

## **Media/Health Communications 2017 Annual Report**

### **Ongoing Activities**

#### **Wave Magazine**

Public Health Dietitians/Nutritionists continue to provide articles to Wave magazine. Wave changed to an online only format in May 2017. Writers can now create slideshows or write articles in the previous style. A total of seven articles/slideshows were created or supported by Public Health Dietitians/Nutritionists in 2017.

- Jan/Feb 2017: Misleading nutrition claims – Ginette Le Gal (Last print issue)
- Summer 2017: Sustainable eating – Kerri Cuthbert (First online only issue)
- Summer 2017: Summer drinks – Martina Gornik-Marion
- Vegetarian Diet Slideshow – Rosemary Szabadka
- Sugar Slideshow – Rosemary Szabadka
- Sept/Oct 2017: School Lunches – Lana Pestaluky was interviewed (Repurposed article from Sept/Oct 2013 edition of Wave magazine)
- Nov/Dec 2017: Feeding Your Toddler – Susan Wehrle was interviewed

#### **Winnipeg Free Press**

Public Health Dietitians/Nutritionists continue to provide articles to the Winnipeg Free Press newspaper as part of the WRHA weekly column. Four Winnipeg Free Press articles were written by Public Health Dietitians (or their students) in 2017.

- March - Nutrition Month – Raising healthy eaters (Cheryl Ogaranko)
- July 7 – Summer berries (Martina Gornik-Marion)
- August 11 – Dried fruit (Rosemary Szabadka)
- December 22 – Turkey food safety (Victoria Wojakowski, Rosemary's practicum student)

#### **Cooking Videos**

Work on these videos is ongoing. At the end of 2017, Public Health Dietitians were in the process of acquiring the videos so they could be finalized and shared in a timely manner. These videos will be available for use in 2018.

#### **Other Media/Communication Activities**

Other media/communication activities continue as requested. WRHA Communications sends out requests from time to time. The following additional activities occurred in 2017:

- Interview for Today's Parent magazine article on prenatal vitamins (Kerri Cuthbert)
- Dial-a-Dietitian did a media blitz on December 18<sup>th</sup> about holiday eating resulting in taped segments on CTV and Global, Winnipeg Free Press article, article in The Leaf (Wolseley community newsletter), segments on CJOB, as well as CBC (live during Up to Speed afternoon program).
- Some public health dietitians/nutritionists contribute newsletter articles to local agencies in their community areas.

Dial-a-Dietitian data for 2017 indicates that some callers became aware of the program through media-related sources: 6 – media; 6 – newspaper; 1- Facebook.

## **New Activities**

### **Evaluation Report: Written Nutrition Media – Topics and Response**

An evaluation on written nutrition media done to date by Public Health Nutrition was conducted by a dietetic intern in February 2017, and finalized in September 2017.

- Monitoring of media activities supported by WRHA Public Health (and other) Dietitians/Nutritionists began in October 2014, including past article data, and is ongoing.
- There were 36 Winnipeg Free Press (WFP) articles published October 2013 to January 2017 and 59 Wave Magazine (Wave) articles published May 2009 to February 2017, for a total of 95 articles.

Three questions were identified and guided the report.

1. Which topics were covered?
2. What was the response to different topics?
3. How many calls to Dial-a-Dietitian were driven by media sources?

Recommendations from the evaluation report were as follows:

- When writing articles, consider highly shared categories, general trends, strategic priorities and the program's key messages. If there has already been an article written on the same topic, could perhaps update and/or refresh the past article for republishing.
- Repeat this evaluation every two years to see if shares and readership increase, or if the same trends among the topics and response continue. Consider new platforms when further evaluation takes place, i.e. new online only format of Wave magazine, social media promotion of articles, and content shared on social media platforms.
- Continue promoting Dial-a-Dietitian in media activities and track response.
- Use a variety of platforms to share messages as each platform attracts a certain demographic.
- Explore additional ways of accessing website analytics with the assistance of WRHA Communications.
- Develop a strategic nutrition communications framework and consider applying critical dietetics and healthy equity lenses to this framework. Once this framework is developed, it should help guide future media/health communications work.

### **Healthy Parenting Early Childhood Development (HPECD) Website**

Nutrition Promotion participated in the ongoing development of Population and Public Health's HPECD website as part of the HPECD Website Development Workgroup. The Public Health Nutrition Coordinator and Public Health Dietitians wrote and repurposed content for the new website, under the direction of the Health Communications Public Health Nurse. Topics included relevant nutrition issues for prenatal and postpartum women, infants and young children up to the age of 5.

## **Dial-a-Dietitian Facebook Page**

After piloting a nutrition social media presence through the WRHA's Facebook page, the Dial-a-Dietitian Manitoba Facebook page launched February 1, 2017. Since launching the page, daily posts have occurred Monday to Friday (except for statutory holidays). The Public Health Dietitian/Dial-a-Dietitian social media team moderates the page daily. A variety of posts are published, including links, photos, and videos, related to a variety of topics, including, but not limited to: relevant local events, recipes, interactive content, information relevant to all ages and stages, food recalls, knowledge translation, food safety, media articles, food insecurity, health equity, and D-a-D promotion.

There is ongoing evaluation, monitoring and reporting of outcomes by the team to relevant partners and stakeholders. A six month summary report was written and shared in August 2017. A "first year" summary report with our accomplishments on Facebook in the first year will be created and shared with stakeholders, followed by annual reporting at the end of the calendar year to coincide with this report.

Quantitative data related to the Dial-a-Dietitian Facebook page as of December 31:

- 527 fans and 568 follows (steadily increasing)
- Total posts: 259
- Reach from all posts: 140,648
- Engagement rate: 7% (online sources state that anything over 1% is a good engagement rate)
- Total likes on all posts: 2816
- Total comments on all posts: 180

### *"Back to School" Promotional Giveaway – September 2017*

In September 2017, a Back-to-School promotional giveaway occurred. It is difficult to determine whether or not this giveaway was a success or not. There was one call to enter, but the page may have seen higher than average page likes, and the post on September 1 had a good reach to people who had not "liked" the page.

There are no giveaways planned for the near future. For future giveaways, a small budget may be helpful to boost posts, as well as changing the entry qualifications to encourage more engagement on Facebook.

## **Next Steps**

- Continue to support and expand ongoing and new activities.
- Develop a strategic nutrition communications framework and consider applying critical dietetics and health equity lenses to this framework. This framework can be used to guide an evaluation.
- Explore new media/health communications opportunities as they arise.