

MEDDIETMENU4CAMPUS

AIMS AND RESULTS



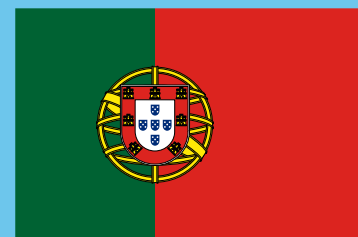
27th March, 2025

Beatriz Neto - Fellow Researcher, Nutritionist

Francisca Costa - Fellow Researcher , Nutritionist

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.

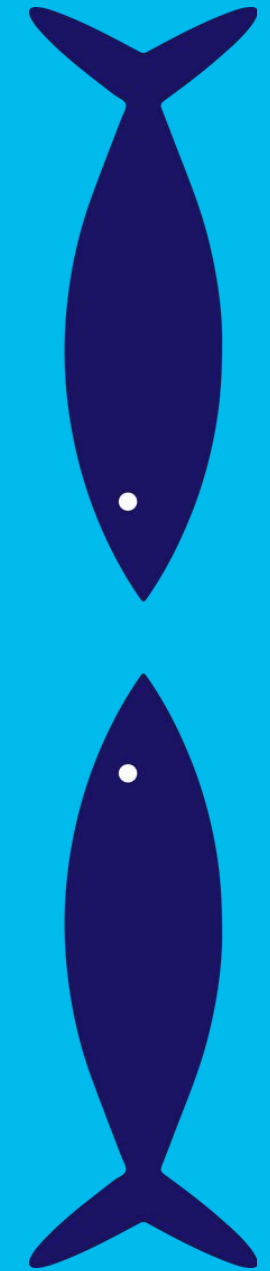
OUR VISION

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...

WP1

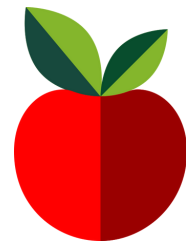
Mediterranean Menu Index and Characterization



[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



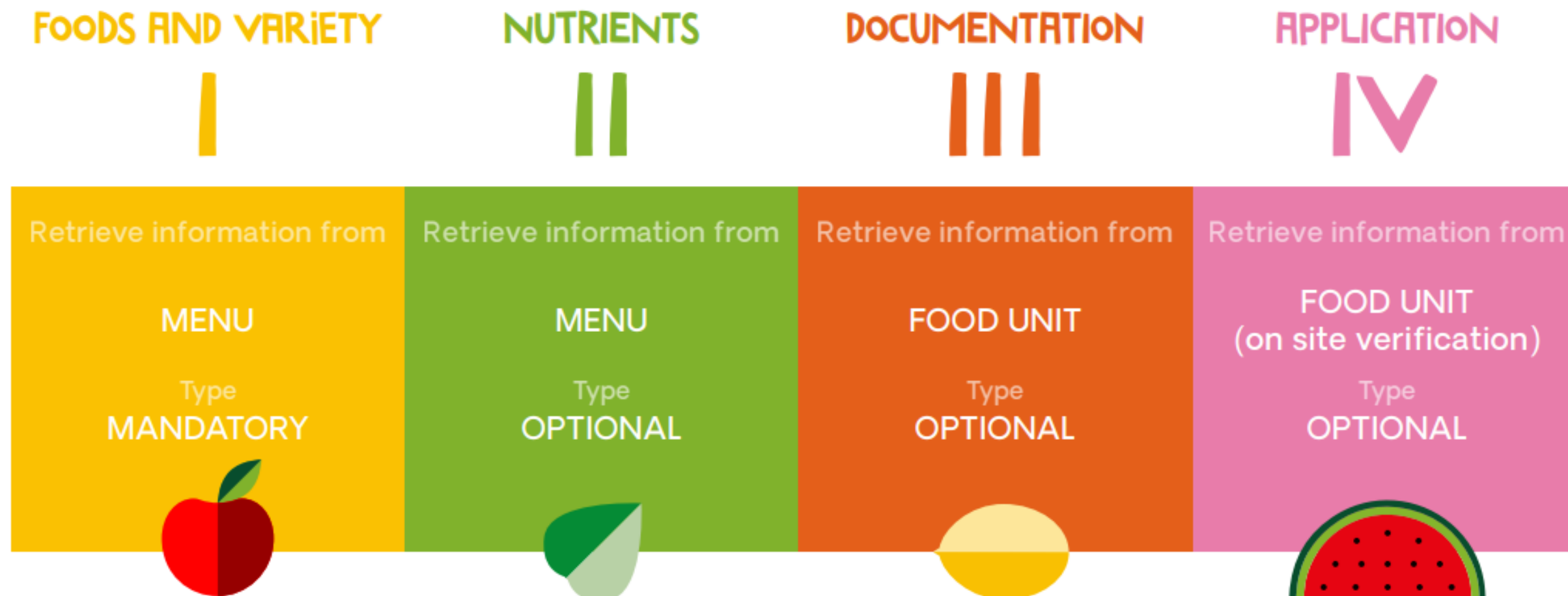


Download the Index and Guidelines
or at our website:
meddiet4campus.eu/resources



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>

BMC Nutrition

RESEARCH

Open Access

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



S. S. Silva¹, A. Rocha¹, L. Ferreira¹, B. Neto², D. Dikmen³, S. Vidacek Filipec⁴, Z. Satalic⁴ and C. Viegas^{5*}

60 menus

Free access to the paper:



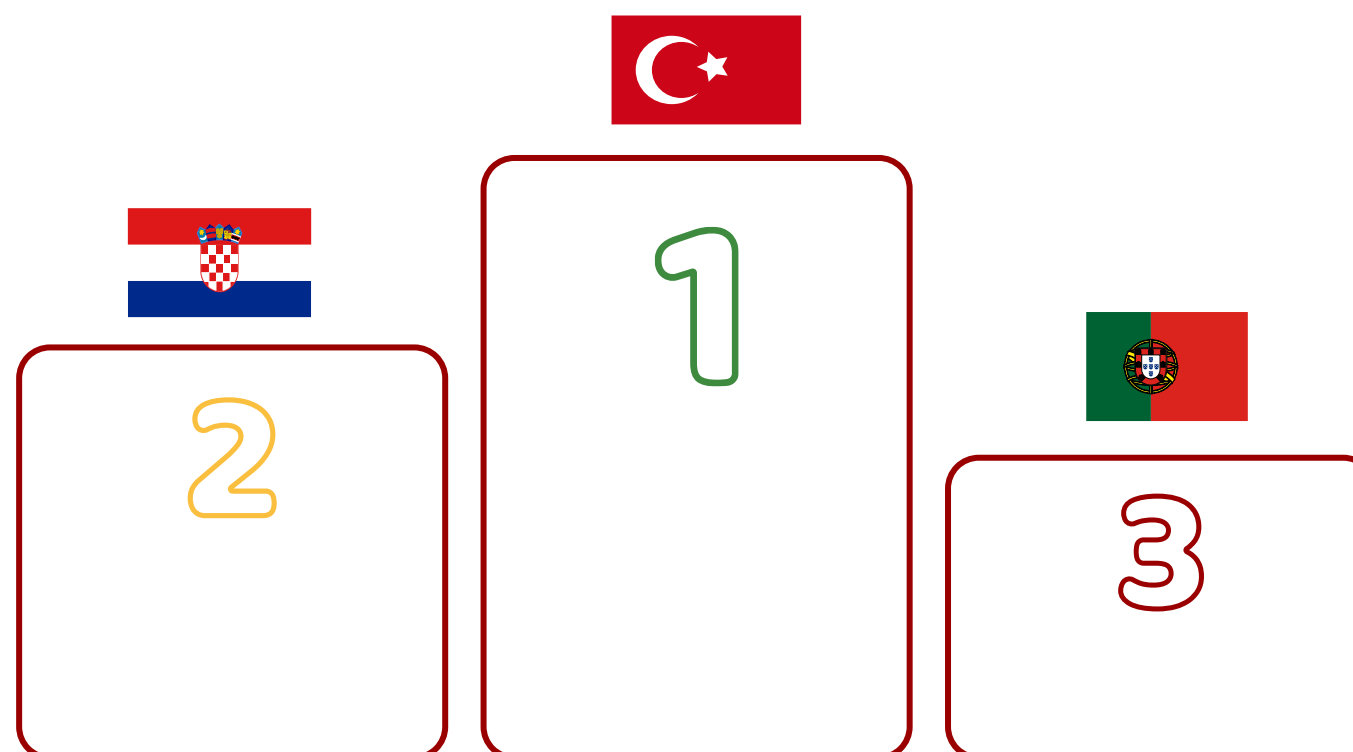
- 🐟 High internal consistency (Cronbach's alpha = 0.88)
- 🐟 High inter-rater reliability (Cohen's Kappa = 0,92)



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



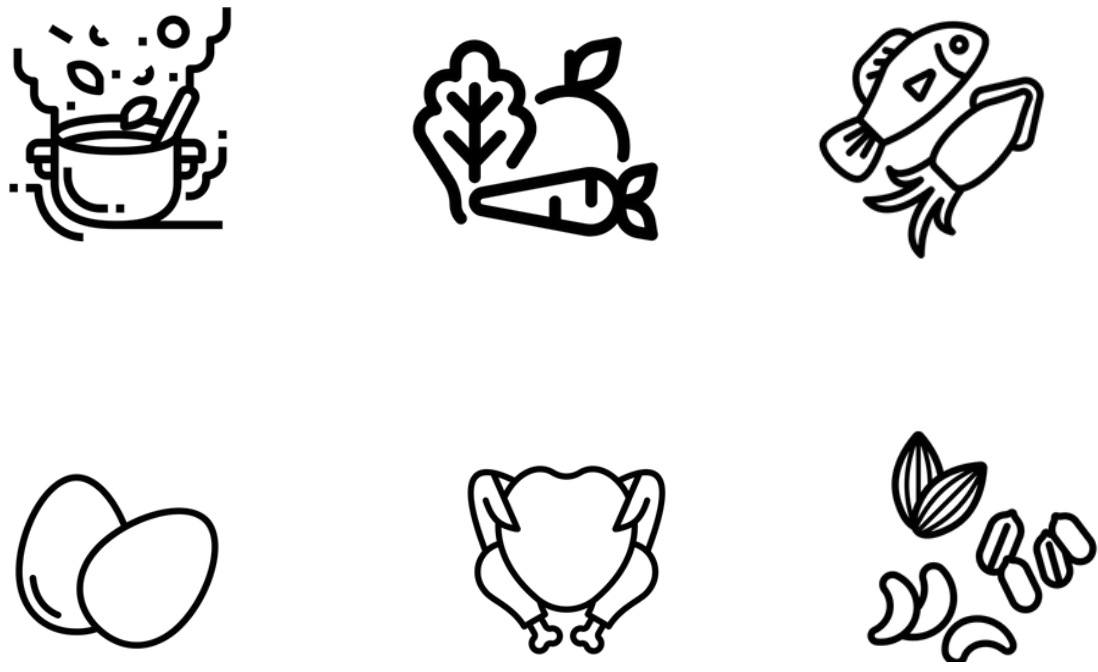
RESULTS OF MENU CHARACTERIZATION AND WATER AND CARBON FOOTPRINT ASSESSMENT

Paper waiting for publication

Dimension IA -
Availability of foods



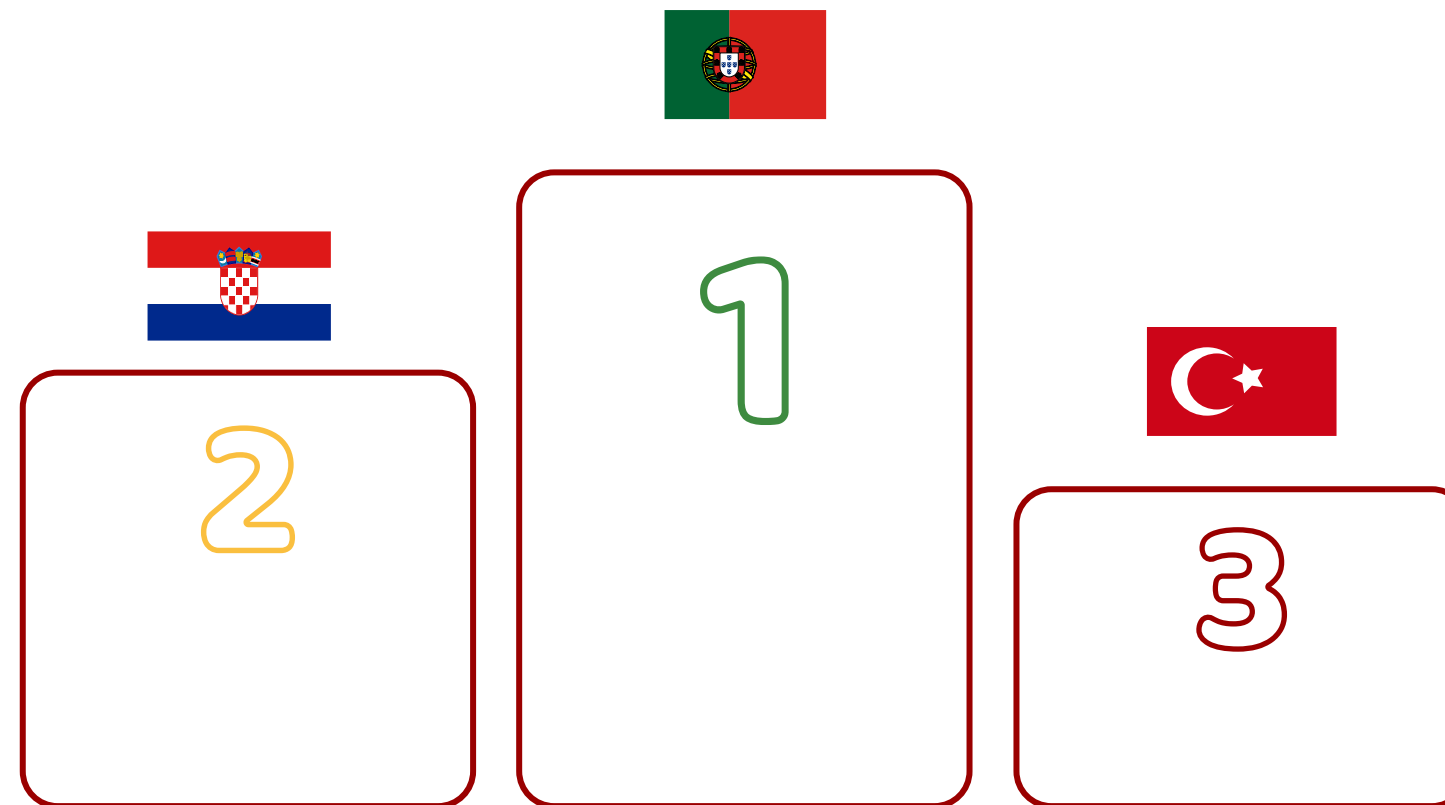
Dimension IB -
Variety of foods





RESULTS OF MENU CHARACTERIZATION AND WATER AND CARBON FOOTPRINT ASSESSMENT

Paper waiting for publication



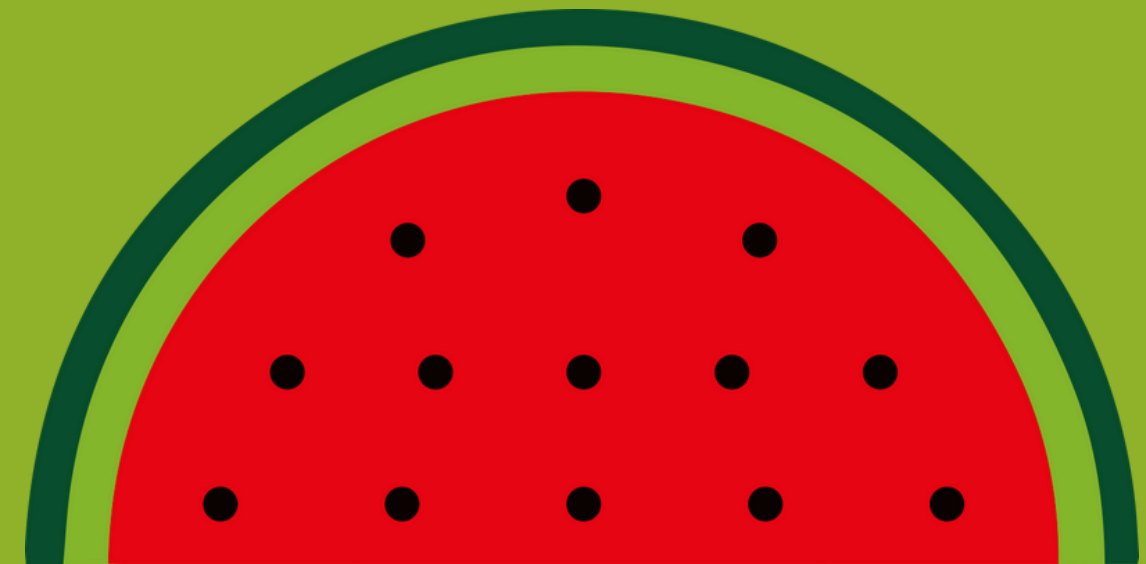
Water footprint $\bar{x} = 1785.411 \pm 909.3 \text{ m}^3/\text{ton}$

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



RESULTS

WP2






SO FAR...

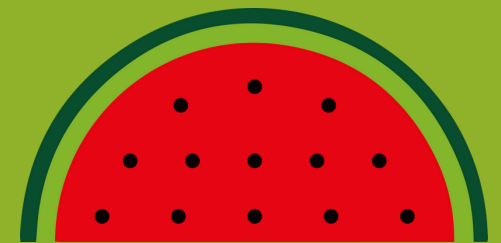


Stakeholder Engagement Model and Perceptions



[May/2023 to present]

Task A - Stakeholder Engagement Model	Task B- Students perceptions survey and interviews with stakeholders	Task C - Relation of perception with individual characteristics
<ul style="list-style-type: none">• Interviews and defining the priority matrix for each country• Two Conference Papers	<ul style="list-style-type: none">• Presentation in scientific congress• Data analysis of interviews in progress	<ul style="list-style-type: none">• Analysis and relations of the answers obtained in the survey
		



RESULTS OF THE SURVEY

Sociodemographic screening



Healthy status
screening



Mediterranean Diet
Knowledge scale



Survey Dimensions



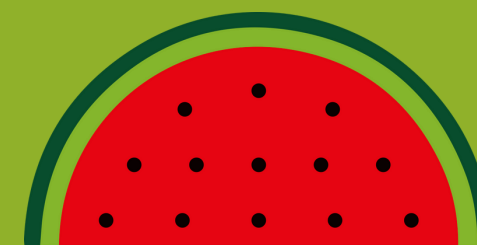
Perceptions about food
services and offers



Mediterranean Diet Index (MEDAS)



Dietary patterns



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



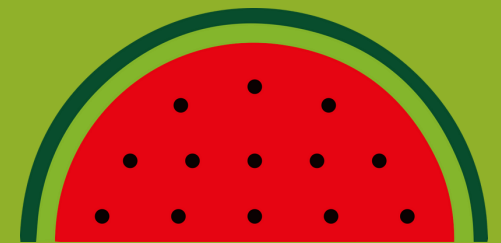
Use of canteen services **negatively related** to MD compliance & knowledge, canteen food appraisal, and likelihood of recommending canteen



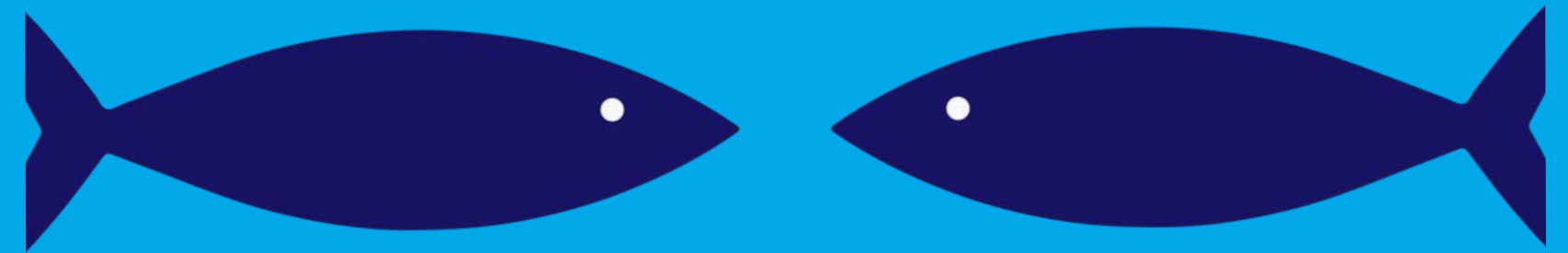
Psychological barriers: MD knowledge, low interest, bad self perception of health



Environmental barriers to adhering MD are the food and services



RESULTS



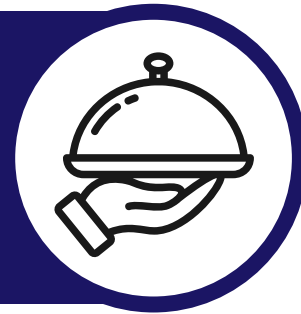
WP3

NEW FOOD SERVICE / STUDENT BAG



[June/2023 to present]

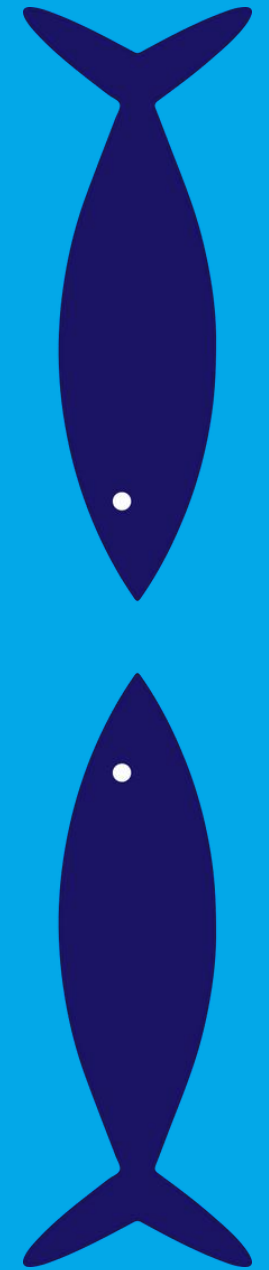
Task A - New Food Service



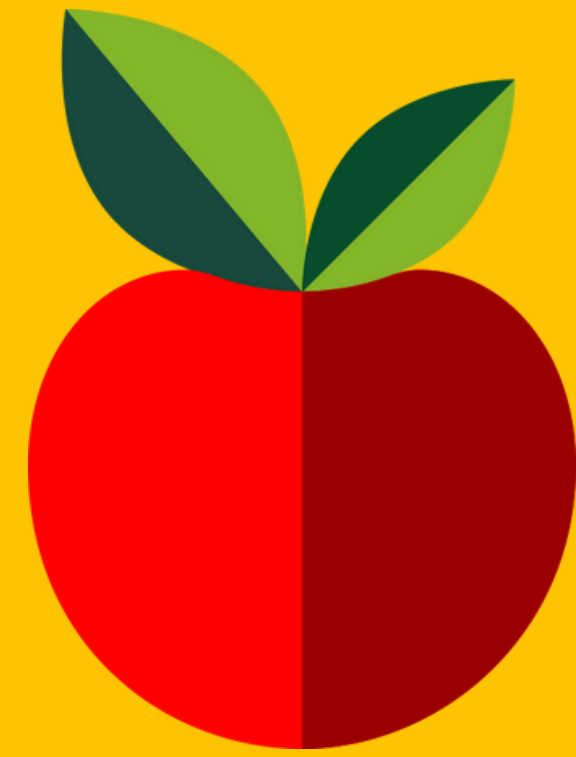
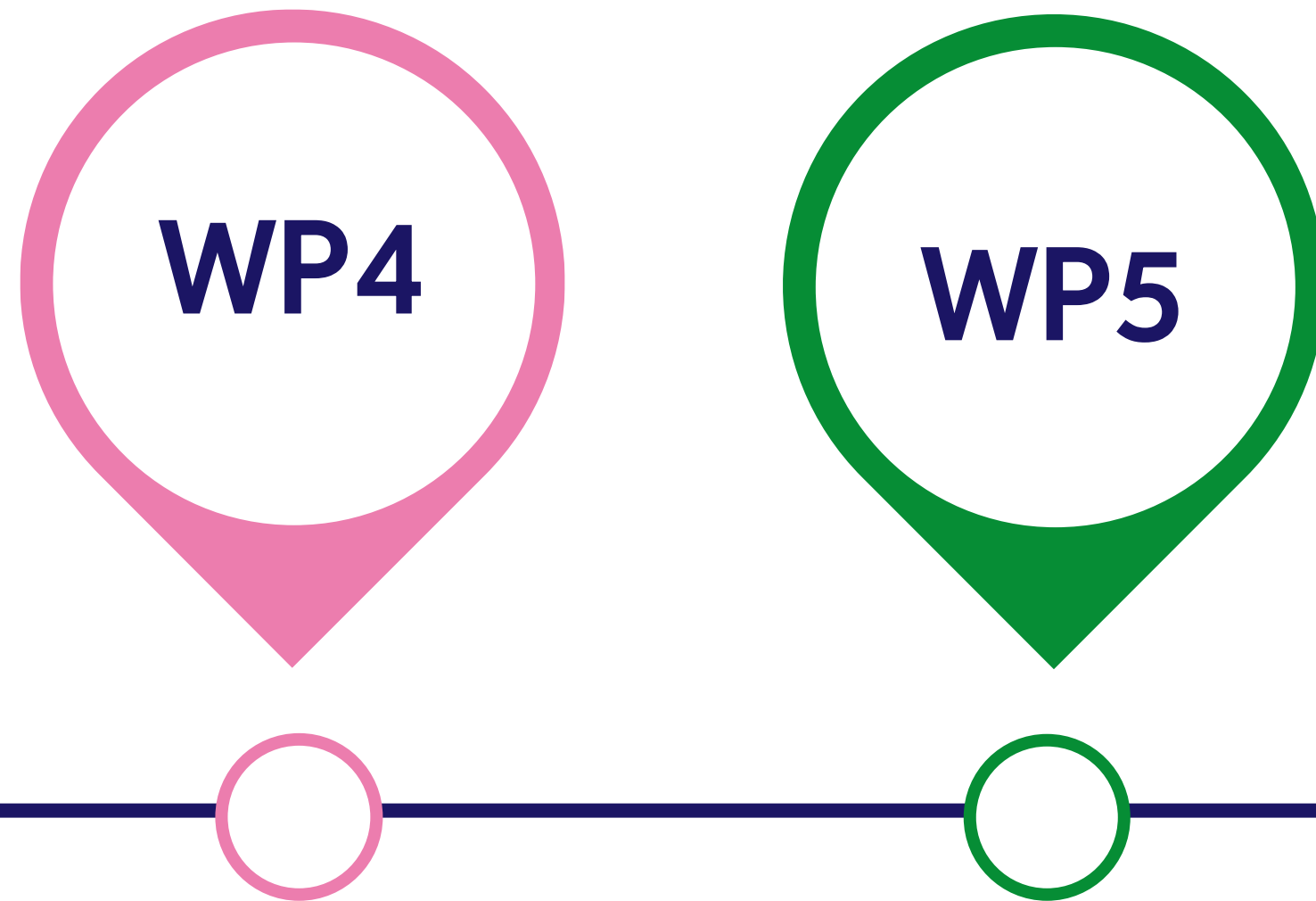
Task B- Student Bag



- 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





Social Marketing Plan



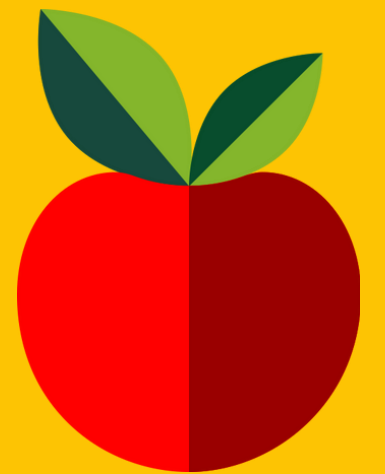
[May/2023 to present]



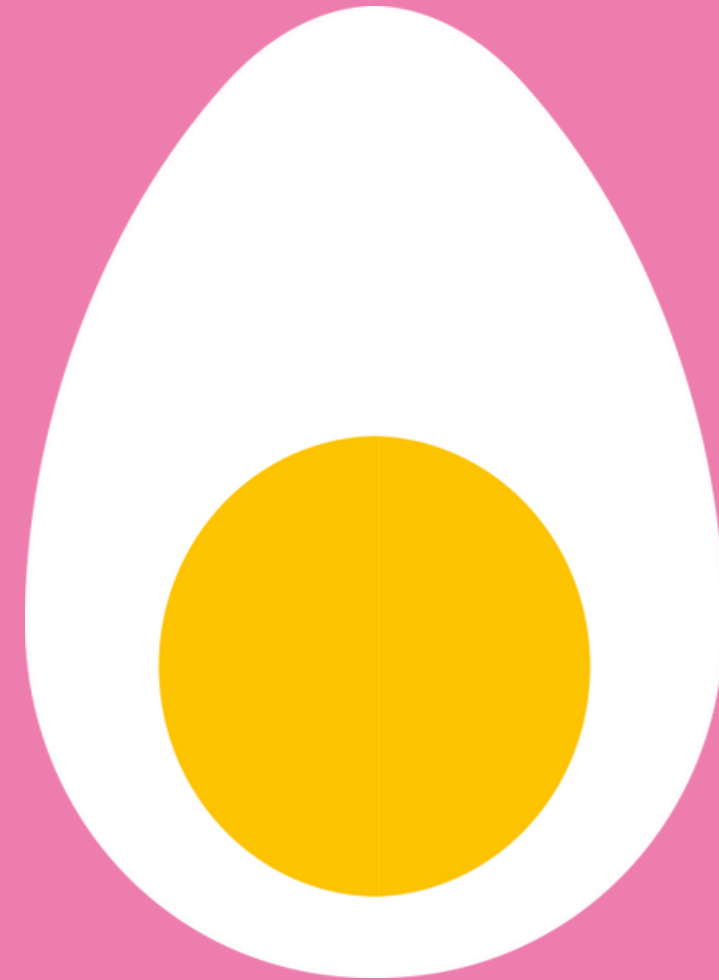
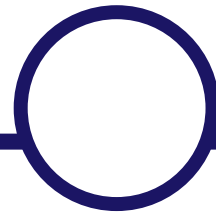
Implementation and Evaluation



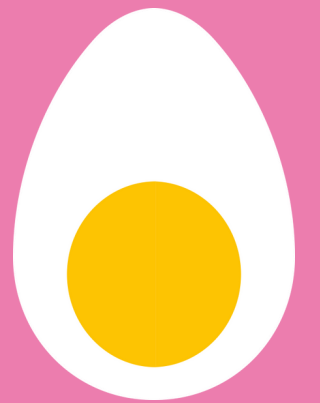
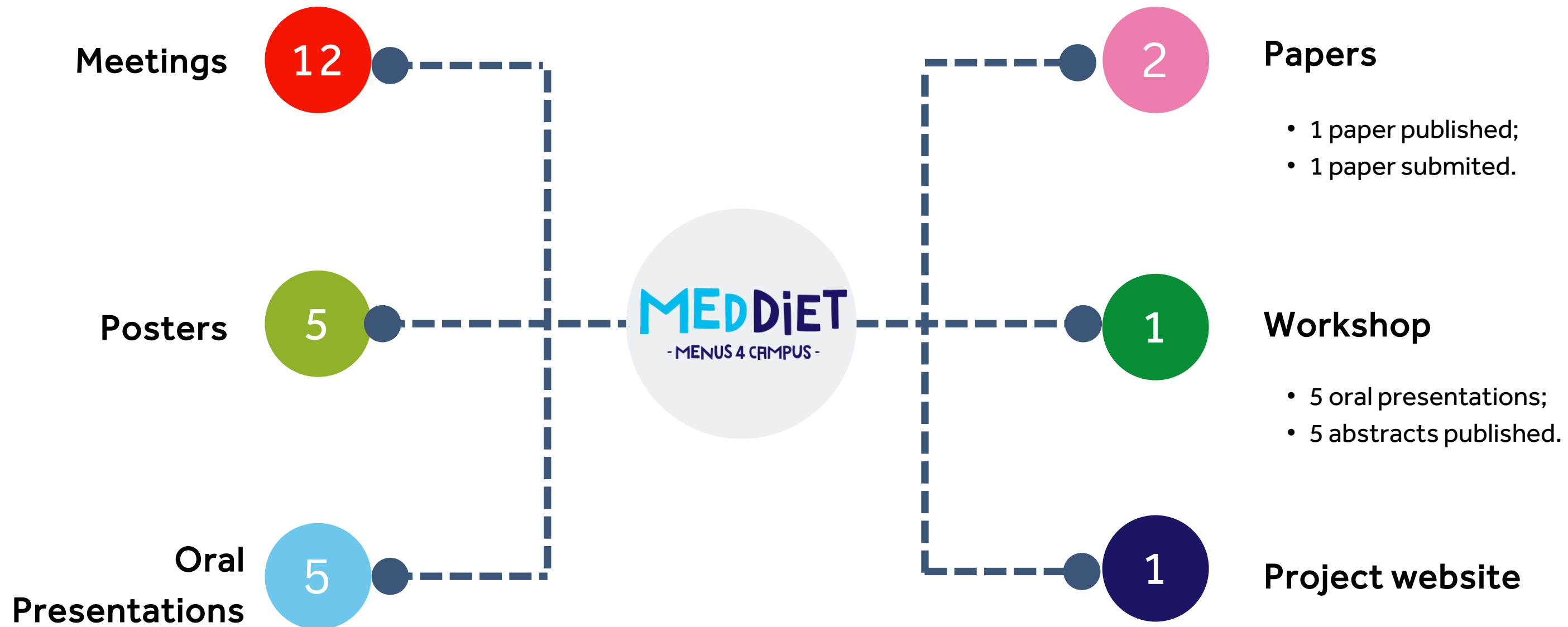
Not started yet



RESULTS



MONITORING AND MANAGEMENT





THANK YOU FOR YOUR ATTENTION

For further details and information:



info@meddiet4campus.eu

SCAN ME



Acknowledgements



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