

SWITCHtoHEALTHY – NEWSLETTER N° 2/2023 – ENGLISH VERSION



What's new on SWITCHtoHEALTHY planet?



*Students of the school "Perna-Alighieri" in Avellino (Italy).
Contest "Create a commercial for a correct diet".*

Celebrating the milestones of the international project focused on the promotion of the Mediterranean Diet.

Greetings, SWITCHtoHEALTHY people!
As we hit the midway mark in our project journey last November, we are thrilled to share with you all the latest accomplishments from the world of SWITCHtoHEALTHY!

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STUDY PROTOCOL REGISTRATION

Our study protocol officially took its place in the spotlight, registered by EURECAT (Technology Centre of Catalonia, Spain) on the renowned ClinicalTrials.gov. This marked a pivotal moment in our quest for healthy eating based on the Mediterranean Diet, since all practical activities got timely underway! In a nutshell: the SWITCHtoHEALTHY study is a multicentre nutritional intervention involving a total of 480 families from three Mediterranean countries (Spain, Morocco, and Turkey), for a comprehensive cross-cultural investigation designed to promote adherence to the Mediterranean Diet pattern. But, believe us, it is much more than just a nutritional intervention: it's a participative experience designed to foster a shared and long-lasting commitment to Med Diet for all family members.

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NEW DIGITAL TOOLS UNFOLD!

CERTH (Centre for Technology and Research Hellas, Greece) has recently completed the development of an AI-based application for a personalized Med-based diet! The APP has just been tested by our Focus Groups. Additionally, the **UNIVERSITY OF PARMA** (Italy) has successfully completed the development of an APP tailored for children's Med-based dietary plans.

Those new tools are set to make the pursuit of a healthier diet an easy and interesting path for all family members.

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NEW HEALTHY SNACKS READY

Another important milestone was completed by Turkey, Spain, and Morocco in the **SWITCHtoHEALTHY** project, for the validation of new food prototypes. With the activities coordinated by **Bursa Uludag University**, 9 new varieties of snack prototypes in Turkey and 8 new varieties in Spain were produced, presented, and scored by the target Focus Groups composed of children and parents. Some of the newly co-created snacks will soon be scaled up to production, to offer children healthy alternatives in their diet.

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SWITCHTOHEALTHY TAKES CENTER STAGE AT PRESTIGIOUS CONFERENCES!

Exciting news is in the air as SWITCHtoHEALTHY proudly made waves at the 3rd MedGu (Mediterranean Geosciences Union) Conference in Istanbul last November!

During this event, the association **Consumers Lebanon** showcased the poster titled “Study of the adherence to Mediterranean diet (KIDMED Index) in Lebanese families’ members”. The research document, which delved into the examination of adherence to the Mediterranean Diet within Lebanese families, received the prestigious **“Best Paper Award”**! The recognition is a testament to the dedication and excellence of our team, as well as evidence of the interest and appeal elicited by SWITCHtoHEALTHY!

But wait, there's more! Our project continues to shine in the spotlight with a noteworthy mention in the latest **Report by SFS Med Platform** titled “Sustainable Agrifood Systems in the Mediterranean: Levers for Transformation,” released in November 2023. The SWITCHtoHEALTHY project has taken center stage, with a link to our **project presentation on the official FAO website**. It's a nod to our commitment to sustainable and transformative practices in the pursuit of a healthier lifestyle.

*“In SWITCHtoHEALTHY – the project coordinator **Simona Mincione (ENCO)** has commented – the fusion of digital tools promoting behavioural changes in food habits, combined with empowerment through gaming and hands-on tools, emerges as a powerful strategy. Illuminating the path for schoolchildren, SWITCHtoHEALTHY nurtures responsible decision-making. By sowing the seeds of consciousness, education becomes the driving force behind a shift towards long-term adherence to the Mediterranean diet.”*

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AND NOW...DISCOVER WHAT LIES AHEAD!

The early months of 2024 will be hectic for the SWITCHtoHEALTHY project!

In January the project early outputs and activities will be presented in Utrecht, Netherlands (trade show “Vakantiebeurs”), in February in Istanbul (“Emitt” fair) and in March in Berlin (“ITB” travel trade show), by the IZMIR Provincial Directorate of Culture and Tourism (Turkey) and the University of Parma (Italy).

Moreover, Campania Region (Italy) has just put into place a wide awareness action to promote the project SWITCHtoHEALTHY and its general aims. The XV Edition of the regional contest “Create your commercial...for a correct diet” has been launched and will be completed by the 15th of March 2024. The purpose of the competition, addressed to primary, middle and high schools in Campania region, is to promote a correct diet, consistent with the Mediterranean food model. The students will create tv commercials focused on the promotion of correct eating habits, for an actual “switch” to Med Diet.

On the 11th of May 2024, Campania Region will launch another

important awareness action: the initiative “Open Farms”. During the event, the Educational Farms of Campania will host citizens and students for free, delivering educational courses and workshops on agriculture and healthy eating and will learn more about the SWITCHtoHEALTHY project and the principles of the Mediterranean Diet.

As we step into this dynamic year, the SWITCHtoHEALTHY team invites you to join us on this exciting journey toward a healthier future!

Visit our website www.switchtohealthy.eu and follow us on our social media accounts to know more and make a change!

VISIT OUR WEBSITE



<http://www.switchtohealthy.eu/>



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