

JOIN IN TO PROMOTE DC'S DIGITAL ADVERTISING CAMPAIGN IN JANUARY!

Throughout the month of January, Dietitians of Canada will be running a targeted Facebook digital advertising campaign. A big thank you to members of the Extended Health Benefits Advocacy Advisory Committee and the DOC Network for supporting the development of this campaign.

The ads target the confusion caused by the “information spin” around food and nutrition – and promote dietitians as the solution. Viewers that link through will get a complete snapshot of the advantages dietitians offer on a campaign-specific web page on [UnlockFood.ca](https://unlockfood.ca). The primary call-to-action will be to Find a Dietitian and book an appointment. The secondary call-to-action will be to check their employee health benefits plan and if not covered, share the [Fact Sheet](#) with their employer.

In addition to paid advertising, DC will be supporting the campaign across Canada with posts on UnlockFood.ca's Facebook, Instagram and Twitter throughout January. Join in on social media to share, like and support the campaign – and create your own posts using the key messages available in this member toolkit. Feel free to tag @DietitiansCAN and use the hashtag #DietitiansCanHelp.



KEY MESSAGES:

- Canadians are overwhelmed with information about food and nutrition. It's too much for people to digest and is leading to confusion. Canadians need clarity. Dietitians can help.
- Whether you are looking to improve your relationship with food, manage a health condition or to enhance athletic performance, dietitians can help.
- Dietitians offer a clear fact-based approach, with no fads or gimmicks, to help you get clarity about food and nutrition and avoid being confused by the "information spin."
- Dietitians are university-trained, licensed and provincially-regulated health professionals specializing in food and nutrition.
- Dietitians undergo specialized university training in science and nutrition, a licensing exam and must maintain ethical standards and continually update knowledge and skills to meet regulatory requirements.
- With rigorous training and standards in place, Canadians can feel confident that dietitians offer a credible and reliable source of food and nutrition guidance.
- Dietitians help Canadians understand the connection between food and personal health, offering nutrition clarity and peace of mind.
- Dietitian services are covered under many employee health benefits plans in Canada, meaning that your out-of-pocket costs for dietitian services may be eligible for reimbursement.
- If dietitians are not covered under your employee health benefits plan, ask your employer to add dietitian services. It is available through all of the major insurers in Canada. Share this [Fact Sheet](#) with your employer to request dietitian coverage in your plan.
- Many dietitians now support Canadians with the choice of virtual or in-person consultations.