ensure clients receive current, evidence-based, healthy eating advice.

Build connections and integrate with other sectors in nutrition and health service delivery.

Provide services to priority groups: children, seniors, lower income, Aboriginal, cultural groups, and those at risk of diabetes.

Build awareness, understanding, and utilization of EatRight Ontario services.

Support implementation of Ontario Government policies and strategies.

Our Vision: Every EatRight Ontario initiative can be tied back to six core objectives identified in our annual strategic plans.
OUR ACHIEVEMENTS

2007  ERO, a bilingual phone, email a dietitian & website service launched to Ontario residents
      BC & ON governments work collaboratively on CC-PEN™ database to support contact centres

2008  My Menu Planner tool launched on ERO website to 1,200 users in first two weeks

2009  Operating hours extended to two evenings per week to support Ontario Diabetes Strategy
      Ontario Kids Recipe Challenge launched to promote healthy eating for children in grades 1-6

2010  Collaborated with Ontario government to support PPM150 School Food & Beverage Policy

2011  eNews launched to 2,400 subscribers in its first year

2012  Invited to present at the 16th International Congress of Dietetics in Australia
      Surpassed 10,000 total diabetes-related referrals in support of the Ontario Diabetes Strategy
      Introduced MOP™ Motivation Over the Phone techniques to empower behavior change
      My Goals launched to support callers with goal setting, weekly motivational messages & tips
**OUR ACHIEVEMENTS**

- **2013**  Website surpassed 1 million annual visits & 2.5 million page views per year  
  Awarded the 2013 IABC Gold Quill Award of Excellence for Community Relations  

- **2014**  Website surpassed 2 million visits & 3.5 million page views per year  
  Supported Fresh From the Farm local produce fundraising pilot for Ontario Schools  

- **2015**  Partnered with Diabetes Canada & Osteoporosis Canada to provide caller handover services  
  Received Programme DUX Award for Projects-Institutions honoring leaders in healthy nutrition  

- **2016**  Reached 10,000 followers on Facebook & twitter; 500,000 views on YouTube  
  Presented MOP™ approach to 17th International Congress of Dietetics in Spain  
  Redesigned website for a modern appearance & to accommodate users on mobile devices  

- **2017**  Celebrated 10th Anniversary & reached 10 million total client contacts  
  Awarded the 2017 eHealthcare Leadership Gold Medal for Best Overall Internet Site  
  ERO eNews surpassed 27,000 subscribers
OBJECTIVE 1

Provide reliable access to multi-modal EatRight Ontario Dietitian Advisory Service

- 135,236 phone calls
  - 97% answered within 22 seconds with a record 377 calls received in a day
- 38,495 emails replied to within 3 days and a record 752 emails received in one day
- 99.6% satisfaction rate
- 11 million website visits
- 24 million page views
Total Phone & Email Contacts per 100,000 Population by Province and by Health Region
April 2007 to December 2017

Province: 1402
North: 1354
Eastern: 1267
Central East: 1288
Central West: 1265
South West: 1124
OUR TOP CALLER NUTRITION TOPICS

Healthy Eating
eg. general nutrition, meal planning

Diabetes
eg. management, prevention, gestational

Weight Management
eg. prevention & management of obesity, fad diets

Digestive
eg. gas, constipation, celiac, kidney

Nutrients
eg. protein, antioxidants, fibre, supplements

Infant & Child Feeding
eg. breastfeeding, allergies, solid foods, picky eating
OBJECTIVE 2

Ensure clients receive current, evidence-based healthy eating advice

97% of responses to client questions supported by CC-PEN™ database

MOP™
Motivation Over the Phone
an evidence-based approach
developed by ERO using behavior change techniques
to engage and empower callers

MOP techniques are being used on 85% of calls.

317,369 educational resources & materials distributed

85%
OUR WEBSITE

www.EatRightOntario.ca
www.SaineAlimentationOntario.ca

600+ nutrition & healthy living articles

51 videos on nutritious everyday food choices

180 delicious standardized recipes

98 award winning kid friendly recipes

MOST POPULAR CONTENT
My Menu Planner
Diabetes Meal Plans
Canada’s Food Guide
Intro to Solid Foods for Babies
Understanding GMO Foods
Sample Meal Plan for Feeding Baby
OBJECTIVE 3
Build connections and integrate with other sectors in nutrition and health service delivery

CC-PEN™ Contact Manager includes over 2,000 community services such as PHUs, CHCs, CCACs, FHTs and other community services.

ERO has helped train future Dietitians by providing practicum opportunities for dietetic interns in Ontario.

ERO has referred 18,410 callers and emailers to different community agencies.
OUR TOP REFERRERS

- Doctor’s Office
- Media & Social Media
- Public Health Units
- Promotional Material
- ERO Website & eNews
**SOME PARTNERSHIPS**

Collaborated with GBC on recipe development & booklets for targeted sub-populations.

MyCancerIQ™ online cancer prevention screening tool users linked to ERO web and call centre.

Provided support for the Fresh From the Farm program which enrolled 665 schools, sold 1.6 million pounds of local produce & fundraised $625,000.

Collaborated with GBC on recipe development & booklets for targeted sub-populations.
ERO has supported the Healthy Kids Strategy by having a Children’s Nutrition feature area on the website, promoting Nutri-eSTEP nutrition screening survey, and healthy pregnancy meal plans.
5,808 healthy eating on a budget resources distributed to food banks, new settlement agencies, community health centers and the United Way.

324 culturally adapted and/or translated resources that ERO has obtained or developed have been distributed 9,531 times.

582 calls handled in 20 foreign languages.

6,027 Aboriginal promotional brochures and 162 Aboriginal resources have been distributed.
OBJECTIVE 5

Increase awareness, understanding, & utilization of EatRight Ontario services

Facebook Likes: 13,884
Twitter Followers: 11,552
YouTube Views: 597,143
eNews Subscribers: 28,130

You offer such an invaluable, proactive service. Any time I email, I get a quick response with helpful information to assist me. I’ve received some great information and have some very supportive conversations. I love the support from this group here on FB and through the call in line.

@eatrightontario great website for working moms
@eatrightontario is a great resource for keeping you & your #food #safe this #holidayseason
I highly recommend this site and organization
@eatrightontario social media comments

Spoke with a dietitian over the phone who was amazingly helpful. A+++ I’ve reached out many times & I’m always impressed with the knowledge & assistance given.
It’s wonderful to be able to call or email & get great advice & suggestions.
Really enjoy your FB page - very helpful & wonderful tips.
Excellent tips on motivational interviewing in dietetics from @eatrightontario.
Thank you #dietitians @eatrightontario @dietitiansCAN who provide real life, evidence-based nutrition.
I recently accessed this service and highly recommend it!
This is a valuable service greatly needed in today’s world.
Our Premium Promotions

Premium Promotional Items increased call and email nutrition questions by ten-fold on promo launch day.

- **10x** daily contacts for the Lunch Bag
- **12x** daily contacts for the ERO Calendar
- **6x** daily contacts for the Easy Meals Recipe Book
- **5x** daily contacts for the Easy Meals Recipe Book
- **14x** daily contacts for the Salad Shaker
- **4x** daily contacts for the Kid’s Recipe Book
OBJECTIVE 6

Support implementation of Ontario Government policies & strategies

21,513 Toddler & Preschool Nutri-eSTEP questionnaires have been completed by parents who are now more aware of healthy eating factors that impact their child’s health.

32,864 older adults have completed the Nutri-eSCREEN questionnaire and are more aware of potential nutrition risks.
SUPPORTING ONTARIO DIABETES STRATEGY

- 38,001 diabetes related resources & promo material distributed
- 16,007 phone calls related to diabetes prevention & management
- 6,829 callers have been referred to Diabetes Management & Prevention Programs
- 1,936 emails responded to with diabetes questions
“I have always used your service for my type 2 diabetes and now I am so happy you are here while I go through my cancer treatment. I do not have energy to go see a dietitian in the office so I am happy I can call you as needed from my own home.” (Senior caller, Peterborough ON)

“I wanted to place on record that it was a great pleasure to speak with the dietitian, who patiently listened to my questions and provided very meaningful feedback. I do feel very motivated to continue with my efforts to achieve my weight loss goal. I will certainly recommend this service to other friends and acquaintances, as I personally feel that this is a great service and initiative on the part of the Government of Ontario for their residents.” (Email-A-Dietitian submission, Mississauga ON)

“I think services like this are really needed, especially for new moms. We always think we’re doing the wrong thing so it is great to be able to speak to someone to get an answer. We do not have to wait in line or make an appointment, and we have the resources sent to us. These are tax dollars well spent.” (New mother caller, Bradford ON)

“Thank you for the Punjabi resources in English. This is perfect for me because I eat these foods but do not read Punjabi. Other resources aren’t as helpful for me because I’m not eating foods like bread and pasta.” (Male caller, Brampton ON)
This service has been a lifesave
Thank you for the Punjabi resources in English - perfect for me because I eat these foods but don't
I am very satisfied, you always provide good information
Services like this are really needed, especially for new moms
I will certainly recommend this service to friends & family
This service works - it's fast, easy, no appointment required & the info is instantaneous
You have been so patient & explained everything to me
I have always used your service for my type 2 diabetes
I have learned so much about nutrition & looking at food labels
I think the service is just absolutely fantastic
They patiently listened to my questions & provided very meaningful feedback
I do feel very motivated to continue with my weight loss goal
I am happy I can call you from my own home
It's so nice to be able to talk to someone who has experience & training
I'm so happy you're here while I go through my cancer treatment
You've helped me when my husband went through chemo, had low appetite and iron levels
I've got my cholesterol down since talking to you
I'm so glad you're here because there's a lot of conflicting info online
I've lost 59 pounds since talking to you
“I’ll tell you that in 9 years, I’ve never had anyone complain about the referral to EatRight Ontario. It’s very successful and a big help. Sometimes I might send people that just aren’t doing anything right, thinking ‘let’s see if a dietitian can get through to them’.” (Telehealth Ontario Nurse, Toronto ON)

“I recommend ERO all the time! I appreciate the fact that you are here because it helps us with discharge. The fact that patients have a resource to call – it’s a wonderful service! It is something that makes our job easier because you never know what kind of questions a patient will have when they go home. At least knowing that they have something available to them, and it’s free – it is priceless! Please send this feedback to the Ministry because we want to keep this service!” (Clinical Dietitian, Toronto ON)

“This service is great. I was on your website and pleased to see the infant feeding guidelines were up to date. There’s a lot of conflicting information out there for parents. I’ve referred patients with diabetes to your websites for your menus and recipes. It’s nice that people have an RD to call and get free info since there are no real options up here aside from seeing an RD for diabetes.” (Family Doctor, Sudbury ON)
OUR COLLEAGUES TELL US

It's priceless to know the service is available and it's free for patients
It's nice that patients have an RD to call and get free info
The fact that patients have a resource to call is wonderful

You're doing so well, you've got it nailed down
ERO is a valuable, high quality nutrition service
You have really great articles on your website which I reference when developing content at the heal
I think the Meal Planner is useful & I recommend it all the time
I've referred patients with diabetes to your website for menus & recipes
I appreciate that you're here because it helps us with discharge

I recommend ERO to patients all the time
I've never had a client complain about the referral to EatRight Ontario

You guys have it so right with the motivational talk, therapeutic talking and reflecting back
I was pleased to see that your infant feeding guidelines were up to date
Ontarians have greatly relied on your amazing healthy eating tools & resources
Your service frees us up to focus on programming rather than responding to consumer inquiries
ERO has been our role model & provided endless support to Dial a Dietitian Manitoba
ERO has provided a stellar & very valuable service for 10 years

Your service makes our job easier
EatRight Ontario is very successful and a big help
OUR IMPACT ON CLIENTS
Results from an external impact evaluation survey in 2017

High ratings for Knowledge Translation
>90% of clients were able to get the info needed, understand it, use advice provided, and felt better informed

Self-Reported Behavior Changes by Client Subgroups:

Infant/Child Feeding Group
1. Offer child variety of foods
2. Let child decide how much to eat
3. Offer child iron-rich foods
4. Offer child a variety of textures
5. Confirmed what was already doing

Diabetes Group
1. Eat smaller portions
2. Eat more veggies
3. Choose healthier foods
4. Eat more fibre-rich foods
5. Do more physical activity

All Other Topics Group
1. Increase variety of healthy foods
2. Improve portion control
3. Read food labels
4. Increase fibre-rich foods
5. Decrease sugar intake
IMPACT ON COLLEAGUES

Health Intermediaries reported that ERO has positive impacts on their practice or clients:

- ERO provides credible, evidence-based information, and helpful resources
- ERO supports their practice across a broad range of activities
- ERO does not compete with services provided by public health or other organizations

“EatRight Ontario is an essential service”