

EatRight Ontario

ERO Provincial Report

Highlights of ERO Service Statistics
Provided by Dietitians of Canada

VOLUME XI

April 1, 2014 to
September 30, 2014

Dietitians of Canada acknowledges the financial support of EatRight Ontario by the Ontario government.

The views expressed in this Report are the findings of EatRight Ontario & Dietitians of Canada, and do not necessarily reflect those of the Province.

CONTENTS

Background	1
ERO Contact Volume	2
ERO Website Visits	3
Who contacts ERO?	4
Why do Ontarians contact ERO?	7
How did Ontarians become aware of ERO?	7
Does ERO refer callers to other services?	8
How satisfied are ERO service users?	9
Appendix A: Reason Categories	10

For more information contact:

Monica Beaumont

Team Lead

monica.beaumont@dietitians.ca

© Copyright Dietitians of Canada, 2014.

Background

EatRight Ontario is a program funded by the Ontario Ministry of Health and Long-Term Care, and currently managed by Dietitians of Canada.

The EatRight Ontario contact centre has three related components:

- The **ERO dietitian call centre** 1-877-510-5102 connects Ontarians with a Registered Dietitian by telephone between the hours of 9 am to 5 pm ET Monday through Friday, with evening hours Tuesday and Thursday to 9 pm ET. Call centre advice is provided in both official languages as well as over 100 other languages by transferring the call to a dietitian who speaks the caller's preferred language or through use of a translation service.
- The **EatRight Ontario website** eatrightontario.ca provides nutrition articles, FAQs, tips and recipes as well as links to additional nutrition and healthy eating resources, including the My MenuPlanner interactive feature.
- **Email a Dietitian is an ERO website feature** that enables Ontarians to submit nutrition questions by email and receive feedback from a Registered Dietitian at the call centre within three business days.

This report provides a provincial overview of key ERO service measures. Individual reports for each of Ontario's 36 public health unit regions are available on request.

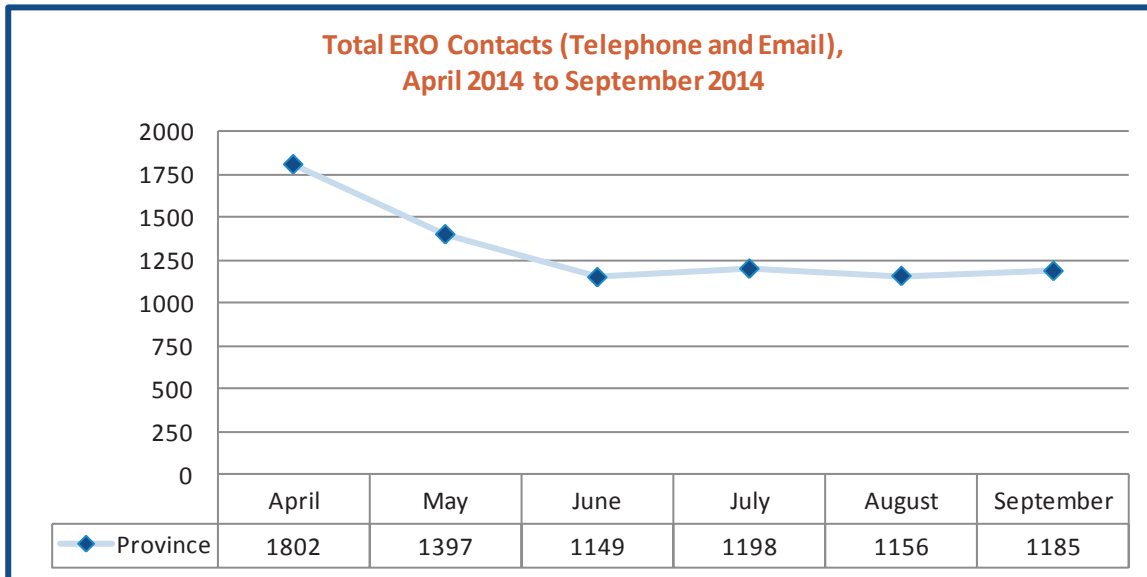
ERO Contact Volume

ERO contact volume reported here includes inbound calls to the dietitian call centre, questions submitted through the email a dietitian website feature, and visits to the ERO website. Telephone and email contact data presented here are limited to those contacts where caller information was provided; total contact volume is approximately **10%** higher.

ERO Telephone and Email Contacts

ERO had **7,887** contacts between **April 2014 and September 2014**. These consisted of **5,804** telephone calls and **2,083** emails. The graphs compare total contacts on a provincial and regional level. Peaks and valleys in line graph are typically related to promotional activities, especially media activity.

Chart 1:



ERO Website Visits

The ERO website eatrightontario.ca is a well used resource for nutrition information and healthy eating resources. Between **April 2014 and September 2014** website visitors viewed **1,827,553** pages of content during **996,189** visits to the website. This report shows the number of visits¹ and pageviews² per month.

Chart 2:

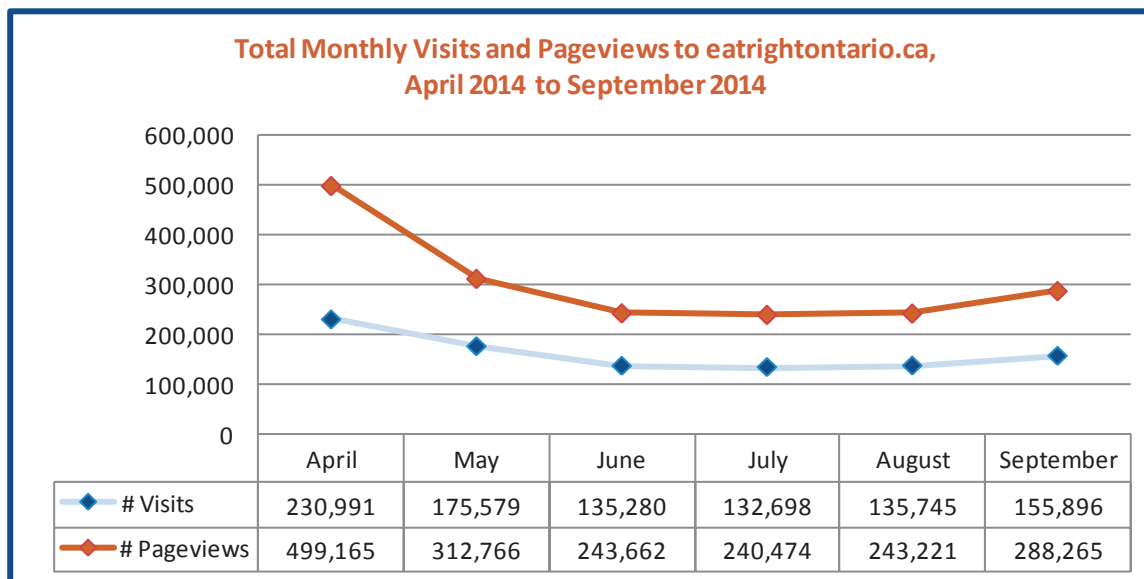


Table 1: Most Popular Topics Accessed on ERO Website April 2014 to September 2014

English	French
My Menu Planner	Ce que vous devez savoir au sujet de la vitamine B12
Recipes	Quelques conseils pour aider à soulager les brûlures d'estomac et le reflux gastro-œsophagien
Introducing solid food to your baby	Quatre mesures à prendre pour avoir un régime végétalien équilibré
Understanding Genetically Modified Foods	Plan de menu pour la prévention et la gestion du diabète
Sample meal plans for feeding your baby	Peut-on prévenir et soigner les calculs biliaires par l'alimentation?
Nutrition tips for Polycystic Ovary Syndrome (PCOS)	La cause des ulcères pourrait vous surprendre!

¹ Visits: the total number of visits to the website

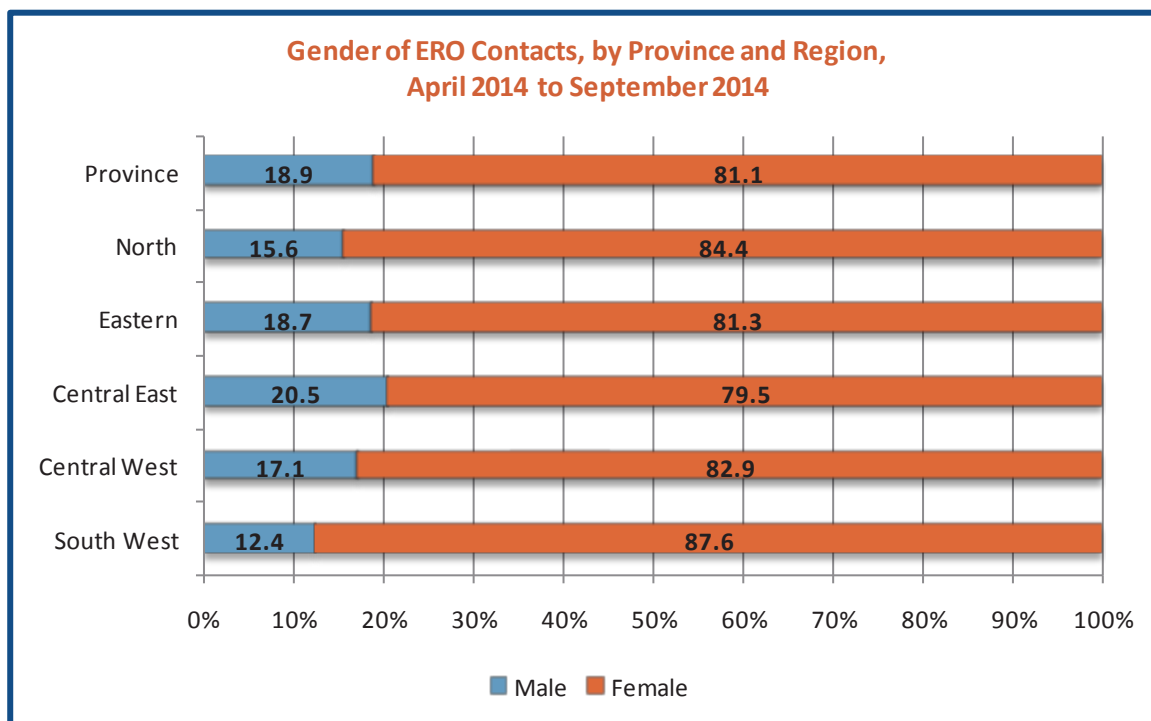
Who contacts ERO?

ERO is a resource for consumers and intermediaries³. Between **April 2014 and September 2014**, **91%** of ERO contacts were made by consumers and **9%** were made by intermediaries. The figures below show characteristics of consumers who have used the service.

As can be seen, consumers who contact ERO on behalf of themselves or their families are most likely to be **women over the age of 30 who have completed post-secondary education**. The majority of service users access ERO in English, with **about 1.5%** of individuals using another language, most frequently **French**.

These figures show provincial and regional comparisons of gender, age and educational attainment of consumers contacting ERO.

Chart 3:



³ In this document, the term intermediaries is used to refer to a broad array of individuals working as health care professionals, educators, community leaders and other roles that can facilitate health promoting behaviour.

Chart 4:

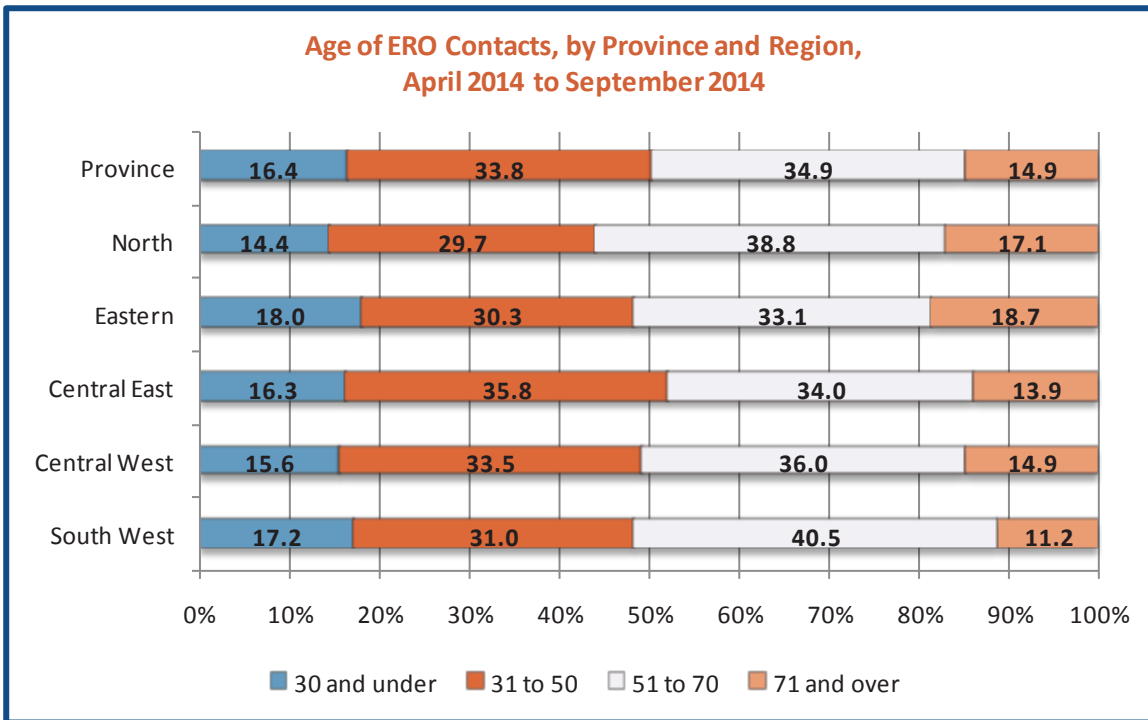
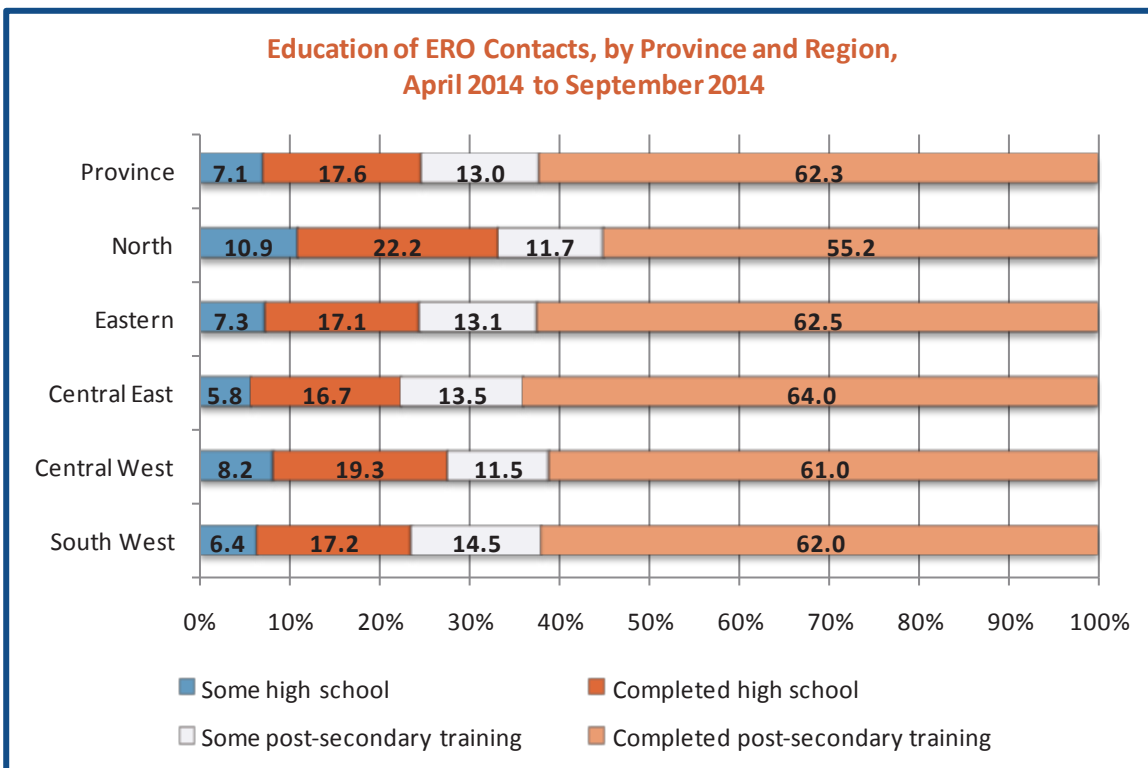
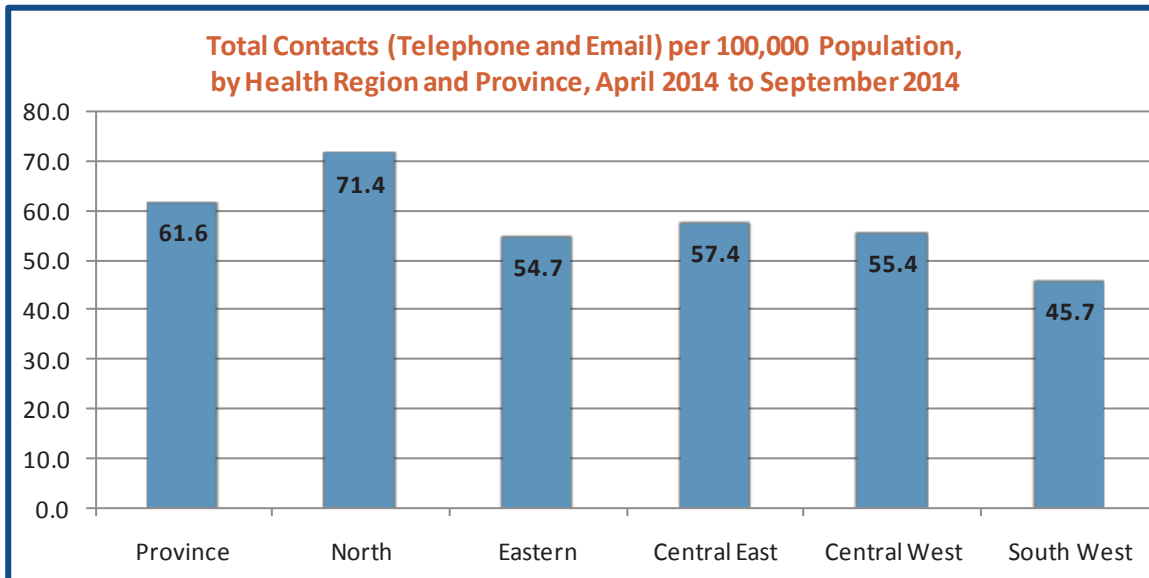


Chart 5:



ERO is a healthy eating resource used by Ontarians in **all** regions. These charts illustrate the proportion of the population that uses ERO services in the province and each region.

Chart 6:



Why do Ontarians contact ERO?

This report shows the five most common reasons, at the provincial and regional, levels, that consumers contact ERO. See **Appendix A** for a list of topics included in these categories.

Table 2: Top Reasons for Consumers to Contact ERO, by Geography, April 2014 to September 2014

Reason	Province	North Region	Eastern Region	Central East Region	Central West Region	South West Region
Healthy Eating	20%	21%	24%	18%	22%	21%
Weight Management	14%	14%	11%	14%	14%	16%
Digestive	11%	14%	11%	10%	11%	12%
Diabetes	11%	11%	10%	12%	9%	9%
Nutrients	10%	9%	10%	10%	12%	7%
Other	9%	7%	8%	9%	7%	8%
Heart Health	6%	5%	6%	7%	6%	6%

How did Ontarians become aware of ERO?

This report shows the most common means by which consumers who were first-time callers to the ERO telephone service became aware of ERO. Promotional materials include ERO magnets, brochures, calendar, ads, bookmarks.

Table 3: Top Ways Consumers Heard about ERO, by Geography, April 2014 to September 2014

Heard About ERO From:	Province	North Region	Eastern Region	Central East Region	Central West Region	South West Region
Doctor's Office	30%	19%	20%	34%	30%	20%
EatRight Ontario Website	10%	4%	9%	12%	11%	9%
Media	8%	8%	11%	8%	7%	8%
Health Unit	8%	15%	14%	5%	9%	7%
Promotional Material	7%	26%	7%	5%	5%	10%

Does ERO refer callers to other services?

O-PEN (a customized Ontario version of Dietitians of Canada’s Practice-based Evidence in Nutrition knowledge database) supports ERO Registered Dietitians to deliver consistent, evidence-based advice through the call centre, website and Email a Dietitian website feature. The O-PEN database includes standardized responses to nutrition questions, counselling guidelines, client tools and contact information for community agencies. Between **April 2014 and September 2014**, O-PEN supported responses to **96%** of ERO contact inquiries.

While ERO dietitians manage the majority of client inquiries with existing resources, they also refer clients to other community services when appropriate. This report shows the percentage of calls that were managed without need for referral, and the most frequent services that consumers were referred to.

Table 4: ERO Referrals Provided to Consumers between April 2014 and September 2014

	Province	North Region	Eastern Region	Central East Region	Central West Region	South West Region
No Referral	83%	87%	84%	83%	84%	85%
Referral to:						
• RD	8%	5%	7%	9%	7%	5%
• Medical	5%	5%	6%	5%	4%	5%
• Other	1%	1%	<1%	<1%	2%	1%
• CHC	<1%	<1%	<1%	<1%	1%	<1%
• Community Agency	<1%	<1%	1%	<1%	<1%	1%
• Health Unit	<1%		<1%	<1%	<1%	
• Emergency Service	<1%					
• Unspecified	2%	2%	2%	1%	2%	2%

How satisfied are ERO service users?

Ontarians who have used ERO are highly satisfied with the service. Past evaluations have indicated that users considered ERO easy to use and found the information provided by the dietitians helpful, credible and trustworthy.

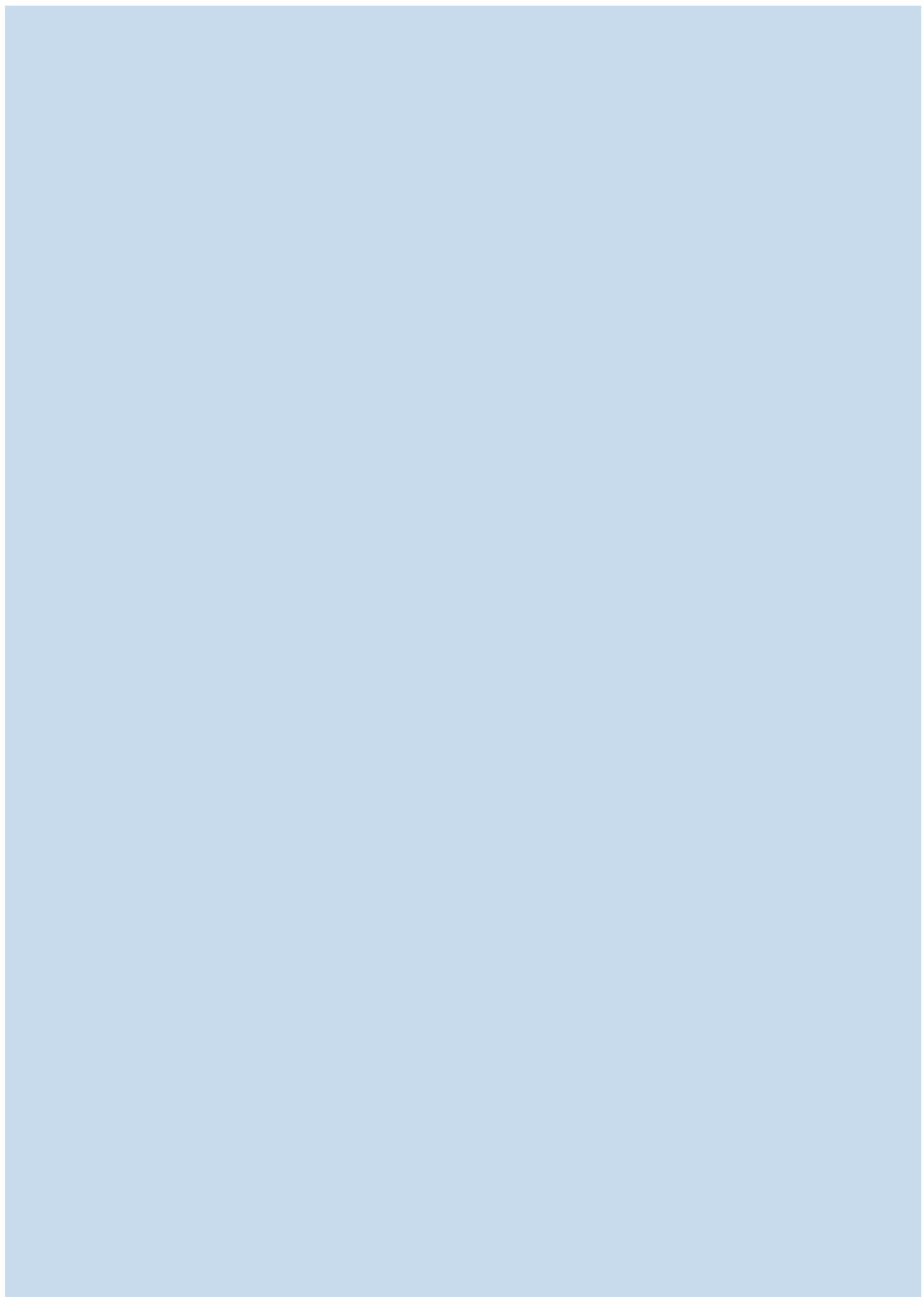
For the time period **April 2014 to September 2014**:

- **99.7%** of consumers calling the ERO call centre indicated they would recommend the service to others.
- **88.4%** of Email a Dietitian users who provided feedback indicated that they were satisfied with the response.

Appendix A: Reason Categories for Calling ERO

The RD codes the primary reason for the person contacting ERO. If a suitable reason category does not exist, the contact is coded as “other” with a description.

Major Category	Category Includes
Allergy/intolerances	lactose intolerance, celiac
Arthritis/Gout	
Bone Health	osteoporosis, relationship of specific nutrients to bone health
Cancer	cancer management and prevention
Diabetes	diabetes management and prevention
Digestive	gas, irritable bowel, colitis, Crohn's, diverticulosis, ulcer
ERO Program info	hours of service, scope, promotional materials and resources, compliments, complaints
Food Access/cost	food banks, budgeting, food security
Food purchase/preparation	food labelling, nutrient content, recipes, ingredients, food selection, nutrient analysis
Food Safety	food storage, hormones, additives, food poisoning, pesticides, organic
Healthy Eating	food groups, services, general questions on infant feeding, solids, picky eater, weaning, packing lunches, breakfast, snacks, eating out, menu planning
Healthy School	Ministry of Education School and Beverage Policy (PPM150)
Heart Health	cardiovascular disease prevention and management, hypertension
HIV/AIDS/immune	
Mental Health	
Nutrients	vitamins, minerals, supplements, health properties in food, natural health products, phytochemicals
Pregnancy/Breastfeeding	food choices, weight gain, supplements
Vegetarian	all types of vegetarians
Weight Management	eating disorder, body image, growth charts, BMI, weight lost, fad diets
Other	where to find a dietitian



EatRight Ontario offers three easy ways to access healthy eating, food and nutrition advice:

1. Talk to a Registered Dietitian toll-free at 1-877-510-5102
2. Send an email to “Email a Dietitian” online at eatrightontario.ca
3. Visit the eatrightontario.ca website for healthy eating information, menu planner, tips and recipes