

Abstract Title: Motivation over the phone (MOPing): An innovative approach by EatRight Ontario to promote healthy eating behaviour change
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Purpose: To highlight how behaviour change techniques have been implemented in a Registered Dietitian contact centre with the intention to better support a caller's readiness to change and empower the caller to take action.

Summary of Content: EatRight Ontario (ERO), funded by the Ministry of Health and Long Term Care and managed by Dietitians of Canada, provides free, evidence based nutrition (PEN®) and healthy eating advice from Dietitians through phone, email, and website to benefit Ontarians. ERO uses behaviour change models such as Motivational Interviewing, Cognitive Behaviour Therapy and Trans-theoretical Model to engage and empower the caller toward changes in eating behaviours. While primarily used in one-on-one counselling the literature also supports the use of these techniques in tele-dietetics. Studies show that these approaches combined with internet-based interventions, have been an important adjunct to care in obesity management and food choice behaviours.

Systematic Approach used: With supportive evidence, stakeholder input, and client feedback, ERO developed a unique approach for using motivational and cognitive behaviour techniques in a tele-dietetic environment called MOPing (motivation over the phone). Staff training and support includes tailored workshops, a toolbox of MOP prompts, a library of MOP calls, email tips and self-reflection MOP call discussions, and data collection.

Conclusions: Data analysis shows that about 83% of ERO calls include MOP techniques such as open-ended questions, active listening, agenda setting, goal setting and call to action. About 32% of calls on weight management, digestive health, heart health and healthy eating result in goals setting. 82% of these callers indicate a very or somewhat high level of confidence and conviction for the goal they set with the dietitian. ERO has enhanced dietetic practice by increasing access to a dietitian and MOP offers an innovative approach to enhance the effectiveness of the service provided.