



Promoting stakeholder adherence to the Mediterranean Diet on Campus

EUROPEAN CONSORTIUM [PORTUGAL, CROATIA, TURKEY]
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GOAL

This project aims to identify the compliance of food service menus with the Mediterranean Food Pattern (MFP) in **public high education institutes canteens** → Intervention opportunities:

- I Promoting proximity to the MFP, by creating, and offering plant-based meals, with seasonable and local food products
- II Develop tailored social marketing strategies to engage stakeholders to encourage healthier and sustainable food habits.

WORK PLAN



CURRENT HEI CANTEEN MENUS | *Analyzing menus to assess...*

Adherence to the MFP (validation of new index)
 Water and Carbon Footprint



STAKEHOLDER ENGAGEMENT MODEL | *To develop a social marketing campaign...*

Identifying priority stakeholders based on personal interviews with the main agents involved in HEI food offer.
 Engaging priority stakeholders in the diagnostic, strategy implementation, evaluation, and communication phases.



BARRIERS AND FACILITATORS TO MFP ADHERENCE | *Target-Groups...*

SURVEY (n = 500 students/country)
 Perceptions about HEI food offer
 Knowledge | Attitudes towards MFP

INTERVIEWS
 Staff/board members food service providers
 HEI intermediates



INTERVENTION STRATEGIES | *To promote healthier and sustainable food habits*

Develop / Test new food service menus/meal concepts to change the food offer toward MFP
 Develop / Test "on-the-go" meals

DISCUSSION

Food service is typically resistant to change. Most food service changes focus on very specific interventions with very little impact (e.g., reducing salt or sugar content) and/or focusing on a specific target.

In contrast, we want to achieve the level of change needed to improve the population's dietary behaviour → change the HEI food service paradigm by developing and implementing : (a) a new healthy and sustainable food service concept that complies with the MFP; (b) solutions that comply with consumers new needs (e.g., on-the-go meals); and (c) strategies that engage all the stakeholders with this concept.

MedDietMenus4CAMPUS integrates perspectives of multiple stakeholders and cultural contexts, which will allow for the co-creation of new food service concept and product that may be adapted to other settings.

| Partners



| Funding



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