



NutriSTEP® Licensee Progress Check

Case Study Five

EatRight Ontario

Fall 2009





Background

EatRight Ontario (ERO) is a telephone, email and web based service that connects Ontarians with Registered Dietitians. It is designed to provide easy-to-use nutrition information to the consumer based on their questions. The service is funded by the Ontario Ministry of Health Promotion and managed by the Dietitians of Canada (DC). ERO is working together with the Nutrition Resource Centre (NRC) in Ontario to support the NutriSTEP® screening questionnaire. ERO is a key support and resource for parents with a preschooler trying to access nutrition information and for community agencies wanting to implement a NutriSTEP® Program.

Launch of Implementation

March 2009

Geographic Location


Ontario-wide

Focal Audience

EatRight Ontario supports parents of three and four year olds in Ontario who have already received the NutriSTEP survey in their community and Health Care providers interested in implementing a screening program.

Delivery methods

| # | Method | Reach | Implementation Notes |
|----|---|-------|---|
| 1. | Province-wide telephone call centre/email contact service and website information | | ERO does not directly promote the NutriSTEP® screening tool. General advice on where people can access the questionnaire in the community is provided. ERO's primary role is to answer parent's/caregiver's questions on preschool nutrition once the questionnaire has been completed. ERO is also able to link parents to community agencies and health professionals who can better meet their needs. ERO does not administer nor send out copies of the questionnaires |



Follow-up methods

When parents receive and complete a NutriSTEP® questionnaire in their community, they are given the contact information for EatRight Ontario. ERO has developed a standardized counseling tool to support nutrition related NutriSTEP® inquiries. ERO provides callers with evidence based nutrition and healthy eating advice. Information can also be mailed out via email or regular mail. ERO can also provide community referrals to the callers when appropriate. No personal information is collected or stored. Clients can call or email as often as they like with their nutrition and health eating related questions.

Implementation team

| Job title | Roles | Time Investment |
|---|--|---|
| ERO Operations Manager and/or Knowledge Manager | <p>Managed the development of a counseling tool for the Call Centre dietitians to assist in responding to questions about NutriSTEP® from parents and health care practitioners.</p> <p>Manage the internal review process of NutriSTEP® consumer tools.</p> <p>Participated in planning teleconferences between ERO, NRC, and researchers prior to launch of the NutriSTEP® counseling tool at ERO.</p> <p>Participate in the NutriSTEP® Provincial Advisory Committee</p> <p>Track NutriSTEP® related interactions, number of calls, content of calls, and resources distributed in follow-up to those calls.</p> <p>Manage the community referral database.</p> | <p>Implementation of program: Approximately 4 hours per month from August 2008 to March 2009 (8 months).</p> <p>Ongoing when necessary</p> <p>Quarterly meetings</p> <p>Quarterly</p> |
| ERO contact centre Dietitians | <p>Develop and maintain a standardized counseling tool for the call centre dietitians to assist in responding to questions about NutriSTEP® from parents and health care practitioners.</p> <p>Reviewed NutriSTEP® consumer tools against DC PEN criteria to ensure consistency of information.</p> | <p>Development of resources: Approximately 8 hours per month from August 2008 to March 2009 (8 months).</p> <p>Ongoing when necessary</p> |



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| | Participated in training session from the NRC and NutriSTEP® research team to prepare ERO staff on managing NutriSTEP® related calls from people in Ontario communities. | ½ day |
| Website Content Manager | Manages content of ERO website, which includes promotion of NutriSTEP® Tracks NutriSTEP® related interactions on the website. | Quarterly |

Community partners

| Partner | Role | Notes |
|--|--|-------|
| Public Health Units, Community Health Centres and any other programs using NutriSTEP® in the community | <p>Communities refer people who complete the NutriSTEP® questionnaire to our call centre.</p> <p>ERO is able to refer/link parents to the appropriate community or health service based on need</p> <p>ERO is able to add community specific community and health professional contact information to the ERO referral database so that appropriate community referrals can be made to interested parents.</p> | |

Annual Costs (excluding staff)

NA

Program challenges, proposed solutions

| Challenge encountered | Possible solution, or way to avoid |
|---|---|
| EatRight Ontario has not received a lot of calls directly linked to the NutriSTEP screening questionnaire. Many NutriSTEP® screening programs are just in the planning and development stage, | Once NutriSTEP® is more established in the community, ERO hopes that the call centre will receive more calls/emails from parents on preschool nutrition issues. ERO will be able to direct callers to supports in the community and provide general counseling and information to parents/caregivers. |





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|---|---|
| and thus may be the cause of the low volume of calls. | Eat Right Ontario will continue to promote and expand our reach of service to consumers and health professionals across Ontario through a variety of different means such as engaging stakeholders, attending health fairs and conferences and promoting through the media. |
| ERO is unaware of the communities that have set up NutriSTEP® screening programs. | Develop a master list of where NutriSTEP® screening is taking place across the province. |

Additional support required

It would be valuable to promote ERO’s supportive role in relation to the NutriSTEP® Program through the current NutriSTEP® promotion, resources and materials. Health care providers, community agencies and screen administrators can increase ERO promotion by adding ERO contact information on client and health care professional’s resources and/or by distributing ERO promotional materials such as magnets and brochures to parents and caregivers.

Outcomes expected

- To increase nutrition and healthy eating knowledge among parents,
- To connect families with community resources, especially in situations when they are considered “high risk” or simply would like more information/follow-up,
- To support at-risk preschoolers through education and referral into the community,
- To direct interested health care professionals and organizations to resources in their community that will help them start to use the NutriSTEP® Program,
- To be recognized by the public as a credible source for nutrition and healthy eating information to support all members of the family including children.

Evaluation data

We do not have any evaluation data at this time.

Expansion plans

| Desired expansion or enhancement | Barriers to proceeding in this direction? |
|---|---|
| Continue our role as a provider of community referrals and general healthy eating advice for both parents and professionals once the NutriSTEP® questionnaire has been completed. | <ul style="list-style-type: none"> • The NutriSTEP® Program in Ontario is still in its early stages. • Ontarians are still learning about the Eat Right Ontario service as a source of trusted nutrition information. |

