



### WRHA Strategic Directions:

#### Access to Service and Client Health Information

##### Facilitate Navigation to D-a-D

###### WHAT IS BEING MEASURED?

The number and type of opportunities that dietitians in the Winnipeg health region use to navigate clients/callers to Dial-a-Dietitian (D-a-D) for nutrition information.

###### WHY IS THIS IMPORTANT?

Dial-a-Dietitian is a new service that has been available to Manitobans to access nutrition information since 2010. It is an important adjunct to the work of Winnipeg dietitians. D-a-D services can relieve some pressure on Winnipeg dietitians who receive calls from the public.

###### WHAT IS THE TARGET?

All RDs in the Wpg health region include navigation to D-a-D in their phone message if they receive calls from clients or the public. Other ways to promote use of the D-a-D service are explored and encouraged.

###### HOW ARE WE DOING?

#/rate of RDs with phone msg = 9/9 or 100% of Public Health Dietitians  
Report on the additional ways that the use of D-a-D can be encouraged:  
-banner used at public events (Red River EX)  
-brochures provided to clients and the public  
-D-a-D promoted in the WAVE and other publications  
-D-a-D header used in new NFS website and prominently encouraged as a source of nutrition information

###### Interpretation:

While it is not possible to link our promotional efforts to a specific call or caller, D-a-D has experienced a 48% increase in calls between 2011 and 2012.

The increase in calls to D-a-D corresponds to our concerted effort to promote its use. This cannot be confirmed as a cause and effect relationship.

###### WHAT ACTIONS ARE WE TAKING?

We will continue to work closely with the dietitians at D-a-D to find appropriate ways to promote the service. We will encourage Winnipeg dietitians to direct callers/ clients/ the public to access D-a-D for nutrition information in several forms of media; phone, email, website, education resources, publications and others.

The suggestion to include the D-a-D logo on client education resources will be considered for future development.