

## 8.K. Scientific session: Promoting Healthier and Sustainable Diets – Evidence from the Interdisciplinary MedDietMenus4Campus

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Food service comprises the production of meals consumed outside the home, including consumers from all age groups and in different sectors. This service sector has evolved through the years, providing an increasing number of meals, which have been drifting away from the Mediterranean Food Pattern. Food service is an important setting for public health interventions, educating consumers and modulating behaviours through the meals provided. Prior research on eating habits has mainly focused on a single stakeholder - typically consumers - and on a narrow set of outcome variables. Although these studies provide important clues about the determinants of adherence to food offer, research has yet to address this issue using an integrative approach of multiple stakeholders (e.g., the consumers, food providers, and decisors) across a set of different variables. Also, intervention initiatives, usually act only on the environment without strategies that efficiently engage all the stakeholders involved. In contrast, to promote behavioral change this research will focus on Social Marketing as it has been acknowledged as an effective strategy to enhance the health and well-being of consumers. Establishing and managing long-term partnerships that include different groups of stakeholders - consumers, government, retailers, and other players - are key elements in the application of mid and upstream social marketing to complex issues. The project's main ambition is to change the food service paradigm, by creating and implementing a new healthy and sustainable food service concept complying with the Mediterranean diet, as well as solutions that comply with consumers' new needs, and also developing and implementing strategies that engage all the stakeholders with this concept. We expect to create the reference in terms of food offer that will be demanded by consumers of the next generations and the standpoint to inspire the other food service sectors/ settings

to achieve an effective and sustainable food offer change and positively influence food service consumers' food patterns towards Mediterranean recommendations. In this workshop, the findings of the project will be presented focusing on examining the barriers and facilitators of adherence to the Mediterranean Diet in the menus offered in public high education institutes canteens in Portugal, Turkey, and Croatia. To promote the identification of effective intervention pathways, we take on an interdisciplinary approach, integrating the theoretical and methodological frameworks of Nutrition, Psychology, and Marketing.

### **Key messages:**

- Provide an overview of an interdisciplinary approach to promote healthier and more sustainable food offered in university canteens.
- Present the pathway to develop social marketing strategies to engage different stakeholders in effective food behaviour change.