

# Digital Awareness Campaign:

## *Dietitian services through employee health benefits plans is an issue for ALL of the profession*

October 2019

The **Employee Health Benefits Advocacy advisory committee**, the Consulting Dietitians Network and the Diabetes Obesity and Cardiovascular Network are supporting a month-long digital communications campaign with the goal of *increasing awareness of all dietitians in Canada that increasing coverage of dietitian services through employee benefits plans is an issue for the whole profession.*

Watch for social media posts on DC's twitter, Facebook and Instagram feeds starting **October 4<sup>th</sup>**, as well as for messages in Dietitians of Canada's Your Weekly Update newsletter. Visit <https://www.dietitians.ca/employeehealth> for more information.



### Would YOU like to help spread our messages and support this campaign?

The more we work together as a profession on this issue the further our message will spread! The more messages are shared during this one month campaign the greater the awareness that this is an issue that affects dietitians in all practice areas, and the further the reach of the campaign will be!

We will also get a broader spread and a better uptake if our messages and approaches are consistent. Here are some tips to help!

#### Do:

- Do share, post and spread the importance of adding dietitians to employee health benefit plan within your network
- Do address the issue that we, as dietitians, are solving – Canadians are confused. We can help.
- Do promote the value of dietitian training, regulation and ethical, evidence-based care
- Do position dietitians as the solution to confusion around food choices and misinformation
- Do promote dietitians as the best choice for nutrition advice to help Canadians
- Do think beyond your specific role to help build our reputation as a profession, to help further increase respect and trust.

#### Don't:

- Don't speak in a way that pegs dietitians against other professions – e.g., we/they, we are better, they are confusing people, etc.
- Don't cast blame for the current confusion around food choices.
- Don't be critical of the understanding or beliefs that people may have due to misinformation – don't focus on what's wrong, focus on how dietitians can make it better!

Remember: to be seen as the professional, reputable choice for nutrition advice our online actions and behavior also need to reinforce our messages.

## Campaign Messages

Here are a few examples of messages that DC will be using during this campaign. Feel free to post through your preferred social media account.

1. We see it every day... Canadians are confused about food and nutrition. As dietitians, we are university trained, regulated and provide ethical, evidence-based care—we're the best choice for nutrition advice, hands down. So let's rally together to spread the word. Share. Like. Tweet. Post. Encourage Canadians to ask for dietitian coverage in their employee health benefits plan! Find out why...  
[www.dietitians.ca/employeehealth](http://www.dietitians.ca/employeehealth) #DietitiansAreKey
2. There is much confusion out there about nutrition and food choices. As trained, regulated and evidence-based dietitians, we can bring clarity to nutrition for Canadians. But it will take ALL dietitians acting now to spread the word. No matter where you are working, if you are a dietitian join us to help Canadians get access to dietitian services through their employee health benefits plans! Share. Like. Tweet. Post. Find out why ...  
[www.dietitians.ca/employeehealth](http://www.dietitians.ca/employeehealth) #DietitiansAreKey
3. Are YOU a dietitian? Regardless of where you work, Canadians need you. As rigorously trained, regulated professionals, grounded in evidence, dietitians are the best choice for nutrition advice, hands down. And with so much confusion around healthy food choices, it's up to you to spread the word and help Canadians get access to dietitian services in their employee health benefits plans. Be sure to download the fact sheet and watch your inbox for news from Dietitians of Canada to find out why your help is so important! Register to receive email news: <http://multibriefs.com/optin.php?doc> #DietitiansAreKey
4. Calling all dietitians! Canadians are confused about food and nutrition – and need our nutrition guidance now more than ever before. So let's answer the call and spread the word about the importance of having trained, regulated, evidence-based dietitian services available to Canadians through their employee health benefits plans. Ask the question: “Do we have dietitian coverage in our plan?” Find out why this is so important ... [www.dietitians.ca/employeehealth](http://www.dietitians.ca/employeehealth) #DietitiansAreKey



## Something to add that would help DC and your colleagues? Let us know:

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