

# **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.

# OVERVIEW

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.

# OUR VISION

Every EatRight Ontario initiative can be tied back to six core objectives identified in our annual strategic plans

- 1 Provide reliable access to multi-modal EatRight Ontario Dietitians Advisory Service.
- 2 Ensure clients receive current, evidence-based, healthy eating advice.
- 3 Build connections and integrate with other sectors in nutrition and health service delivery.
- 4 Provide services to priority groups: children, seniors, lower income, Aboriginal, cultural groups, and those at risk of diabetes
- 5 Build awareness, understanding, and utilization of EatRight Ontario services.
- 6 Support implementation of Ontario Government policies and strategies.

# 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 16<sup>th</sup> 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 17<sup>th</sup> International Congress of Dietetics in Spain  
Redesigned website for a modern appearance & to accommodate users on mobile devices
- 2017** Celebrated 10<sup>th</sup> 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

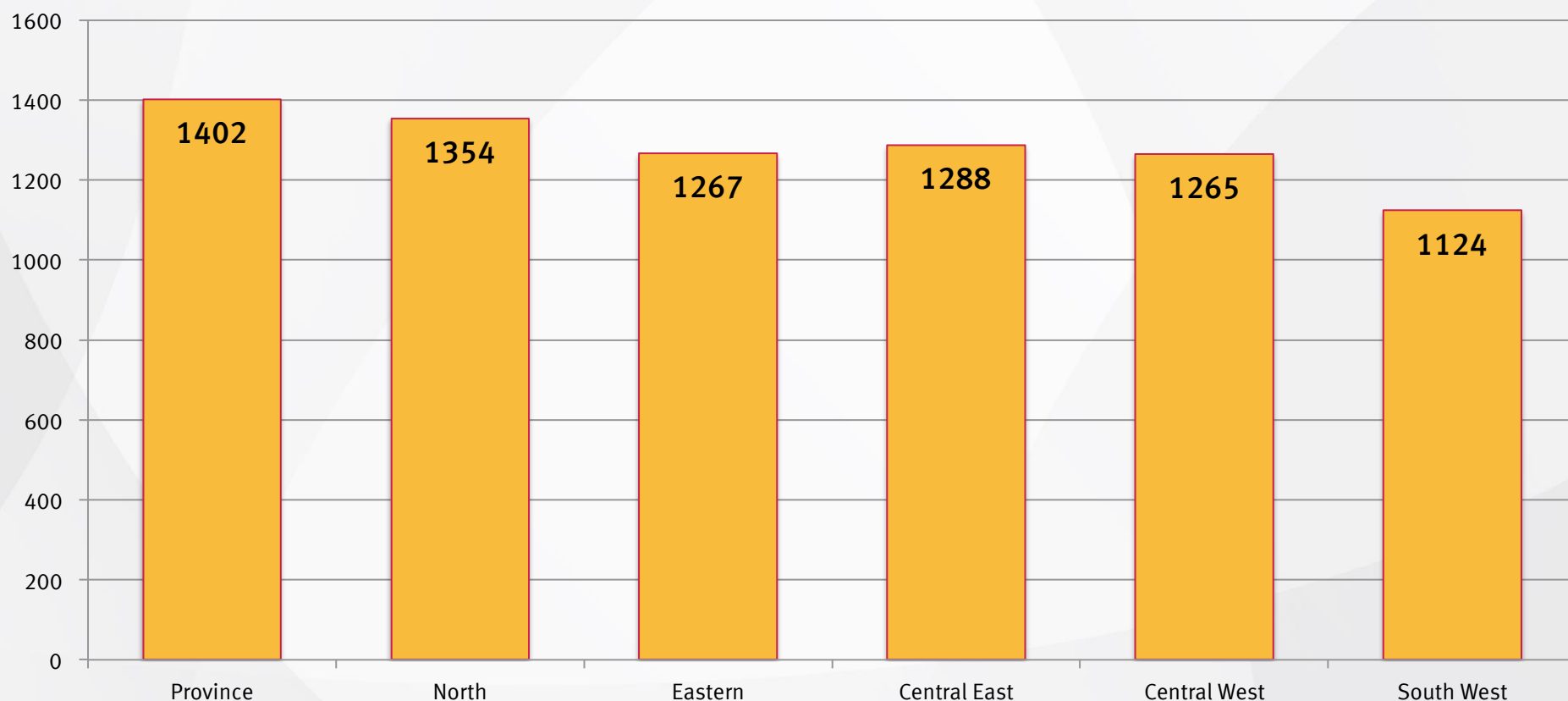
# OBJECTIVE 1

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



# OUR GEOGRAPHICAL REACH

**Total Phone & Email Contacts per 100,000  
Population by Province and by Health Region  
April 2007 to December 2017**





# 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

**317,369**  
educational  
resources &  
materials  
distributed

DOC

**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.


**85%**

# OUR WEBSITE

[www.EatRightOntario.ca](http://www.EatRightOntario.ca)  
[www.SaineAlimentationOntario.ca](http://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

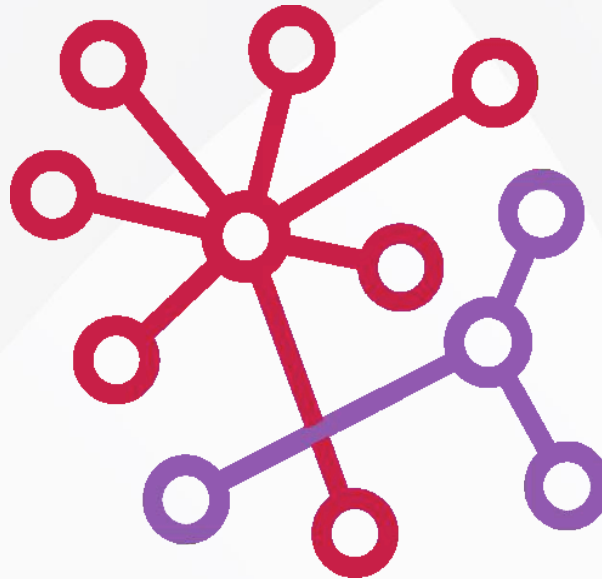
My Menu Planner  
Diabetes Meal Plans  
Canada's Food Guide  
Intro to Solid Foods for Babies  
Understanding GMO Foods  
Sample Meal Plan for Feeding Baby



# 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 referred  
**18,410**  
callers and emailers to  
different community agencies

ERO has helped  
train future Dietitians  
by providing



practicum  
opportunities for  
dietetic interns  
in Ontario

# OUR TOP REFERRERS



**Doctor's Office**



**Media & Social Media**



**Public Health Units**



**Promotional Material**



**ERO Website & eNews**

# SOME PARTNERSHIPS



Callers successfully forwarded to and from DC & OC as part of **Call Handover** partnerships



Cancer Care Ontario

**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



# OBJECTIVE 4

Provide services to priority groups

**21,474**

calls and emails about  
infants, toddlers, children & youth

**37,184**

nutrition education resources  
related to feeding children  
have been distributed

**700+**

entries have been  
received for the annual  
**Kids Recipe Challenge**

**53%** of all calls and

**29%** of all emails  
received from **older adults over 50**

An additional

**7,039** calls and

**3,635** emails  
on behalf of older adults

**9,413**

nutrition education resources  
for the senior population  
have been distributed

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



# SUPPORTING PRIORITY & CULTURAL GROUPS



**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



**13,884**

Facebook Likes



**11,552**

Twitter Followers



**597,143**

YouTube Views



**28,130**

eNews Subscribers

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 nutritio

I recently accessed this service and highly recommend it!

This is a valuable service greatly needed in today's world

# OUR PREMIUM PROMOTIONS



**12x**  
daily contacts  
for the **ERO**  
Calendar

**10x**

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

**6x**  
daily contacts  
for the  
**Lunch Bag**



**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

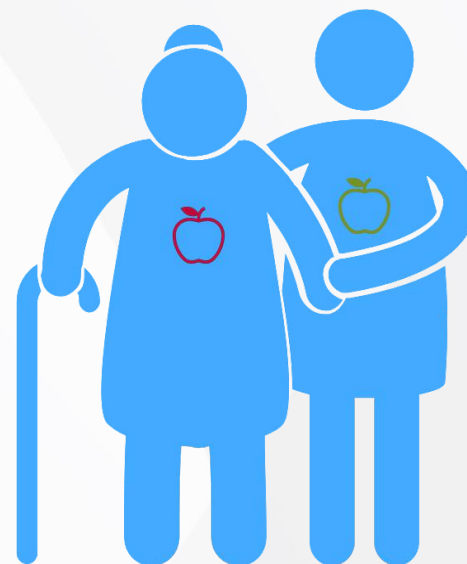
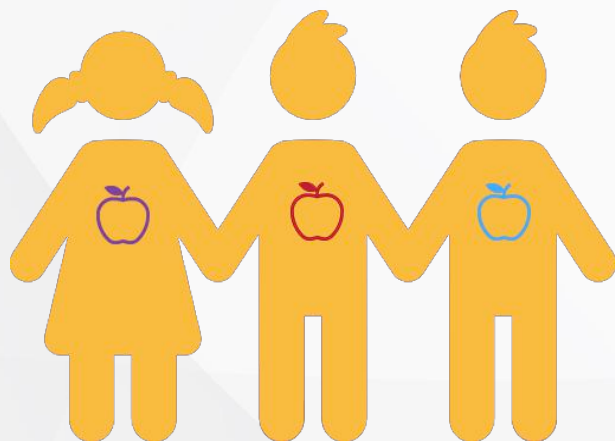


# OBJECTIVE 6

Support implementation of Ontario  
Government policies & strategies



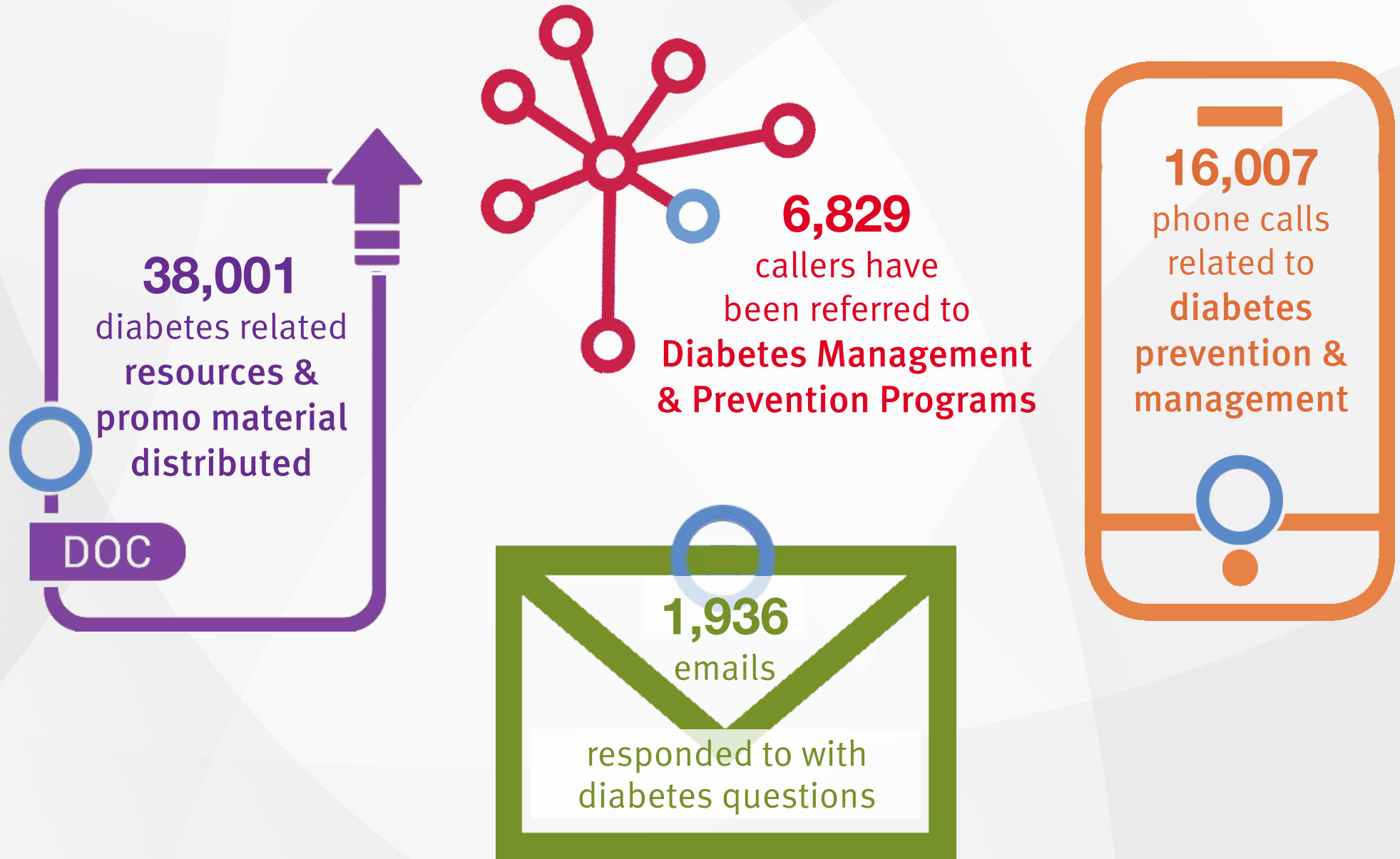
**21,513** Toddler & Preschool  
**Nutri-eSTEP** questionnaires  
have been completed by parents who  
are now more aware of healthy eating  
factors that impact their child's health



***Nutri-eSCREEN***<sup>®</sup>

**32,864** older adults  
have completed the **Nutri-eSCREEN**  
questionnaire and are more aware  
of potential nutrition risks

# SUPPORTING ONTARIO DIABETES STRATEGY



# OUR CLIENTS TELL US

*"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)*

# OUR CLIENTS TELL US

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



# OUR COLLEAGUES TELL US

*“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



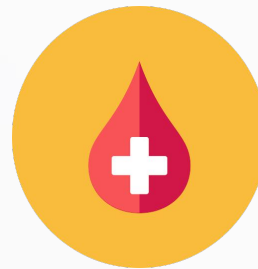
High ratings for Knowledge Translation  
**>90%** of clients were able to  
get the info needed, understand it,  
use advice provided, and felt better informed

## 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

Results from an external impact evaluation survey in 2017



Publicly-funded  
Health Services  
Providers

**80%**

have used ERO for  
professional reasons

**76%**

have recommended  
ERO to colleagues

**90%**

have recommended  
ERO to clients

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”***