

# MEDDIET MENUS 4 CAMPUS

## AIMS AND RESULTS



27th March, 2025

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# THE PROJECT

MEDDIETMENUS4CAMPUS is an **international** project, developed in Portugal, Croatia and Turkey, with the aim of promoting stakeholder adherence to the Mediterranean Diet on university campus through menu interventions and social marketing strategies.



# OUR TEAM



# OUR MISSION



Our mission is to promote the adherence to the Mediterranean food pattern in higher education institutions using social marketing strategies.

# OUR VISION

Our vision is to change the food service paradigm by creating a new concept of healthy and sustainable food service supported in the Mediterranean food pattern.

# WE WANT TO...

Increase compliance of food service menus with the Mediterranean Diet (MD), promoting changes in the food offer.

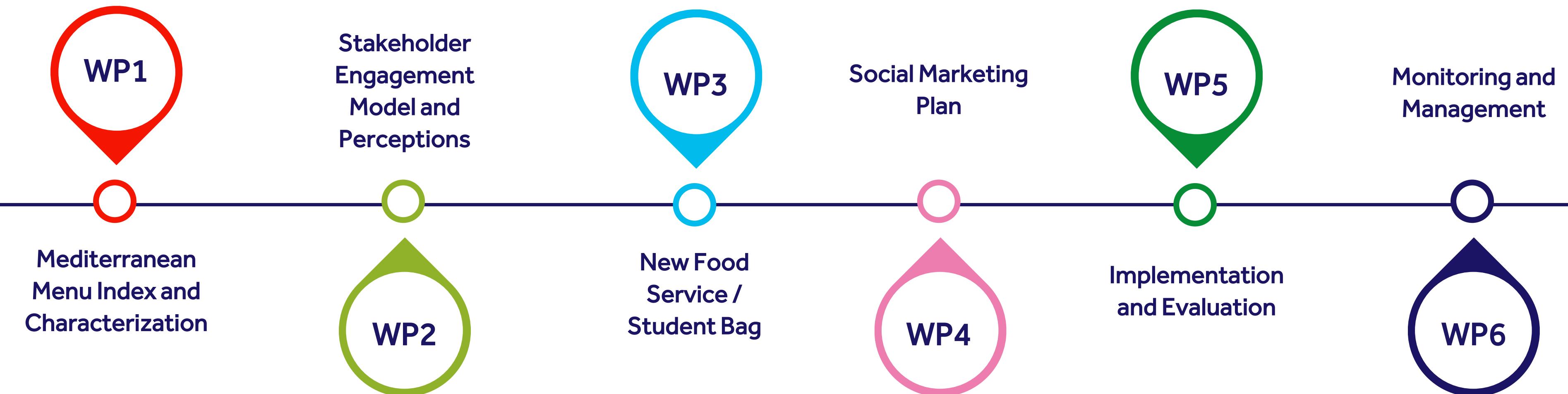
Increase adherence to meals in canteen universities through Social Marketing strategies with tailored interventions to promote healthier habits.





# How Do WE Do THIS?

# TiMELiNE



From May 2023 to May 2026

# RESULTS



# So FAR...

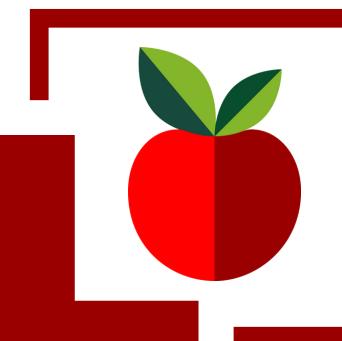


## Mediterranean Menu Index and Characterization

✓ [May/2023 to March/2024]

### Task A - MeDCIn

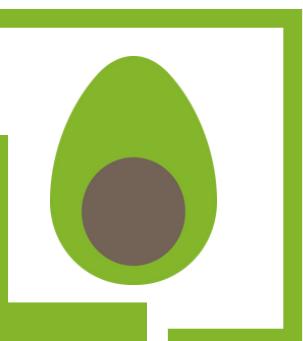
(Med Diet Compliance Index)



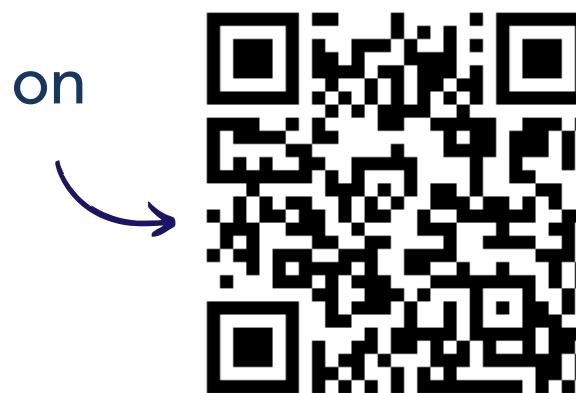
### Task B - Application of MeDCIn to evaluate menus



### Task B- Assess the Water and Carbon Footprint of menus



- MeDCIn Guidelines freely available on project website
- 2 papers



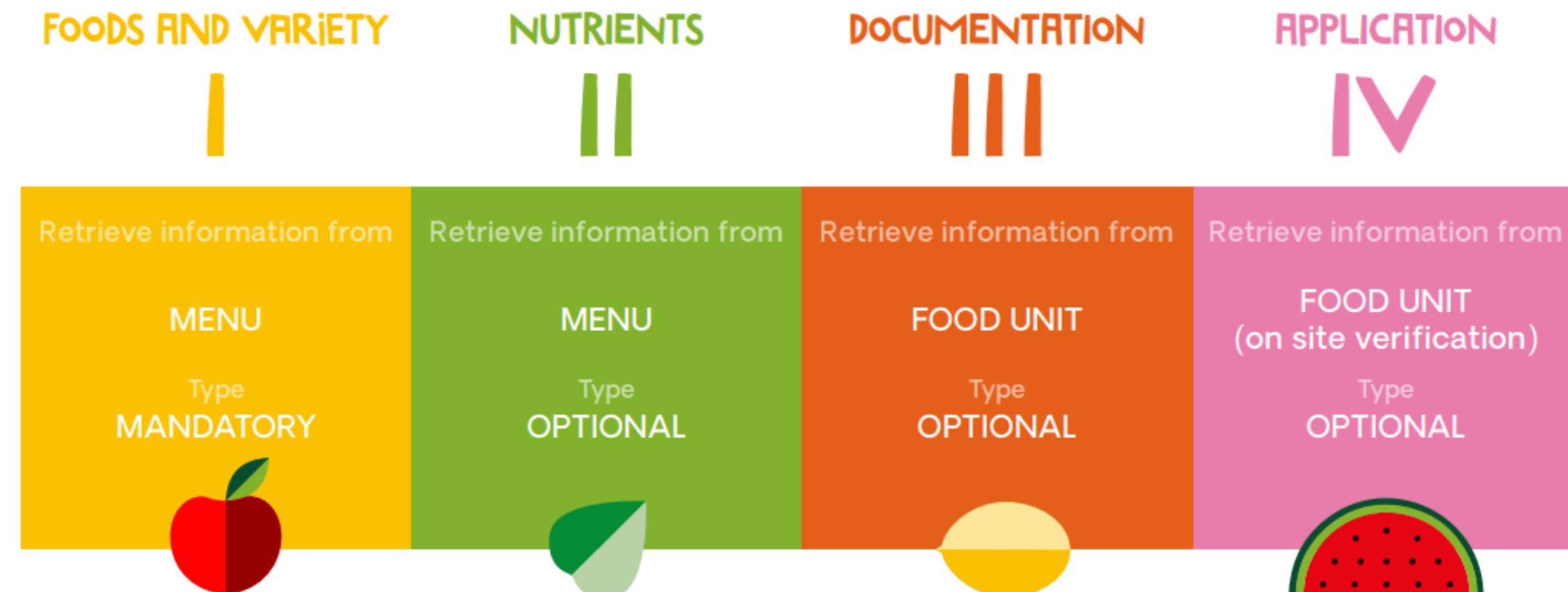


Download the Index and Guidelines  
or at our website:  
[meddiet4campus.eu/resources](http://meddiet4campus.eu/resources)



## INDEX TO EVALUATE MENU COMPLIANCE WITH THE MEDITERRANEAN DIET

This index is organised in **4 dimensions**:



# RESULTS OF MEDCIN APPLICATION

Silva et al. *BMC Nutrition* (2024) 10:163  
<https://doi.org/10.1186/s40795-024-00975-2>

RESEARCH

BMC Nutrition

Open Access



Development of a tool to assess the compliance of cafeteria menus with the Mediterranean Diet

S. S. Silva<sup>1</sup>, A. Rocha<sup>1</sup>, L. Ferreira<sup>1</sup>, B. Neto<sup>2</sup>, D. Dikmen<sup>3</sup>, S. Vidacek Filipec<sup>4</sup>, Z. Satalic<sup>4</sup> and C. Viegas<sup>5\*</sup>

60 menus

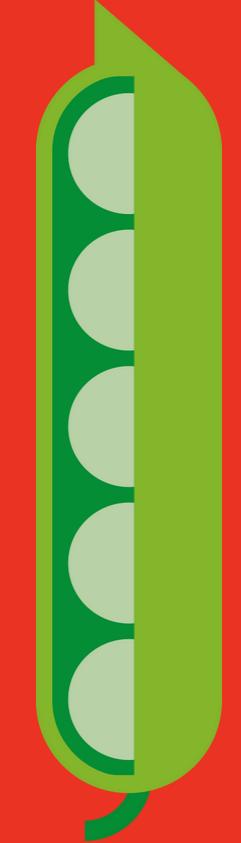


**High internal consistency (Cronbach's alpha = 0.88)**



**High inter-rater reliability (Cohen's Kappa = 0,92)**

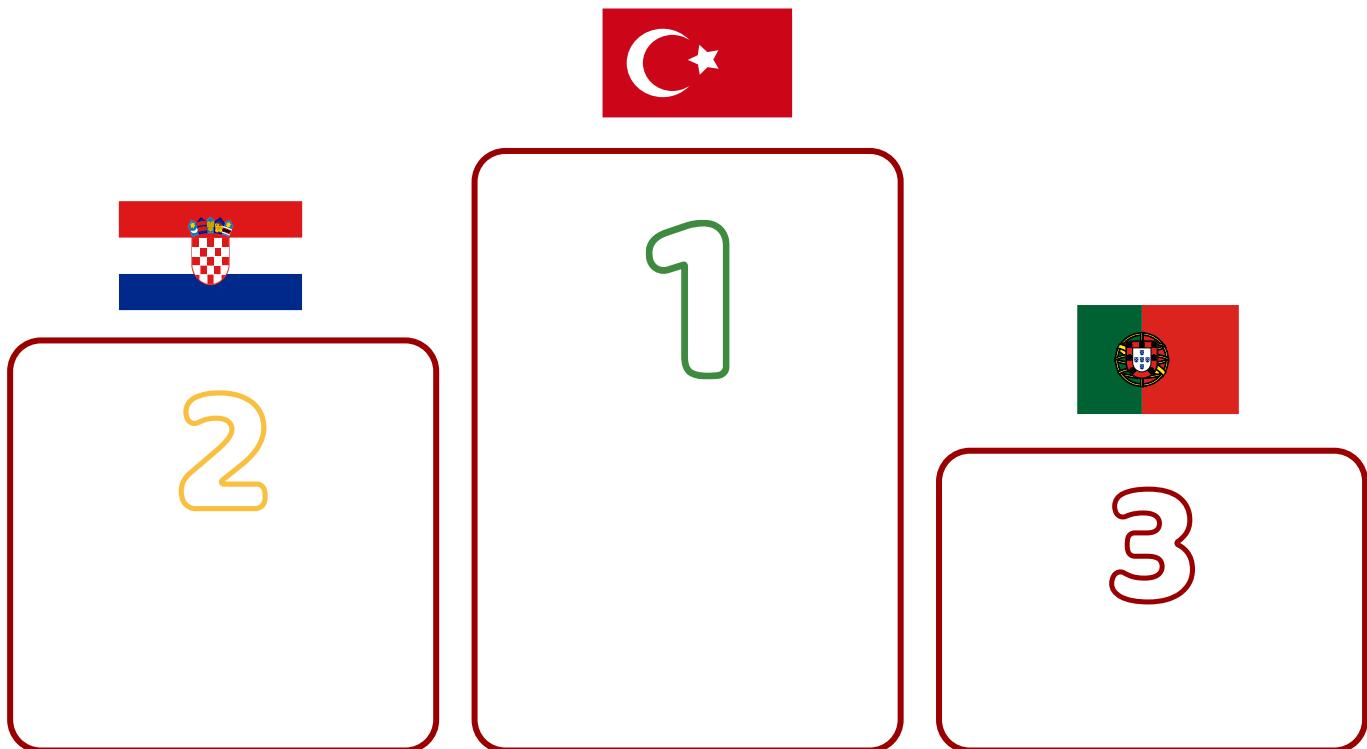
Free access to the paper:



# RESULTS OF MENU CHARACTERIZATION AND WATER AND CARBON FOOTPRINT ASSESSMENT

Paper waiting for publication

52 menus



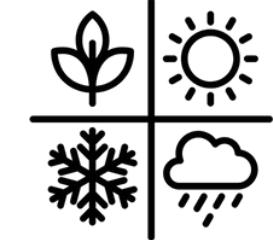
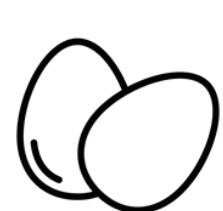
💡 Food availability **similar**, differences on food variety

💡 Very low MD compliance

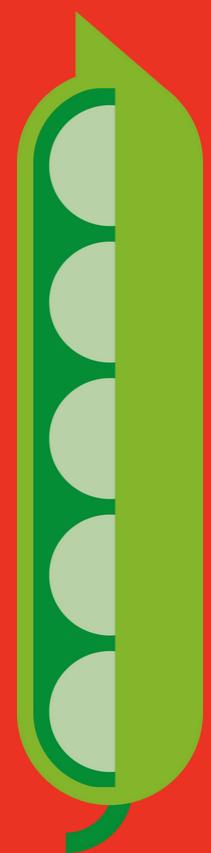
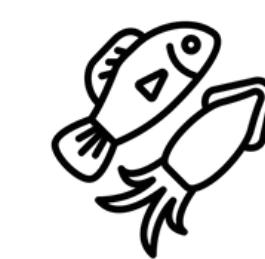
# RESULTS OF MENU CHARACTERIZATION AND WATER AND CARBON FOOTPRINT ASSESSMENT

Paper waiting for publication

## Dimension IA - Availability of foods

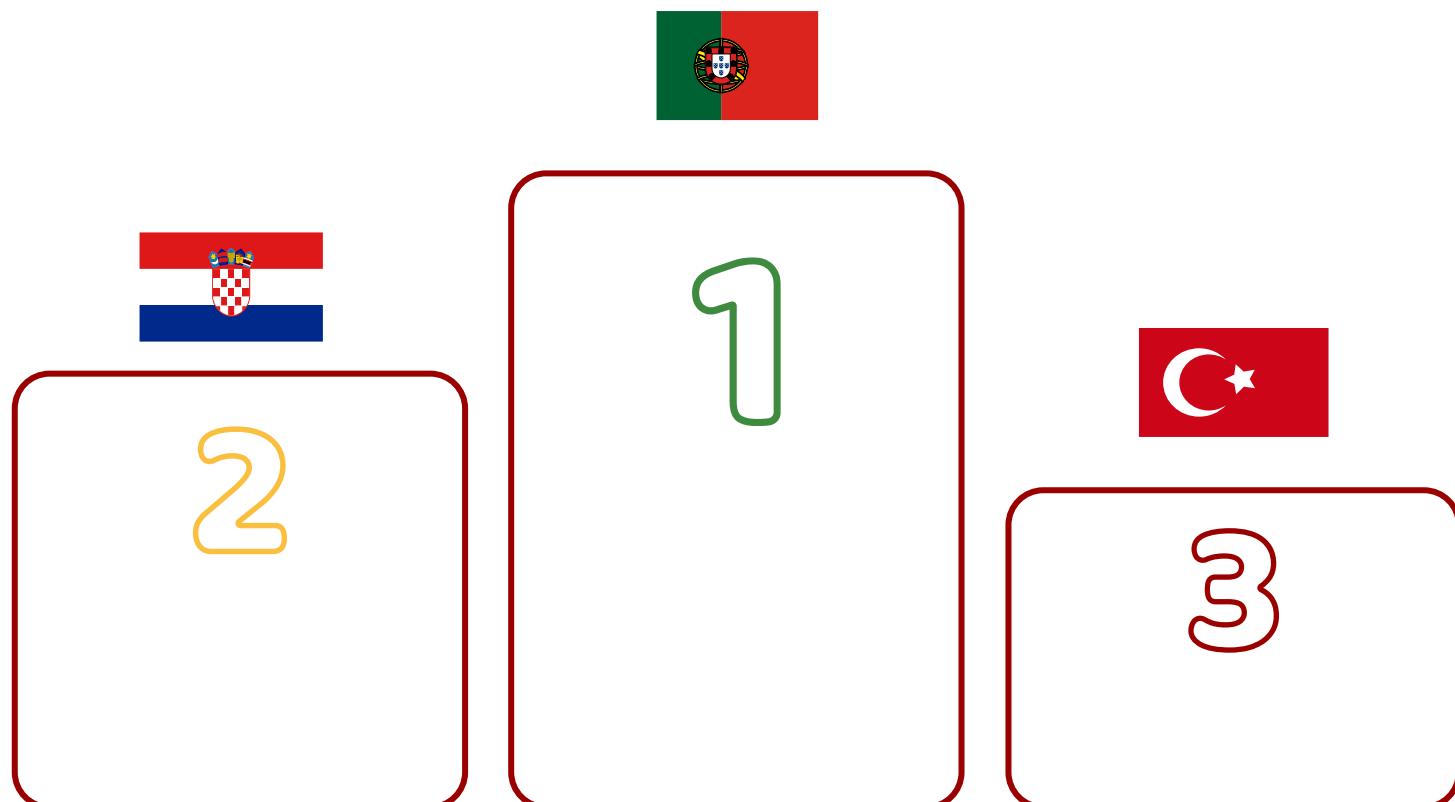


## Dimension IB - Variety of foods



# RESULTS OF MENU CHARACTERIZATION AND WATER AND CARBON FOOTPRINT ASSESSMENT

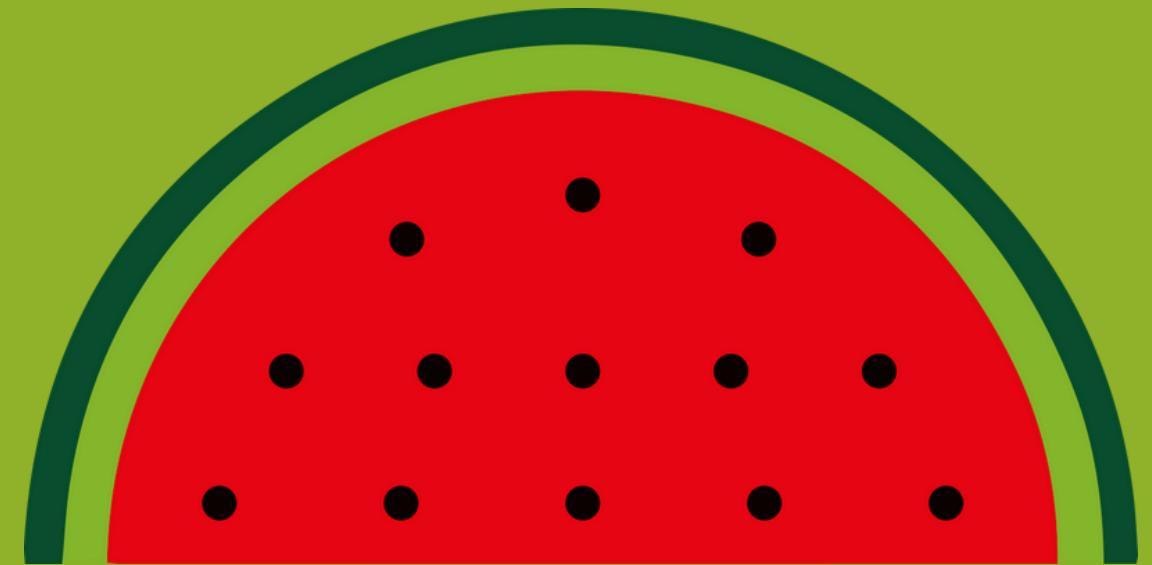
Paper waiting for publication



Water footprint  $\bar{x} = 1785.411 \pm 909.3 \text{ m}^3/\text{ton}$

Carbon footprint  $\bar{x} = 1.9 \text{ kg CO}_2\text{-eq.}$

# RESULTS



# So FAR...



## Stakeholder Engagement Model and Perceptions



[May/2023 to present]

### Task A - Stakeholder Engagement Model

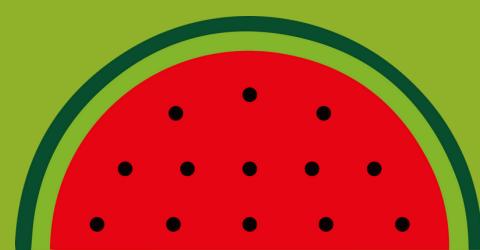
- Interviews and defining the priority matrix for each country
- Two Conference Papers

### Task B- Students perceptions survey and interviews with stakeholders

- Presentation in scientific congress
- Data analysis of interviews in progress

### Task C - Relation of perception with individual characteristics

- Analysis and relations of the answers obtained in the survey



# RESULTS OF THE SURVEY

Mediterranean Diet  
Knowledge scale



Sociodemographic screening



Healthy status  
screening



## Survey Dimensions

Perceptions about food  
services and offers



Dietary patterns



Mediterranean Diet Index (MEDAS)



# RESULTS OF THE SURVEY



**1614** complete  
responses



**Low to moderate** compliance with MD



Canteen is **not the prevalent choice**



Food obtained **lower ratings** than services



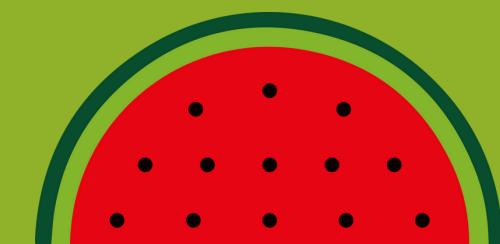
Use of canteen services **negatively related** to MD compliance & knowledge, canteen food appraisal, and likelihood of recommending canteen



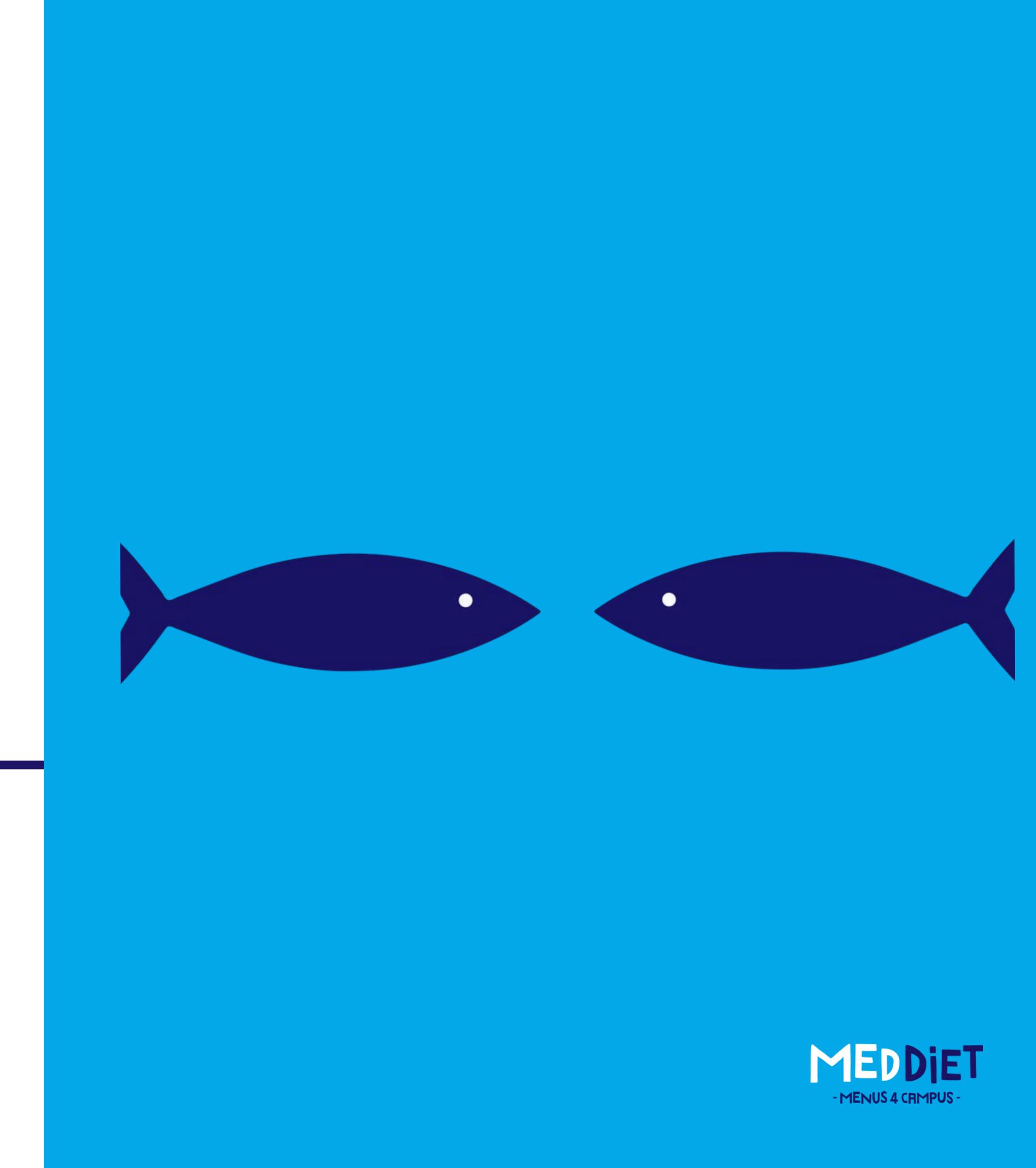
**Psychological barriers:** MD knowledge, low interest, bad self perception of health



**Environmental barriers** to adhering MD are the food and services



# RESULTS



WP3

# NEW Food SERVICE / STUDENT BAG



[June/2023 to present]

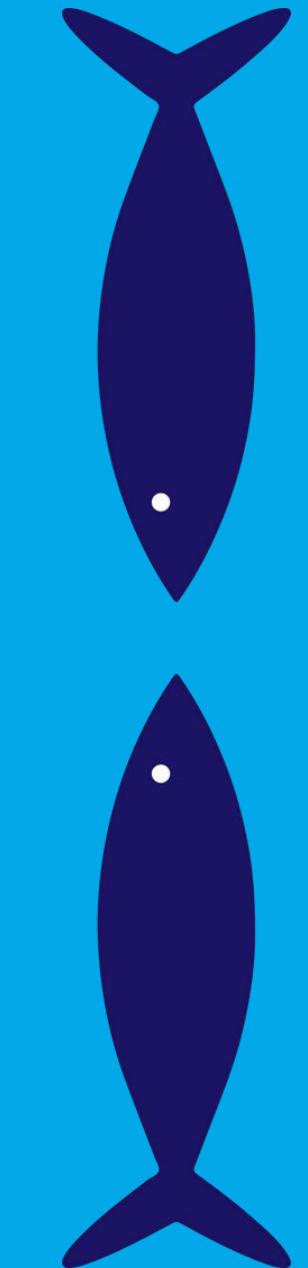
Task A - New Food Service



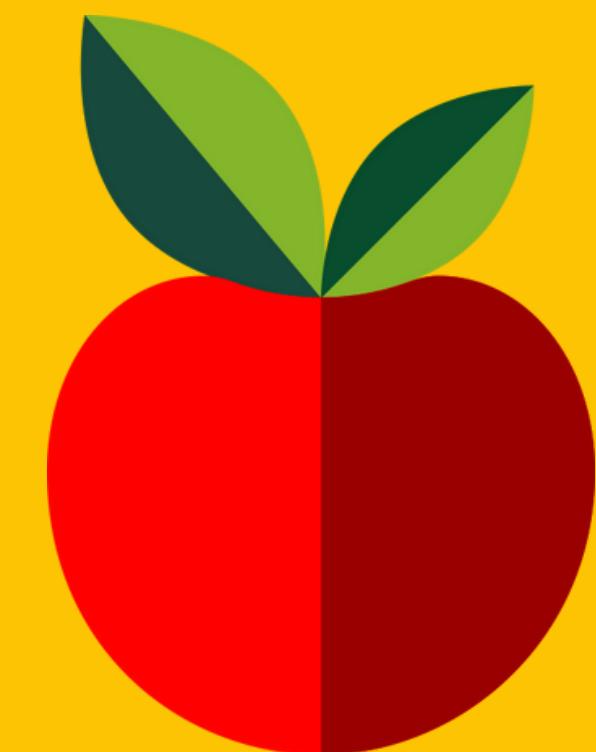
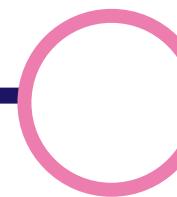
Task B- Student Bag



- Definition of guidelines for the new 2-week menus;
- Development and testing of recipes for the 2-week menus (in progress);
- Development and testing of “on-the-go” meals for the student bag;
- Realization of focus groups to characterize students’ perceptions of meals.

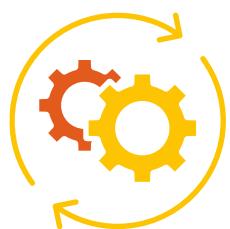


# RESULTS



WP4

## Social Marketing Plan



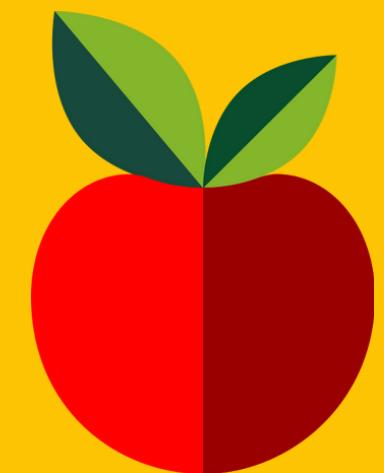
[May/2023 to present]

WP5

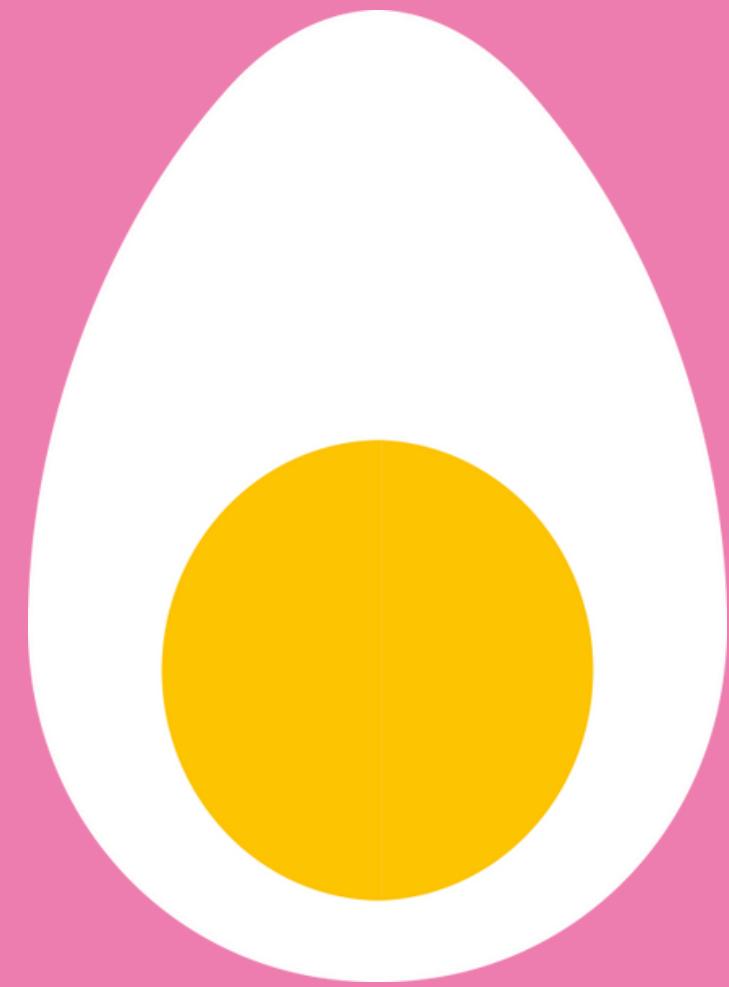
## Implementation and Evaluation



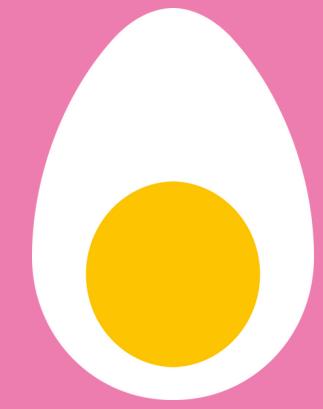
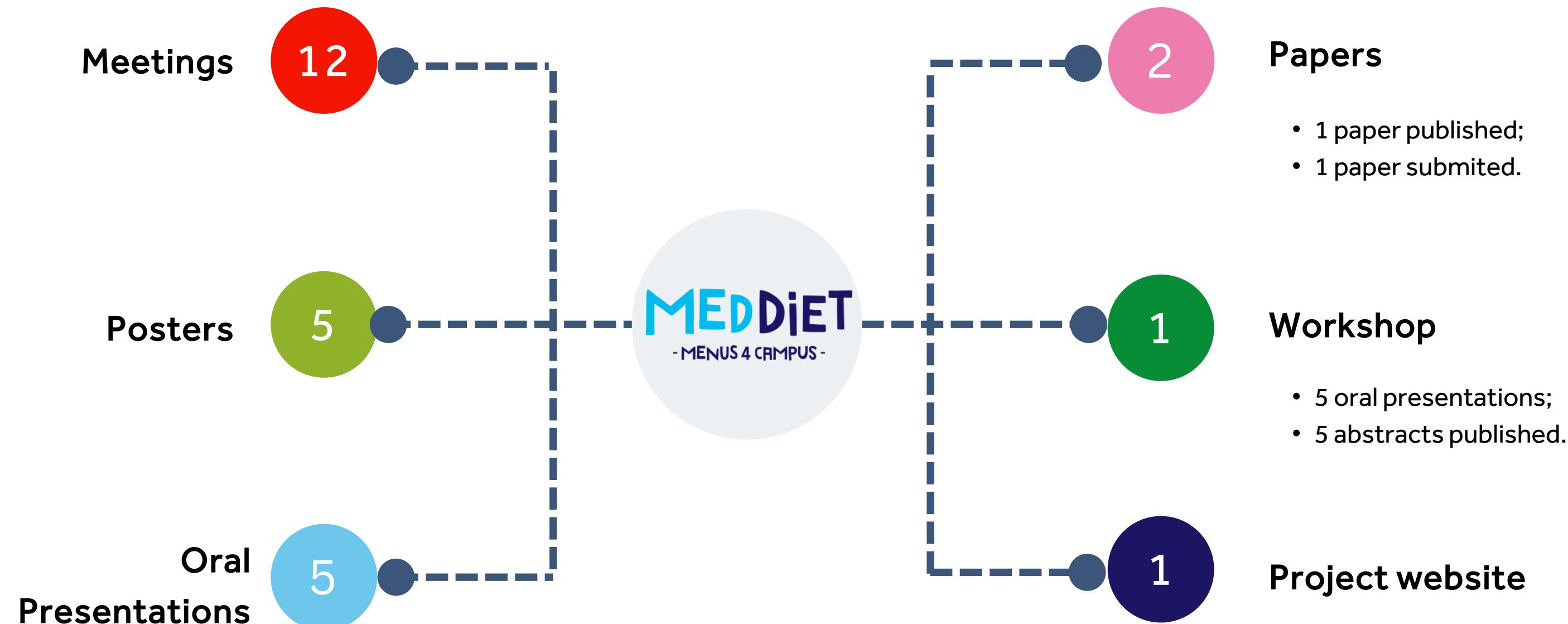
Not started yet



# RESULTS



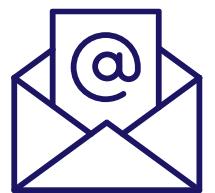
# MONITORING AND MANAGEMENT





**THANK YOU FOR YOUR ATTENTION**

For further details and information:



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# Acknowledgements

**MEDDIET**  
-MENUS 4 CAMPUS -

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