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SWITCHING MEDITERRANEAN CONSUMERS TO MEDITERRANEAN
SUSTAINABLE HEALTHY DIETARY PATTERNS

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Have you ever wondered what are the effects of **modern eating habits** and lifestyle on your health?



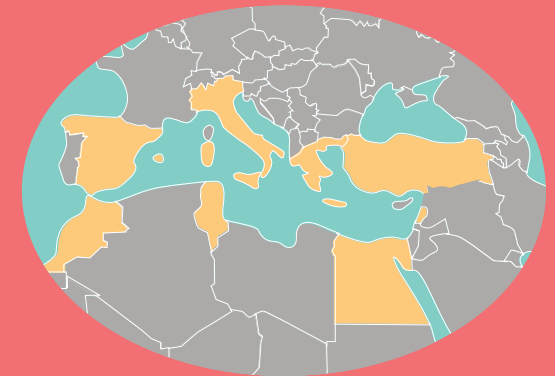
Our mission is to generate an **eating** behaviour change towards the **Mediterranean dietary pattern** and to a healthier way of living.

In the Mediterranean countries profound changes in diet are taking place, largely due to cultural and socio-economic changes in lifestyle, which are leading to the erosion of the Mediterranean food cultures. The diet modernization process has generated not only a modification of food choices in the direction of unhealthy foods, but also the habit of sedentary behaviours leading to an imbalance between energy intake and consumption.

This involves a negative health impact, as shown by the ever-increasing prevalence of overweight and obesity, as well as the rise of chronic diet-related diseases.



The methodology is based on a **citizen-centric circular approach** starting from citizens and delivering innovations back to them. A total of 360 families from three Mediterranean countries (Spain, Turkey and Morocco) are being recruited. A combination of **digital tools** and **hands-on educational material**, developed on the basis of a **"learning through playing" approach**, will be produced to foster behavioural changes in families towards healthier and more sustainable diets. Finally, easy-to-eat healthier snacking products will be created to substitute less healthier options.



The SWITCHtoHEALTHY project aims to generate an overall change of approach to the modern problem of eating behaviours, by strengthening the role of families towards the promotion of the sustainable Mediterranean food model. The main goal is to generate an actual switch to healthier dietary habits, consistent with the Mediterranean Diet.

