

Core Lecture Series
Public Health Nutrition

**Day in the Life of One
Public Health Dietitian
Plus Social Marketing Campaigns**

Public Health

 **Region of Peel**
Working for you

Overview: Public Health Dietitians and Nutritionists

Public Health Dietitians	Public Health Nutritionists Level 2 Dietitians Consultants
sample salary range: \$55 – 69 M	Sample salary range \$65 - 81 M
<ul style="list-style-type: none"> • Development of small to medium (occasional large) projects/programs • Implementation of s/m/large programs • Development of materials. • More direct involvement in community activities such as partnerships, presentations, displays etc. • May have Masters 	<ul style="list-style-type: none"> • More extensive or comprehensive broad based research and/or larger program responsibilities (e.g. obesity strat plan) • More likely to have a leadership role • Usually have Masters (very few do not)
Some Health Departments combine the roles and/or have no pay differentiation	

Region of Peel CDM RD's

- Healthy Eating and Physical Activity for Children & Youth (*2 dietitians, 2 nutritionists*)
- Cancer Prevention & Heart Health (*1 D, 1N*)
- Community Access & Development (*2D, 1N*)
- Workplace Health (*1D*)
- Call Centre (*1D plus casuals*)

Families Division (*one dietitian*)

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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 8:15)
- Go for coffee with friends (dietitians & nurses)
- 12:00ish have lunch (most people bring their lunch) and ½ hour walk with friends
- 4:45 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)

- Dietitians of Canada
- [College of Dietitian of Ontario](#)
- Ontario Society of Nutrition Professionals in Public Health (OSNPPH)
 - OSNPPH – Central West / Central South
 - OSNPPH – Student Nutrition Workgroup
 - OSNPPH – Student Nutrition Program
- [Breakfast for Kids Partnership Committee](#)
- Peel Nutrition Care Providers
- [Peel Public Health Nutrition Care Providers](#)
 - RoP Health Dept. R.D.'s

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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
 - 5-10 hours per week (could be more)
- Community: presentations, displays, consultations
 - 10 – 20 hours per month (can be a lot more)

Larger projects – examples:

Website: Great Lunches for Kids Nutrition Campaign

Community: Student Nutrition Programs – Peel Breakfast for Kids

Revised Canada's Food Guide: Implementation across RoP

- Attended Health Canada workshops
- Researched and wrote backgrounders (dietitians/nurses and teacher)
- Developed power point presentations (professionals, teachers, community)
- Handouts
- Display
- Trained professional staff across Region of Peel divisions

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- [Great Lunches for Our Kids](#) – RoP publication
- [Great Lunches for School](#) – colouring book
- Everyday Foods and Sometimes Foods –in process
- [Lunches and Snacks Display](#) – designed and lead
- Lunch Bag Game – JK – Grade 5
- Community Presentations and Displays (24 or more per year) related to:
 - Canada's Food Guide
 - Healthy Lunches and Snacks
 - Food Labelling

- 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 Workgroup
- [Public Health Evidence – learning more, integrating into activities](#)
- Ad hoc projects and other duties as required

- 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

- 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 – 3-5 a year usually Greater Toronto Area, (plus Ottawa & Winnipeg)
- Webinars based training
 - DRI's – 2 per year
 - Various 2 to 4 a year, as my time allows
- Region of Peel Courses – 2 or so per year
- Ongoing Journals and Reports
- Project based knowledge needs, etc.

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



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- 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
- Etc.

Web sites – aspects of Social Marketing

- www.peel-obesity.ca
 - (target parents for obesity prevention in children)
- www.healthyeatingpeel.ca
 - (target adult women in Peel)
- www.schoolhealth101.ca/lunches
 - specific lunches campaign for 2008-9 (& nutrition mth)
- www.schoolhealth101.ca
 - (target – schools, general data base-search engine)
- www.schoolhealth101.ca/action
 - (target schools, healthy eating physical activity)

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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