

# Core Lecture Series

## Public Health Nutrition

Day in the Life of One  
Public Health Dietitian

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 Region of Peel  
*Working for you*

## Overview: Public Health Dietitians and Nutritionists

<b>Public Health Dietitians</b>	<b>Public Health Nutritionists Level 2 Dietitians Consultants</b>
2008/09 sample salary range: \$58 – 72.5 M	2008/09 Sample salary range \$68 - 85 M
<ul style="list-style-type: none"> <li>• Development of small to medium (occasional large) projects/programs</li> <li>• Implementation of s/m/large programs</li> <li>• Development of materials.</li> <li>• More direct involvement in community activities such as partnerships, presentations, displays etc.</li> <li>• May have Masters</li> </ul>	<ul style="list-style-type: none"> <li>• More extensive or comprehensive broad based research and/or larger program responsibilities (e.g. obesity strat plan)</li> <li>• More likely to have a leadership role</li> <li>• Masters related to Public Health</li> </ul>
Some Health Departments combine the roles and/or have no pay differentiation	

## Region of Peel - Registered Dietitians

- Healthy Eating & Physical Activity for Children & Youth - **2 PH Dietitians, 2 PH Nutritionists**
- Cancer Prevention & Heart Health - **1 D, 2N**
- Community Access & Development - **2D, 1N**
- Workplace Health - **1D**
- Contact Centre - **1 D** (job share), & **casuals**
- Diabetes Initiative - **1 D, & casuals**
- Families Division - **1 D & 1 N** (new position)

1 Director, 1 Manager & 2 Supervisor RD's

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19 FTE RD's  
& casuals

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## Hours of work

- Very flexible work environment, work independently for the most part, or in groups
- Staff arrive between 8am to 9am (I start at 8:30)
- Go for coffee with friends (dietitians, nurses HPO's)
- 12:00ish have one hour lunch (most people bring their lunch) I walk for ½ hour daily walk with friends
- 5:00 leave for day, if I don't stay late because I am so involved in my work/projects
- This provides ½ hour extra per day toward "compressed work day" off, every three weeks (typically a Friday)

## Hours of Work

- Able to flex work day if going out in the community to do a presentation, display, consultation, training, meeting etc. in the evening
- Able to collect up to 70 hours per year Lieu Time for overtime (not \$) if approved by Supervisor
- After 8 years, 4 weeks vacation (plus stats as well as three float days used over Holiday Break)

- College of Dietitian of Ontario
- [Dietitians of Canada](#)
- Ontario Society of Nutrition Professionals in Public Health (OSNPPH) – *very busy this year*
  - OSNPPH – Treasurer – on executive
    - OSNPPH – Nutrition Exchange – annual conference committee
  - OSNPPH – Student Nutrition Program Workgroup (Co-chair)
    - OSNPPH – General Student Nutrition Steering Committee
  - OSNPPH – Central West / Central South (info sharing)
- [Breakfast for Kids \(steering committee chair\)](#)
- Peel Nutrition Care Providers
- [Peel Public Health Nutrition Care Providers](#)
  - RoP Health Dept. R.D.'s

## how I spend my time:

- Computer/Desk: research and development, continuing ed. (I use my computer extensively rather than paper)
  - average now is 60 - 75%
  - has been as low as 40% when doing CFA training
- Meetings: at work, in community, lots of teleconferences 7 or more hours per week
- Community: presentations, displays, consultations, **H1N1**
  - 10 – 20 hours per month (can be a lot more)

## Examples of Larger Activities/Experiences

### **Website:** Great Lunches for Kids Nutrition Campaign JK-12

- Initiated, designed, wrote & created (with web team) incorporating Foundations for Healthy Schools Ministry of Education model
- Formal evaluation project with RoP Nurses & 60ish participants

### **Community:** Student Nutrition Programs – Breakfast for Kids

- Healthy Eating and MCYS Food Standards - workshops
- Food Safety (sink – healthy foods tool)
- Steering Committee Chair
- 3 year research project with U of Waterloo – initiated, supported and assisted with presentations - SWOT analysis

## Examples of Larger Activities/Experiences:

- **Revised Canada's Food Guide:** Implementation across RoP
  - Trained professional staff across Region of Peel divisions
  - Attended Health Canada workshops
  - Researched and wrote backgrounders (dietitians/nurses and teacher)
  - Developed power point presentations (professionals, teachers, community)
  - Handouts and a Display
- **Community Food Advisor Program:** All aspects including proposals, recruitment, selection, training, graduation and coordination. Various activities during three groups of 50 volunteers.
- **Acting Supervisor** Cancer Prevention Heart Health Supervisor for 18 months

- **Great Lunches for Our Kids** – RoP publication
- **Great Lunches for School** – colouring book
- **Lunches and Snacks Display** – designed & lead
- **Lunch Bag Game** – JK – Grade 5
- **JK/SK Food Portion Display** (designed & lead using food models & considering eating behaviour messaging)
- **Community Presentations & Displays** (24 or more per year) related to:
  - Canada's Food Guide
  - Healthy Lunches and Snacks
  - Combination of above, various timelines

- Consultant on various projects/activities for fellow team members, other teams and divisions, community etc.
- [Back-up to Dietitian Call Centre as needed](#)
- Variety of list serves including:
  - Dietitians of Canada
  - OSNPPH
  - Student Nutrition Workgroups
- [Public Health Evidence and Comprehensive Program Planning – RoP focus – enhancing skills & integrating into activities](#)
- Ad hoc projects and other duties as required (H1N1)

- Projects within team (usually 2 to 5 people)
- Divisional Projects, eg. Nutrition Month – 6 different team representatives
- Projects often require working with other health dept. staff (RD's, Nurses, HPO, Admin), communications, web team, print shop, accounting etc.
- Ontario Public Health Association Biotechnology Workgroup – until 2006
- Association of Local Public Health Agencies – annual conference 2007
- HEPA Team Strategic Planning Committee
- CDIP – Region of Peel Masters/Internship Placements
- CDIP – School Nutrition Standards Workgroup

- Team meetings – 2 mornings per month
- Team “brain food” training/updates – ½ day per month
- Peel Public Health Nutrition Practice Group - 6x per year minimum
- Sectional Meetings – ½ day - 4 x per year
- Chronic Disease Injury Prevention Divisional Meetings - ½ day – 2 x per year
- Health Dept. Staff Day- full day once per year

- **Conferences – 3 or so per year, usually GTA**  
(plus DC Ottawa & Winnipeg)
- **RoP RD – Statistical Analysis Journal Club**
- **Webinars based training**
  - DC Web Training/DRI's – 1-2 per year
  - Others 2 to 4 a year, as my time allows
- **Region of Peel Internal Courses – 2+ per year**
- **Region of Peel – Program Planning & Evaluation**
- **Ongoing Reading, Journals and Reports**
- **Always learning for project based knowledge needs, etc.**

- OSNPPH
- Nutrition Resource Centre: Eat Smart, Community Food Advisor Program, Colour it Up etc.
- Dietitians of Canada
- Ontario Public Health Association
- Public Health Agency of Canada
- Many more



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include some aspects of Social Marketing

- [www.peel-obesity.ca](http://www.peel-obesity.ca)
  - (target parents for obesity prevention in children)
- [www.healthyeatingpeel.ca](http://www.healthyeatingpeel.ca)
  - (target adult women in Peel)
- [www.schoolhealth101.ca/lunches](http://www.schoolhealth101.ca/lunches)
  - specific lunches campaign for 2008-9 (& nutrition mth)
- [www.schoolhealth101.ca](http://www.schoolhealth101.ca)
  - (target – schools, general data base-search engine)
- [www.schoolhealth101.ca/action](http://www.schoolhealth101.ca/action)
  - (target schools, healthy eating physical activity)
- [www.peelregion.ca/health/recruitment](http://www.peelregion.ca/health/recruitment)
  - **(target professionals seeking work – including RD's)**

## Social Marketing Fundamentals

- Audience Centered Orientation
- Segmenting audience to represent group: motives, values, lifestyle
- Real and perceived barriers incorporated
- Show benefits to individuals rather than professionals
- Variety target methods: media, face to face, events etc.

## Social Marketing Fundamentals

- Pretesting, monitoring, evaluation, improve, document
- Representatives from audience participate – all steps
- Partnerships to enhance credibility and buy in
- Synergy and complement other social change approaches
- Sustainable, long-term financial commitments (years, decades)

## Social Marketing – Steps

- Set SMART goals/objectives
- Analyze your audience
- Analyze the environment
- Set measurable outcomes / timelines
- Plan and develop strategy
- Build in an evaluation
- Implement the plan

### **Social Marketing Tutorial /Information**

<http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tutorial-guide/index-eng.php>

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