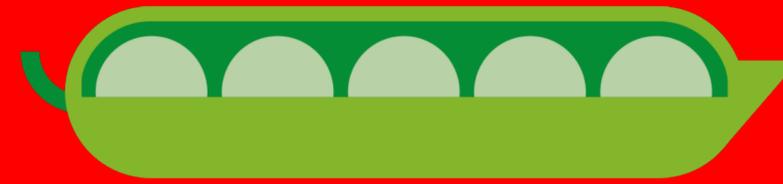
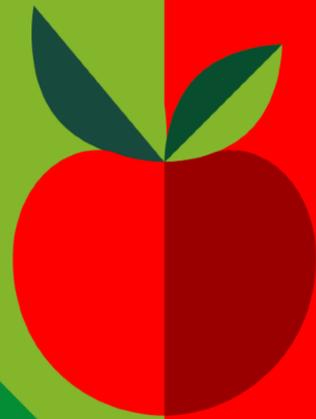
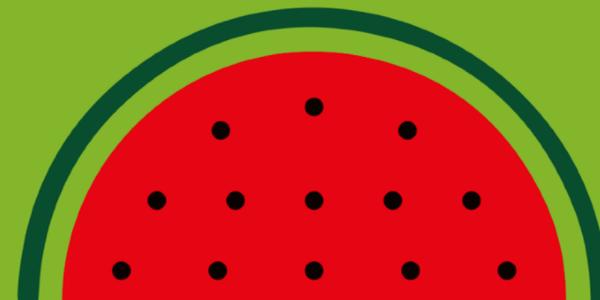


MEDDIETMENUSCAMPUS: INTEGRATING VIEWS FROM NUTRITION, MARKETING AND PSYCHOLOGY TO IMPROVE DIETS



EAT LOCAL
EAT SEASONAL
EAT REAL



MEDDIET
- MENUS 4 CAMPUS -

Summary

01



Food service

02



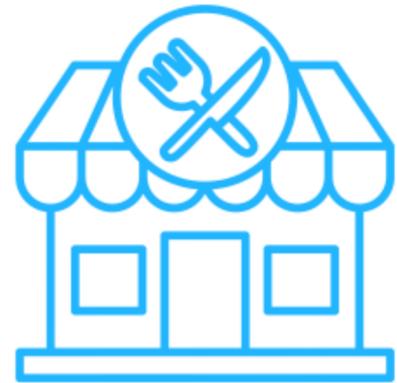
Mediterranean Diet

03

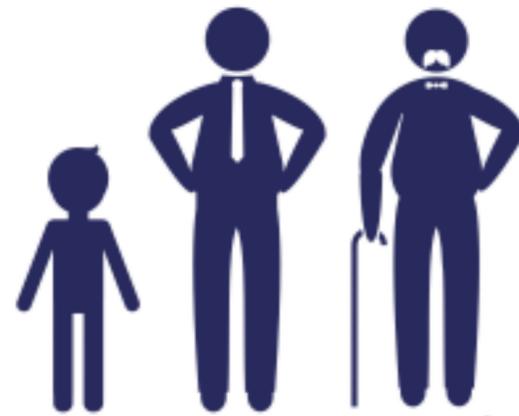


The Project

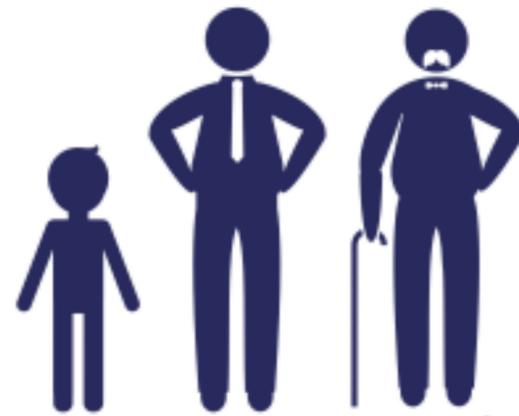
Food service



Food service



Food service



Food service

67 millions consumers / day

1 in 4 meals is eaten **out of home**

1 in 2 meals is eaten at the **workplace**

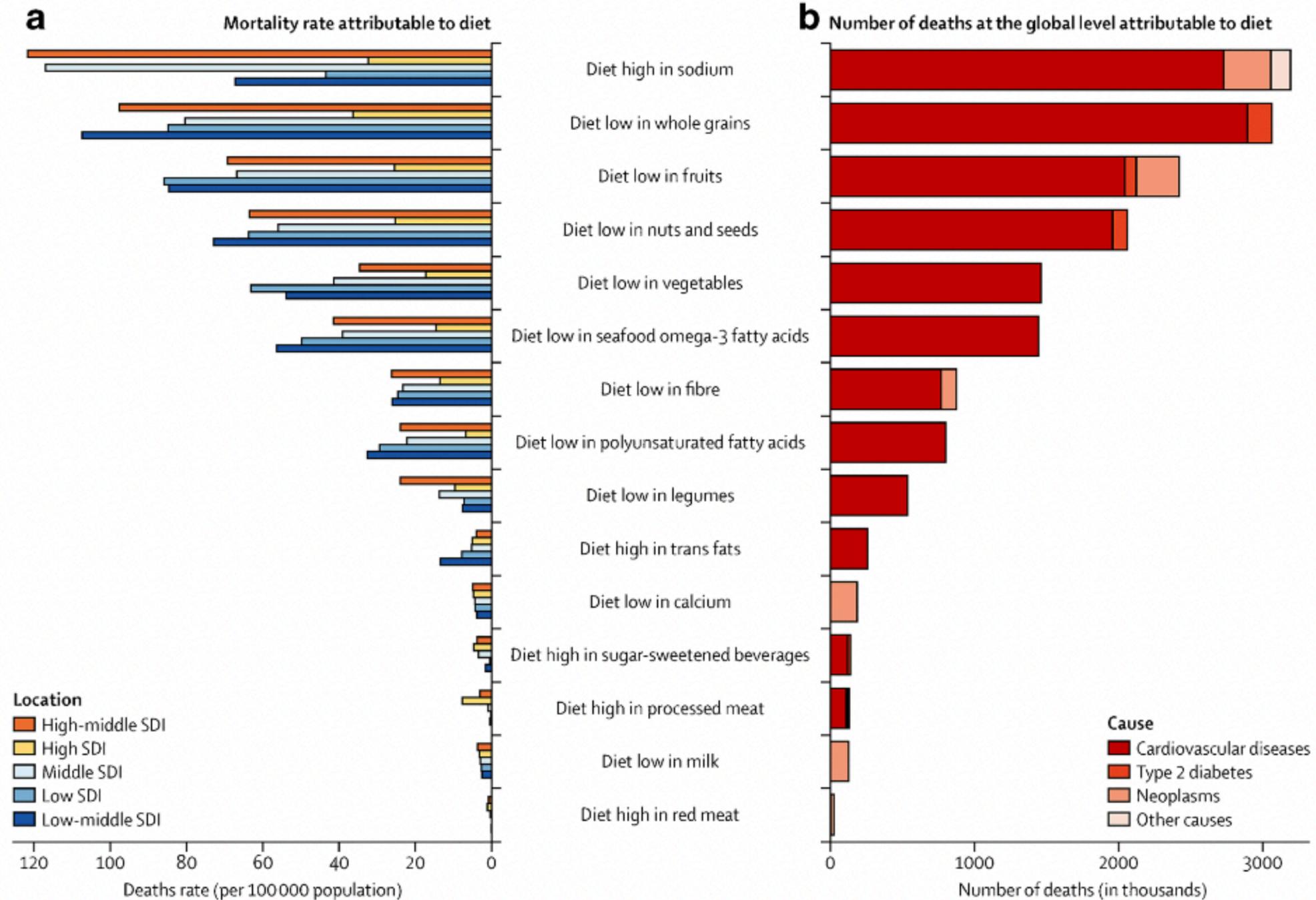
More than **1** in four 4 meals is eaten at **school**

More than **1** in four 10 is eaten at the **social / health** sector

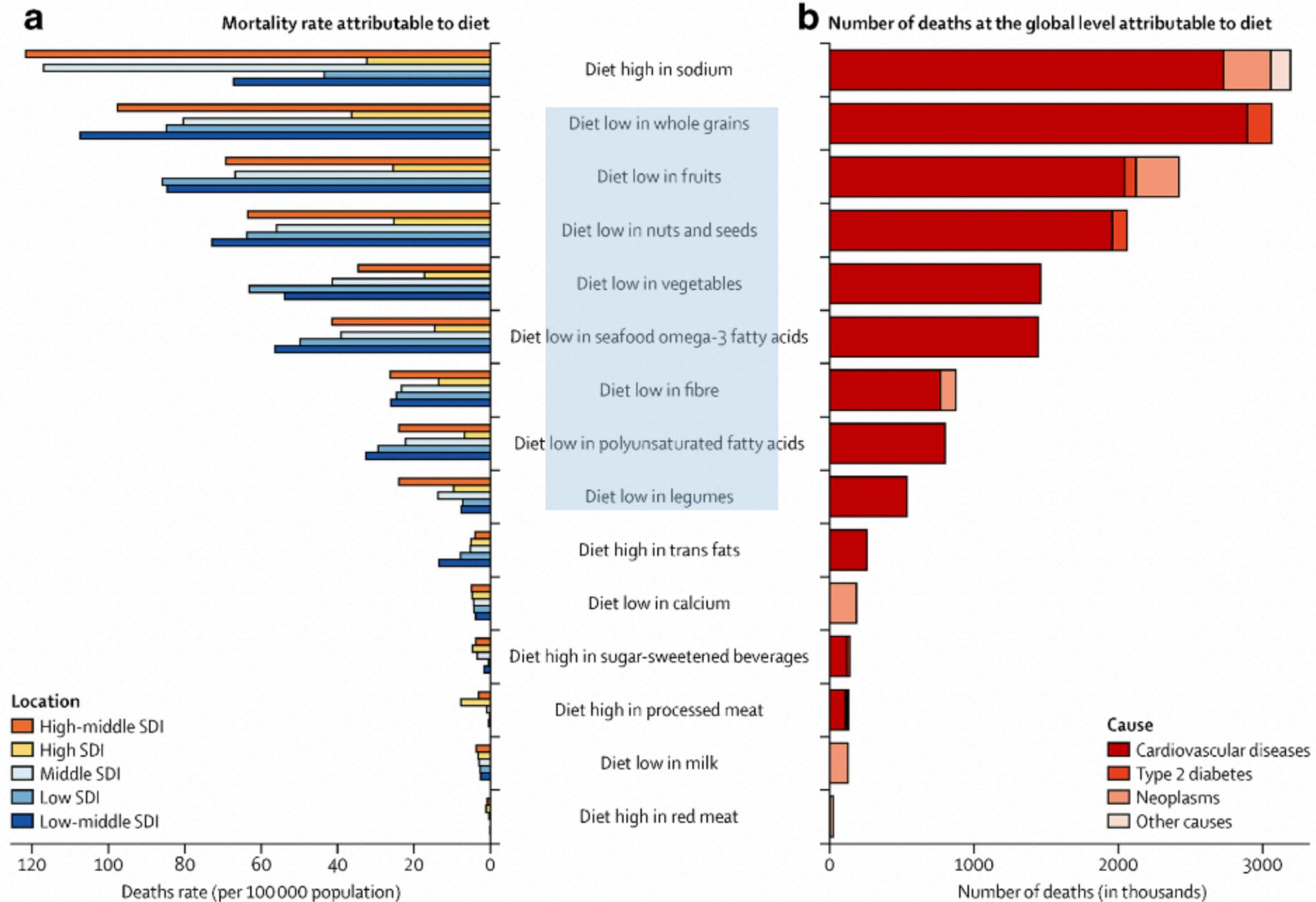




Diet related health problems



Diet related health problems



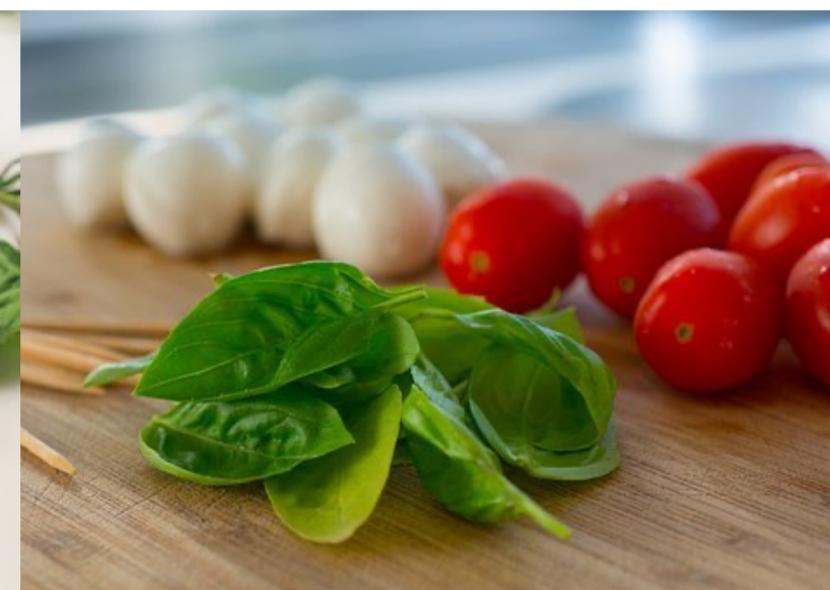
Sustainable Development Goals



The required shift to healthy diets by 2050 will imply a **50% reduction** or more in the consumption of **unhealthy foods**, and a greater than **100% increase** in the consumption of **healthy foods**.

Mediterranean Diet

Healthy lifestyle





WEEKLY

EVERY DAY

EVERY MAIN MEAL

Sweets ≤ 3p

Red meat < 2p
Processed meat ≤ 1p

White meat 2p
Fish/Seafood ≥ 2p
Eggs 2-4p

Dairy 2p

Olives/Nuts/Seeds 1-2p
Herbs/Spices/Garlic/Onions (less added salt)
Variety of flavours
Legumes

Fruits 1-2p
Vegetables ≥ 2p
Variety of colours/textures (cooked/Raw)
Olive Oil
Bread/Pasta/Rice/Couscous/Others cereals/Potatoes 1-2p
(preferably whole grain)

Water

p=portion Serving or portion size based on frugality and local habits

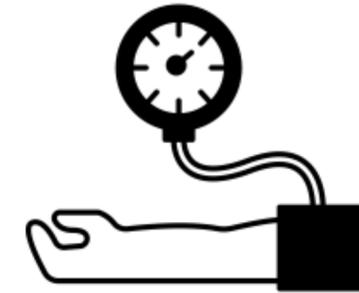
Regular physical activity
Adequate rest
Conviviality
Wine (and other alcoholic fermented beverages) in moderation and respecting social beliefs



Biodiversity and seasonality
Traditional, local and eco-friendly products
Culinary activities

Mediterranean Diet

Disease prevention and management



...

MEDDIET

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increase **compliance** of food service menus with the Mediterranean Diet (MD)

MEDDIET

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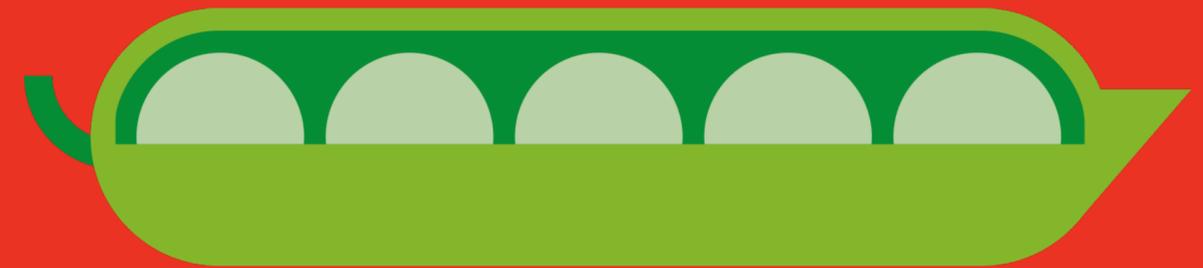
increase **compliance** of food service menus with the Mediterranean Diet (MD)



increase **adherence** to meals in canteen universities through **Social Marketing** strategies

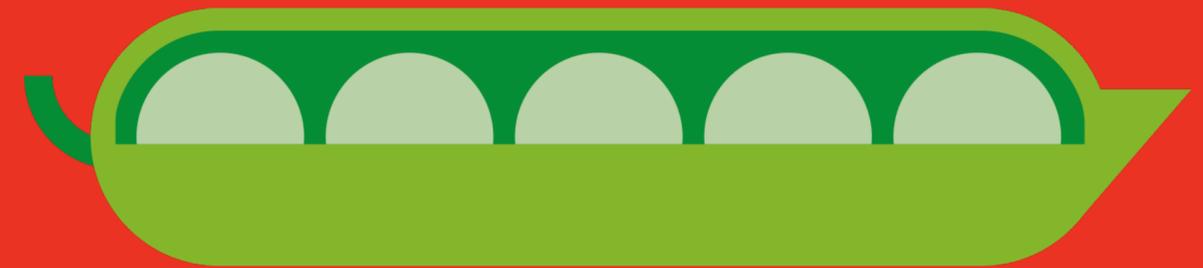
How

1. Index to evaluate compliance of menus with the MD



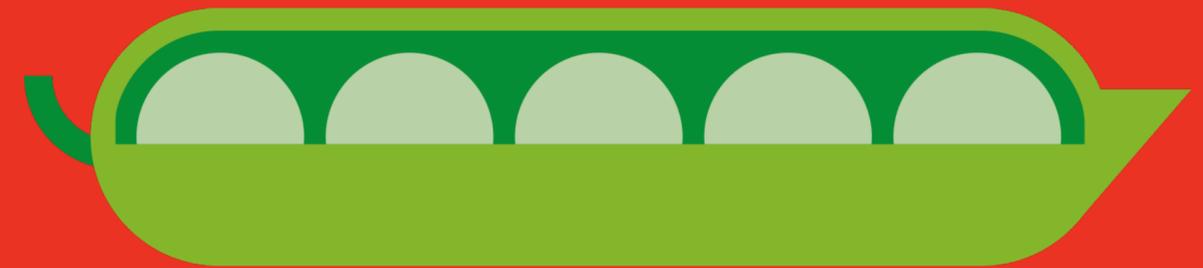
How

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2. Priority stakeholders / methodology for engagement



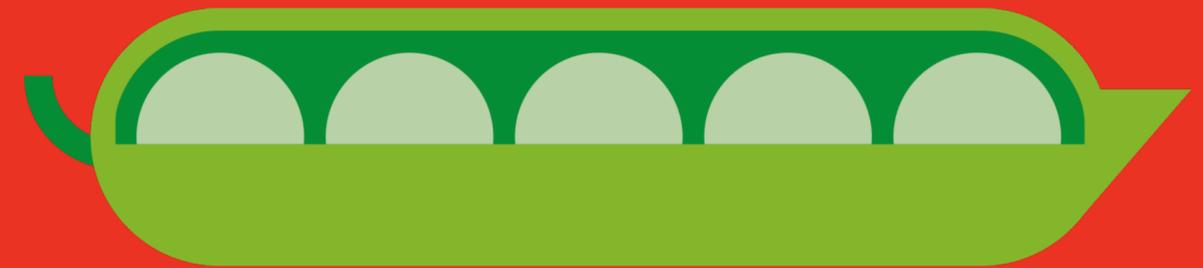
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2. Priority stakeholders / methodology for engagement
3. Evaluate perceptions, barriers and facilitators



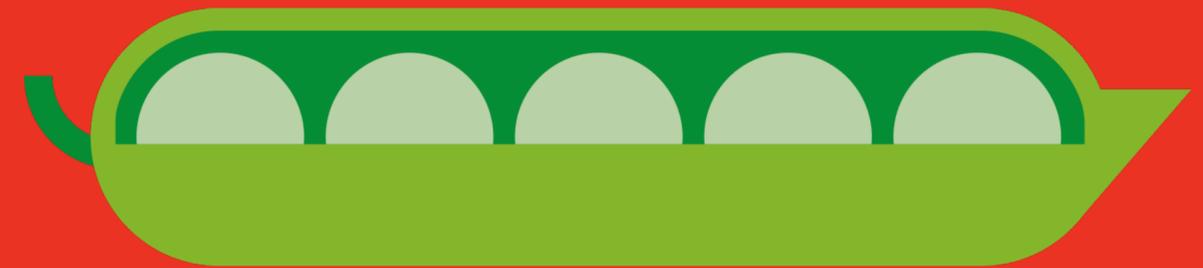
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2. Priority stakeholders / methodology for engagement
3. Evaluate perceptions, barriers and facilitators
4. Meal plan



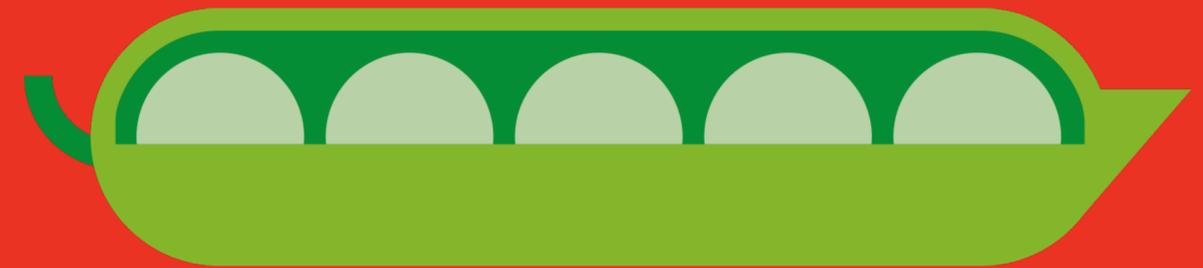
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1. Index to evaluate compliance of menus with the MD
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3. Evaluate perceptions, barriers and facilitators
4. Meal plan
5. New food concept "student bag"

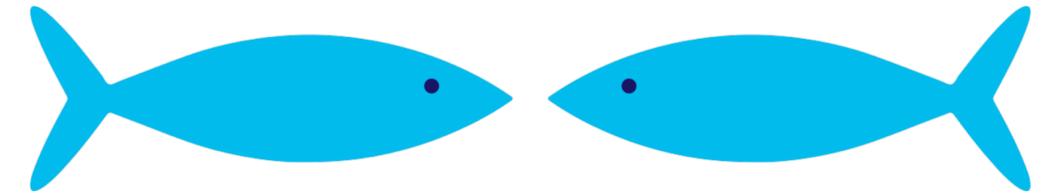


How

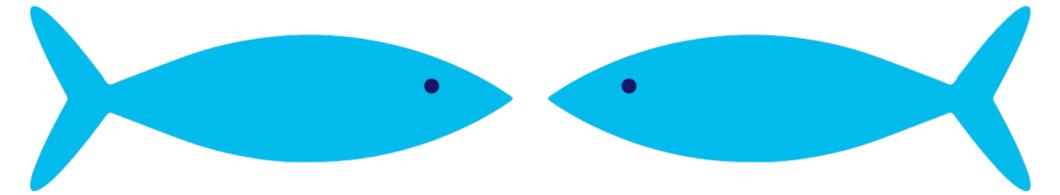
1. Index to evaluate compliance of menus with the MD
2. Priority stakeholders / methodology for engagement
3. Evaluate perceptions, barriers and facilitators
4. Meal plan
5. New food concept "student bag"
6. Social marketing strategies



Stakeholders



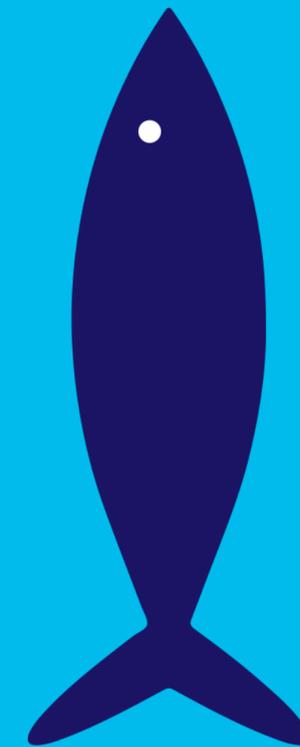
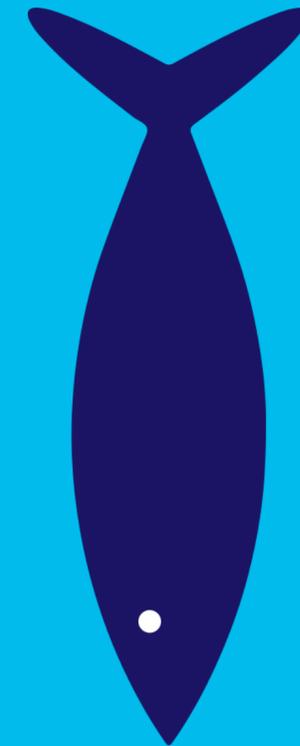
Stakeholders



Social marketing strategies

New Healthy Sustainable

Food service concept



**“KNOWING IS NOT ENOUGH,
WE MUST APPLY
WILLING IS NOT ENOUGH,
WE MUST DO”**



OUR TEAM



Acknowledgements Funding

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faculty of
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U. PORTO



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INSTITUTO POLITÉCNICO DE LISBOA

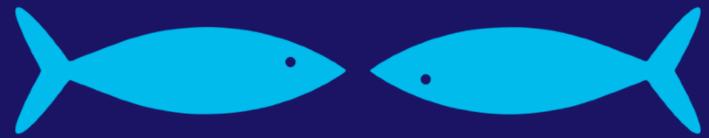


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