



“Ask A Dietitian” in Saskatchewan

Service: Monday to Friday 9:00 to 1:00

Toll Free Line: 1-800-905-0970

Email: askadietitian.sk@gmail.com

Facebook®: Highlights of Nutrition Month Activities

Twitter®: Myth of the Day



Be a part of promoting Dietitians as the most credible source of nutrition information in Saskatchewan! We all can make a difference in the lives of Saskatchewan residents!

DC and SDA are very excited to announce a pilot project called **Ask A Dietitian**. The service will go live on March 1 and will end on April 27, 2012. This initiative will be delivered in conjunction with **Saskatchewan’s Nutrition Month Committee activities**. The theme for Nutrition Month 2012 is “Busting the Myths”, which will dispel popular food and nutrition myths, providing truths and facts by dietitians, the food and nutrition experts. This provides an excellent opportunity to profile our profession.

Ask a Dietitian will:

- ✓ Provide callers with **free access to a dietitians** Monday through Friday from 9:00 to 1:00;
- ✓ Improve **access to credible nutrition information** through a **toll-free telephone line and social media** (e.g. Facebook, Twitter, etc.).
- ✓ **Increase awareness** of dietitians in Saskatchewan and the valuable service/advice they provide;
- ✓ **Promote the role** of the dietitian in the health and well being of SK residents; and
- ✓ Allow statistics to be gathered in order to determine if there is interest in developing/continuing such a service on a long term basis.

Note: This is a health promotion service intended to provide general nutrition information and as such, will answer general nutrition questions and will not diagnose or make specific individual dietary recommendations. This service will not replace the advice that a doctor or individual counselling session with a dietitian would provide. Appropriate referrals will be made if follow up information or service is required.

HOW CAN YOU HELP?

- ✓ Encourage clients or colleagues to call the toll free line when they have a nutrition and healthy eating question.
- ✓ Add an announcement on your website – offer your web visitors a place to go for their nutrition and healthy eating questions.
- ✓ Add the **Ask a Dietitian** contact information to nutrition resource lists and other resources that are distributed.
- ✓ Include promotional material or contact information at upcoming nutrition month and community presentations, exhibits and media interviews.
- ✓ Provide the **Ask a Dietitian** contact information to participants of clinics, classes and health programs.
- ✓ Display an **Ask a Dietitian** pamphlet / poster in your office or waiting room or as permitted, other high traffic areas you may frequent – fitness centers, grocery stores, work place or cafeterias.
- ✓ Follow **Ask a Dietitian** on Twitter @askadietitiansk
- ✓ “Like” the Facebook® page (Ask a Dietitian SK) and promote it to other Facebook® users.
- ✓ Promote the **Ask a Dietitian** service to family and friends.
- ✓ Take a moment to read highlights of the nutrition month activities from the Nutrition Month Committee Chair, Stacey Wiens.
- ✓ Participate and promote nutrition month activities at your workplace.

INTRODUCING: Carrie Verishagen



We are pleased to announce that Carrie Verishagen RD has been hired to manage the **Ask A Dietitian** service. Carrie has worked in a variety of positions with a primary focus on chronic disease management and prevention. The positions she has held include the Community Nutritionist with the Saskatoon Tribal Council, Clinical Dietitian with the Saskatchewan Penitentiary, Chronic Disease Management Dietitian and CPNP/Primary Care Dietitian with the Prince Albert Parkland Health Region. Carrie will be working closely with the Nutrition Month Committee and dietitians across the province to promote the **Ask a Dietitian** service.

HIGHLIGHTS OF NUTRITION MONTH ACTIVITIES AND RESOURCES

The Nutrition Month Committee is excited that Nutrition Month is finally here. There are some new and innovative things going on in Saskatchewan this year. We encourage all Dietitians in the province to get involved with Nutrition Month this year. It is such a great way to promote our profession and allow people in our communities to know who we are and how we can help!

The committee has planned a 5-week Nutrition Challenge that is being rolled out throughout the province. The challenge will be promoted in several ways including the Facebook® page, Twitter®, **Ask A Dietitian** phone line, newspaper articles and by dietitians like you. The public can participate via Facebook® or by visiting public booths in Saskatoon, North Battleford, Lloydminster, Regina, Tisdale and Prince Albert.

In order to promote nutrition month and the 5-week challenge several resources are available to you including:

- ✓ A **5-week Nutrition Challenge Calendar** encouraging participants to explore their eating habits while highlighting five nutrition myths and truths,
- ✓ **Daily email blasts** that can be sent to any organization busting one nutrition myth a day,
- ✓ **Fact sheets** featuring three nutrition myths and truths and a recipe,
- ✓ **Five newspaper articles** promoting the five nutrition truths highlighted in the challenge,
- ✓ **Booths that the public can visit** at the locations listed above,
- ✓ **You Tube® videos** highlighting each myth,
- ✓ And of course the many resources highlighted above; **Ask A Dietitian** Facebook® page, 1-800# and email address.

The following resources are also available to DC members via the DC website:

- ✓ DC Resource Manual including pre-written tweets,
- ✓ DC Ideas Manual and
- ✓ DC PowerPoint presentation busting nutrition myths.

As you can see the committee has been working hard and we are excited about the involvement of all dietitians in this year's Nutrition Month activities!

Please contact Stacey Wiens, at (306) 446-6400 ext 6416 or stacey.wiens@pnrha.ca to find out more about Nutrition Month activities and these resources or Carrie about **Ask A Dietitian** at askadietitian.sk@gmail.com

We would like to thank all those involved in the Nutrition Month Committee (members of SDA and DC) and look forward to a very exciting Nutrition Month and pilot project.