The Organization of Events in Promoting the Mediterranean Diet
EDITION & COORDINATION:
MedDiet Project: “Mediterranean Diet and Enhancement of Traditional Foodstuff”

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The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French.

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The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.
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PART I. INTRODUCTION

1. MedDiet Project: “Mediterranean Diet and Enhancement of Traditional Foodstuff”

“AIMING TO INCREASE THE AWARENESS ON MEDITERRANEAN DIET”

1.1. Presentation of the Project

Background and Purpose

Generally speaking, all Mediterranean countries historically have in common a dietary pattern which is plant-based but admits moderately to low amounts of animal-based foods. It seems to emerge as a healthy prudent pattern which its high adherence has been associated with a better health state due to the protective effect it shows against various diseases.

Nevertheless, profound changes have been observed in the Mediterranean Dietary pattern over the last decades, mainly due to the displacement of traditional Mediterranean foods by highly-processed junk food, translated into higher energy and lower nutritional intakes, and eventually into greater prevalence of chronic diseases.

The MedDiet Project aims to raise the awareness of consumers about the importance of preserving healthy food traditions potentially enhancing not only health but also environmental sustainability, and moreover, the Mediterranean economy and cultural heritage.

Applicant
UnionCamere (Italy, Lazio)

Partnership
Chamber of Commerce of Cagliari, Special Agency Center of Services for Enterprises (Italy, Sardinia)
Olive Oil Towns Association (Italy, Tuscany)
Mediterranean Diet Foundation (Spain, Catalonia)
Chamber of Commerce and Industry of Tunis (Tunisia, Tunis)
The Routes of the Olive Tree (Greece, Peloponnisos)
Chamber of Commerce and Industry of Messinia (Greece, Peloponnisos)
Forum of the Adriatic and Ionian Chambers (Italy, Marche)
Spanish Association of Olive cities (Spain, Andalusia)
Association of Mediterranean Chambers of Commerce and Industry (Spain, Catalonia)  
Confederation of Egyptian European Business Associations (Egypt, Al Iskandanyah)  
National Agriculture Research Institute of Tunisia (Tunisia, Ariana)  
Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (Lebanon)

**Objective of the MedDiet Project**

To increase the awareness of consumers (in particular young people and children exposed to the risk of losing Mediterranean healthy eating habits) and of SMEs (in particular restaurants) about the benefits of the Mediterranean Diet (MD) by reinforcing the capacity of schools, local authorities, chambers of commerce/business organizations and policy making institutions to implement effective and sustainable initiatives for safeguarding the Mediterranean Diet in Egypt, Greece, Italy, Lebanon, Spain and Tunisia.

**Expected Results**

- Increased capacity of schools and local authorities of the territories participating in the project to implement initiatives aiming at increasing the awareness about the advantages of the Mediterranean Diet among children, young people and other groups of consumers.
- Improved capacity of chambers of commerce and business organisations of the territories involved in the project to support SMEs (mainly restaurants) in proposing foodstuff coherent with an authentic Mediterranean Diet.
- Improved capacity of policy making institutions in Egypt, Lebanon and Tunisia in designing policies and instruments aimed to safeguard the Mediterranean Diet.

**Main Activities**

- 165 nutrition education initiatives for schools and consumers including taste laboratories, visits to farms/factories, cooking courses, schools vegetables gardens.
- Distribution of 31.100 MedDiet tool kits.
- Creation of a MedDiet Quality Label for restaurants and pilot actions for its implementation (training courses and technical assistance programs for restaurant owners).
- Establishment of 20 “Mediterranean Diet Info Points”.
- Drafting of a “Shared Mediterranean System for the Safeguarding of Traditional Products of the MedDiet” to be signed by representatives of Ministries/agencies in Tunisia, Egypt and Lebanon.

**Target Groups**

- 4.800 students, 1.200 teachers and 120 school principals/headmasters
- 150 officers from 45 national/local authorities
• 20 trainers from chambers of commerce

**Final Beneficiaries**
- 22,500 consumers
- 300 restaurant owners/managers

**Duration**
30 months (January 2013 - June 2015)

1.2. Importance of the Project

The recent recognition by the UNESCO (United Nations Educational, Scientific and Cultural Organization) of the Mediterranean Diet as Intangible Cultural Heritage of Humanity reinforces, together with the scientific evidence available, the Mediterranean Diet as a cultural and health model. Its relationship to the prevention of chronic diseases (cardiovascular diseases, type II diabetes, some types of cancer, etc.) and its overall effect to quality of life have been extensively studied. The Mediterranean Diet has an international projection; it is stated as one of the healthiest and most sustainable eating patterns on the planet and as a key player in the public health nutrition field not only in Mediterranean countries but also on a global level.

The purpose of the MedDiet Project is to increase awareness of the Mediterranean Diet as an integral part of a lifestyle. The Mediterranean Diet is a highly recommended
lifestyle for the whole society. Not only is it a dietary pattern that combines ingredients and local agricultural products with a great local economic value, recipes and cooking methods of each place, shared meals, celebrations and traditions, but it is a way of life which, together with moderate physical exercise, completes a healthy lifestyle. It shouldn’t be forgotten that this pattern is a factor of economic and social development that could be an engine of the social fabric of the Mediterranean countries and the food industry. It is therefore a cultural and socioeconomic vital identity that gives meaning to the Mediterranean.

The promotion and safeguard of the Mediterranean Diet is fostered with MedDiet encouraging at the same time other southern Mediterranean countries to adopt and share, at the European level, this Mediterranean knowledge and safeguard values. Although these are only the first steps in the strategy required to defend against threats posed by the model of production and consumption in the context of globalization in the Mediterranean basin countries.

Ultimately, this ancient cultural heritage should be preserved and promoted from different areas such as public health, agriculture, culture, politics and economical development. If so, there will be an economic benefit, but as a healthier population with lower rates of obesity and chronic disease, and ultimately, the defence of our heritage.
2. How to Use This Guide

This guide aims to provide tools to the educators of the MedDiet Project, and to the teachers and technicians from schools and local authorities that coordinate and implement nutrition education activities in schools and municipal areas for promoting the Mediterranean Diet lifestyle and the cultural aspects around the act of selecting, preparing and eating food.

The project includes in its objectives strategies and educational activities that support the pedagogical practices of those responsible for planning and providing activities that enhance the development of knowledge, attitudes, and eating habits of the general population. Moreover, it intends to develop and validate the educational training program through a set of educational material on Mediterranean Diet education and the preservation of traditional food practices related to the Mediterranean Diet pattern.

The present Guidelines and the supporting material (Didactical Support Materials for Schools and Communication and Promotional Instruments) are part of the set of materials designed by the project “MedDiet”. The Guidelines aim to strengthen the knowledge about Mediterranean Diet food available at schools and local authorities. In this line, the proposed activities are based on collaborative work for effective learning and motivation, seeking to reaffirm the links between the participating countries, and highlight and raise awareness of the specificities of each country in relation to food culture, as well as reaffirming and enhancing the benefits of the Mediterranean Diet and available food from our sea and our land to reach the dish in a pleasant way. Tips, recommendations and slogans are provided for each activity to emphasize the positive messages related to Mediterranean Diet pattern adherence.

In the process of reviewing the Guidelines, specialists in food and nutrition, education, pedagogy, psychology, anthropology and governmental technicians have participated along with the specialists from the different partners in the participating countries of the project.

We hope that the conscious use of the supporting material promotes the construction of a Mediterranean lifestyle among society.
3. Objectives of the Guide

✓ Transmit how to select, prepare and eat according to the Mediterranean Diet model.
✓ Acquire the knowledge, skills and abilities in relation to the Mediterranean Diet pattern.
✓ Convey values and criteria to empower decisions made about what foods to consume.
✓ Instil the value of traditional and local foods.
PART II: MEDITERRANEAN DIET AND LOCAL AUTHORITIES

1. The Role of Local Authorities

Considering the importance of the recognition by the UNESCO and international projection along with the potential benefits of the Mediterranean Diet to the community, there are strong arguments for Local Authorities to invest in the Mediterranean Diet.

Local Authorities are key players in stimulating the local economy and serve a central role in helping consumers acquire knowledge, skills and aptitudes for greater adherence to the Mediterranean Diet (Figure 16). Therefore, local professionals and leaders have the opportunity and the responsibility to promote the messages, values and practices of the Mediterranean Diet.

The government (local or regional, and their respective authority) should:
✓ Recognize the role of the Mediterranean Diet.
✓ Be committed to promoting the MedDiet principles and knowledge system for local development and acquiring space for the Mediterranean Diet and the social benefit it conveys.

1.2. Objectives for Mediterranean Diet Promotion by Local Authorities

• **Main Objective:** To safeguard the Mediterranean Diet (increasing awareness and adherence to the Mediterranean Diet within the target region).

• **Specific Objectives:**
  ✓ Incorporate the Mediterranean Diet on the public agenda:
    ➢ Promotion through the use of social marketing, social media, internet, television, radio and newspapers.
    ➢ Educate the local community about traditions, culinary principles and their associated health benefits.
    ➢ Form partnerships with public and private sectors.
  ✓ Include the Mediterranean Diet in local policy development.
  ✓ Examine barriers and facilitators in accessing Mediterranean Diet food components.
  ✓ Contribute to the social construction of lifestyles based on the cultural, gastronomic and health aspects of the Mediterranean Diet.
  ✓ Promote scientific knowledge and research on the Mediterranean Diet.
  ✓ Promote healthy values of the local and/or regional cuisine.
1.3. Potential Members of the Local Authority

✓ Public Health Professionals
✓ Local, Regional or Nationally Elected and Appointed Officials
✓ School Administrators and Teachers
✓ Other Government and Community Stakeholders
✓ Non-profit Organizations

1.4. From Global to Local Mediterranean Diet Strategies

Figure 17. From the National to a Local Scale

Think Globally, Act Locally

Many global and national strategies have been launched. Most of these have been motivated by obesity prevention campaigns as a way of reversing the increasing prevalence rates within the Mediterranean region. These initiatives aim to encourage healthy eating and physical activity while seeking collaborations and partnerships with public and private research institutions, universities, and members of society.

Examples of Global and National Strategies:

✓ The World Health Organization (WHO) established the Global Strategy on Diet, Physical Activity and Health in 2004 for sustained political commitment and collaboration of public and private entities.
✓ The Greek National Plan of Action on Public Health
✓ The Spanish Strategy for Nutrition, Physical Activity and the Prevention of Obesity (NAOS)
Such campaigns require a multi-factorial approach, incorporating current research, best practices, mobilization and integration of various sectors of the community, participatory assessment and systematic and regular monitoring to evaluate results. Initiatives and programmes in the Mediterranean countries context should aim to incorporate the promotion of the Mediterranean Diet as a reference for a culturally accepted prudent dietary pattern model.

Focusing on Mediterranean foods rather than “nutrition” or nutritional components may be advantageous in conveying messages since the Mediterranean dietary pattern is best known for placing emphasis on foods and meals rather than on nutrients. National strategies can provide the framework for many regional and local initiatives in this sense.

Both global and local strategies should include food promotion and education programs as essential tools for achieving positive changes in eating habits and lifestyles. Basically, the structures of such programs are and could be similar in most countries but must be adapted to the communities’ characteristics and must also be sensitive to cultural traditions and social behaviours of the community (Figure 18).

1.5. Mediterranean Diet Promotion Community and Actors

The social context is one of the main factors responsible for the evolution of eating habits of modern society; this is a matter of interest and concern among health professionals, educators and the general population because it fosters poor lifestyle habits which undermine the success of public health initiatives aimed at the community (Figure 18).
For many decades the family has been the cornerstone in the adoption of a particular dietary pattern. Later socioeconomic changes have generated a number of alterations in the roles of its members, which has led to a social transformation, due to the indirect effect of many factors (economic, religious, social, physiological, cultural, psychological, and advertising) on the eating habits of the population.

Experts working within the area of food, education, health, culture, environment, and policy are highly regarded members of the community; therefore the potential to be heard is remarkable. Consequently, since the Mediterranean Diet pattern is not only a healthy dietary pattern but also a cultural model, it has much more possibilities to succeed if consumers are persuaded to follow it.

The following Figure 19 represents all the players involved in educating, accessing and promoting the Mediterranean Diet. The possibilities to create new partnerships and discover opportunities are vast since the creativity and involvement of as many sectors of your community as possible are required.
Figure 19. Mediterranean Diet Promotion Network

1.6. Successful Mediterranean Diet Promotion Programming

Figure 20. Outline for Program Planning
Steps for Program Planning and Designing:

1.6.1. A **Needs Assessment** should be conducted to obtain a good analysis of the situation and choose the best suited actions for the given community. For instance, the needs of your community may be analysed by:

- Identification of the target population
- Outline the purpose of your assessment
- Identification of data types and sources
- Data collection about eating habits, values and beliefs, health, physical, environmental, social, economic, cultural and political characteristics of the community and the target audience. Include epidemiological studies, surveillance data, focus groups, experts and existing research extrapolated from similar communities. But especially determine barriers and facilitators to adopt the Mediterranean Diet.
- Analysis and Interpretation of data
- Identification, evaluation, and prioritisation of the problem and needs of the community
- Share your findings with experts and professionals of the field

Since these are initiatives aimed at promoting a change in dietary behaviour -to increase adherence to the Mediterranean Diet - **Behaviour Theory Models should be taken into account**. Behaviour change techniques should consider:

- Problem solving
- Self-monitoring tools for consumer
- Provide consumers with the pyramid and explain “where, when, how” to eat
- Model the behaviour
- Environmental restructuring
- Prompt practice
- Social support and social change

A list of potential areas and indicators for assessing the sustainability of the Mediterranean Diet is provided (Figure 21 and 22) to summarize several aspects that could be analysed for a certain intervention to promote the Mediterranean Diet, or even the monitoring of the pattern in a certain region.
Figure 21. Priority Areas to Assess the Sustainability of the Mediterranean Diet

Source: Adapted from Task Force on indicators for Assessing the sustainability of the Mediterranean Diet, 2012.
Figure 22. Potential Indicators for Assessing the Sustainability of the Mediterranean Diet

Source: Adapted from Task Force on Indicators for Assessing the Sustainability of the Mediterranean Diet. Jan 2012.

Med: Mediterranean; Med diet: Mediterranean Diet

1.6.2. Set Achievable Goals and ensure adequate design.

The determined activities should reinforce the purpose of the objectives. An activity could be determined and assigned to each objective. The following factors should be contemplated when determining activities:
- Technical training.
- Expected efficiency (ratio between the required effort and the expected results).
- Accessibility of the population to activities.
- Maintain flexibility when program planning to adapt to unexpected changes.

1.6.3. When Implementing a campaign the following principles should be considered (Figure 23); the multi-sectored and multidisciplinary approach being key.

Figure 23. Principles for Implementing a Mediterranean Diet Promoting Campaign
Educating individuals, particularly when related to food and health, requires sustainable programming and target-focused initiatives to foster changes in attitudes and behaviours. Educational campaigns and sporadic isolated actions are not useful for sustained changes in eating behaviours.

In summary, it is recommended to design a model outlining the necessary inputs, outputs and outcomes as described in Figure 24.
To consider when implementing initiatives:

- **Assess the political motivation.** Political will on behalf of municipal officials and attaining a general consensus by all municipal political groups is important for success.
- **Assess community interest.**
- **Define program resources** (Each activity should be assigned some resources):
  - Material Resources (material and equipment)
  - Financial Resources (budget for the implementation)
  - Human Resources (number of people, their professional qualifications, time commitment and duration of the collaboration)
  -- Define the local authority, **Departments and public/private partnerships** of different areas (e.g. agriculture, health, education, culture, recreation) for program development, implementation and evaluation.
-- Initiate meetings involving all sectors of the local community to either integrate them as actors or simply create synergies.
-- Study economic sources and potential resources in regional and state administrations.
-- Establish a Coalition across sectors of government and both public and private organizations (non-profits, professional associations, businesses, local purveyors, schools, churches etc.) allowing for the pooling of resources and intellectual power while working towards a common goal.
-- Encourage citizen participation in all stages the program.

✓ Create Work Groups for planning, development and evaluation. Sub groups working between the sectors involved should be created within each of these work groups.
✓ Define a Timeline. Establish responsibility for each of the activities, a framework of coordination, resources and activities management, with a schedule of activities described in chronological order.
✓ Prioritize those activities where beneficiaries are active participants.
✓ Design, implement and evaluate a Pilot test in a small area before implementing the larger community program.
✓ Participate in local, regional or national media. The media provides an effective platform for educating the public and amplifies the message. Journalists and media are one of the main players who can help in promoting the message of the advantages of the Mediterranean Diet. Distribute information, tutorials, pamphlets, posters, podcasts, videos and educational materials by using social marketing tools such as the internet, television, social media and publications.

Best Practices for a Promotion Campaign:
✓ Develop a clear and focused message
✓ Communication should be systematic, opportunistic and sustained
✓ Create a strong message aimed at empowering individuals by learning, engaging and sharing Mediterranean Diet principles.
✓ Share those Lessons Learned: be sure to share your successes and challenges with other members of the local authority. Letting others know about the program may help improve future program initiatives.

1.6.4. Evaluate your program keeping in line with your predetermined goals and objectives.
✓ Establishment of registration-information systems to obtain data of indicators for monitoring and evaluation, evaluating both the process and the outcomes.
✓ Design and execute effective evaluations of the program to enhance both current and future initiatives.
Sample Evaluation Questionnaire

The questionnaire seeks to request your opinion and level of satisfaction with the training in which you participated. Please rank on a scale of 1 to 5 (1 being the lowest and 5 being the highest) your level of satisfaction with the activity.

THANK YOU FOR YOUR COOPERATION

| ACTIVITY: |  |  |
| LOCATION: |  |  |
| DATE: |  |  |

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<thead>
<tr>
<th></th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
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<td>Level of knowledge acquired</td>
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<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Willingness to apply knowledge &amp; skills learned</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Overall satisfaction</td>
<td>1</td>
<td>2</td>
<td>3</td>
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1.7. Ideas and Examples on “How to Become a Mediterranean Diet Promoter?”

Below are some suggestions on “How to be a Mediterranean Diet Promoter” Local Authority by establishing a Mediterranean Diet Council and accepting potential commitments and foster them to concerned consumers, which will provide the foundation for a Mediterranean Diet promotion community:

**Establish a Mediterranean Diet Council:**

The Mediterranean Diet Council could be based on the concept of a Food Policy Council (FPC) which is an organization representing the numerous components of the broad food system. The aim of the council is to build support for adopting a Mediterranean Diet pattern while simultaneously promoting sustainable agriculture. Organizing periodical meetings to discuss the communities food matters in the Local Authority context could be a great opportunity for all the actors. Involving
Mediterranean food providers (growers, producers and distributors) in the process of promotion and education outreach since all parties have vested interest in preservation and expansion of Mediterranean Diet principles. Consult Nutritionists, Dieticians and other food experts and public health professionals in the planning, development, promotion, implementation and evaluation of Mediterranean Diet initiatives. Such professionals provide expert analysis of components of the diet and understand the role of social marketing and education in community settings.

The main aims could be:

- **Improve accessibility to Mediterranean foods, for instance through:**
  - Identifying opportunities to promote Mediterranean foods at catering venues;
  - Provide training and incentives for restaurants, local shops and markets on how to select, maintain and store fresh produce and traditional Mediterranean foods;
  - Unify resources among numerous small shops to buy fresh produce and products at discounted bulk rates benefiting both shop owners and patrons;
  - Reformulating Food policies and updating legislation on the basis of food advances in the scientific community and the new consumer needs.

- **Assess the Food Environment**
  The food environment encompasses where food is purchased, distributed, or served within your community. Be sure to explore the following settings when looking for opportunity to promote the Mediterranean Diet:
  - Pre-Schools
  - Elementary Schools
  - Colleges and Universities
  - After-school sports programs
  - Hospitals and Medical Centres
  - Worksite cafeterias and vending machines
  - Convention & Meeting Venues
  - Recreational Facilities (museums, sporting facilities and arenas, parks, pools)
  - Built Environment (ability to walk or bike, ability to access healthy foods)

- **Promote Community Gardens and Agricultural Groups**
  Community gardens offer local residents access to small plots of land where they can grow their own fruits and vegetables. This provides a hands-on opportunity for residents to learn, grow and enjoy fresh Mediterranean foods. Local authority leaders can play a role in the development of community gardens by identifying and using available spaces.
• **Provide continuity to the Mediterranean Diet Training Workshops**

   Organize regular training workshops to educate other local authority members and public health professionals using the MedDiet knowledge system and tools.

• **Increase Availability of Farm Fresh Foods**

   Identify opportunities for partnerships with local farms. Explore barriers and opportunities for expanding collaborations with local agriculture. Assist schools, businesses and hospitals in providing local agricultural products and join resources to allow farmers to bid competitively.

• **Evaluate Foods Meetings, Conferences and Leisure Activities**

   Conventions and meetings sponsored by the local authority should aim to showcase Mediterranean foods and lifestyle. Engage in contracts with Mediterranean food vendors to ensure continued commitment to proving traditional, delicious and healthy foods and even physically active leisure and local and traditional products related activities.

• **Focus on targeting Children and Pregnant Women for a long term investment:**

   ✓ Look for opportunities to education youth about the Mediterranean Diet. Rising rates of childhood obesity make such initiatives critical for promoting health and preserving traditions of the Mediterranean culture and heritage. Examine opportunities to include Mediterranean foods in schools, sports fields, parks, swimming pools, museums, playgrounds, festivals, etc. especially attractive for adolescents such as with the involvement of music and dance.

   ✓ Examine the role of diet in prenatal health and the access of Mediterranean foods among pregnant women. Encourage the use of Mediterranean Diet tools and resources during prenatal appointments to educate women about the health benefits of the traditional dietary pattern for them and their baby. Future mothers are in a very receptive period for introducing new food habits.

• **Foster Mediterranean Diet promoting Schools** (refer to Guidelines for Mediterranean Diet Education in Schools at the MedDiet Project website [www.med-diet.eu](http://www.med-diet.eu))

   ✓ Analyse whether school meals meet Mediterranean Diet recommendations and comply with national standards.

   ✓ Consider including a farm-to-school program to increase quality and availability of Mediterranean foods.

   ✓ Evaluate the promotion and nutritional quality of school vending machine products such as snacks and soft drinks.

   ✓ Partner teachers and parents in developing healthy school meal and snack programs.

   ✓ Negotiate and contract with catering companies and snack vendors who model Mediterranean Diet principles.

   ✓ Examine opportunities to increase nutrition and health education in classrooms
Consider adding edible school gardens that integrate gardening and fresh seasonal cooking into curricula.

**Rethink Vending Machine Policies**
Examine the promotion, presence and nutritional value of vending machines in local schools, worksites, businesses and sporting centres. Local authority figures can negotiate vending machine policies that either prohibit or reduce the sale of unhealthy foods and beverages or further restrict vending machine sales to healthy Mediterranean snacks.

**Engage in Commitments:**
Local entities such as municipalities and provincial governments may demonstrate their interest in spreading knowledge and values associated with the Mediterranean Diet by signing commitments. The following sample *Authority Letter of Commitment* is part of the commitment to the Mediterranean Diet promotion for those members who are considered beneficiaries. This is different than the application documents signed to participate in the MedDiet Project. As well, below a sample *Consumer Letter of Commitment* is also presented to be sent by the Local Authority in order to foster interest and commitment from consumers.

1.7.1. **Authority Letter of Commitment**

Dear Member,

As a member of the local authority you have the power to influence public perception and behaviour. Why not use your power to preserve the heritage, culture and healthy lifestyle of your Mediterranean Diet? Not only is this dietary pattern considered one of the healthiest of the world yet it also boasts environmental sustainability and economic viability.

Unfortunately in recent years, convenience foods, which are highly processed and of poor-quality have edged out the wholesome and traditional foods native to the region. Over the same time period rates of obesity within Mediterranean countries have increased placing a large burden upon the health of the community, particularly on children. Therefore you have an opportunity to play an integral part in the promotion and preservation of the Mediterranean Diet while improving the health and economy of your community.

In 2010 the UNESCO (United Nations Educational, Scientific and Cultural Organization) highlighted the importance of preservation and promotion of the Mediterranean Diet when it recognized the diet as an Intangible Cultural Heritage of Humanity. As a result, more emphasis has been placed on improving access to Mediterranean Diet foods, increasing awareness of the health benefits associated with the diet and promoting the consumption of traditional food components. As a result, the responsibility of saving this heritage falls upon you the authority to partner with our communities. If we don’t save our precious diet and heritage, who will?

One way of pledging to preserve and promote the Mediterranean way of life is to make commitments. Such commitments outline the importance of furthering the mission of diet promotion and preservation while enhancing public partnerships. The following are commitments you can make to:
- Safeguard the diet and lifestyle associated with the Mediterranean Diet working with producers, local markets, schools, hospitals, sporting arenas to assist more people in to the health, cultural and environmental benefits.
- Promote healthy lifestyles and communicate and promote the benefits of the Mediterranean Diet in the media through the use of social marketing, social media, internet, television, radio and newspapers.
- Apply scientific knowledge and research when advocating for the Mediterranean Diet as the basis for improving public health.

By making this commitment and signing below you are helping to strengthen our purpose and momentum in spreading the message of Mediterranean diet and lifestyle preservation and promoting adoption of the Mediterranean Diet principles within the community.

1.7.2. Consumer Letter of Commitment

Dear Mediterranean Diet Consumer,

The Mediterranean Diet is considered one of the healthiest in the world. Yet, in recent years poor-quality foods have edged out wholesome and traditional foods native to the region. As a result, more emphasis has been placed on increasing awareness of the health benefits associated with the diet and promoting the consumption of traditional food components.

The Local Authority has assumed the challenge to be a Mediterranean Diet promoting authority, thus needs your commitment to succeed. You hold power to save your traditional diet and make a commitment with your fork by choosing Mediterranean foods. Such a commitment strengthens the mission of Mediterranean Diet promotion and preservation while stimulating local commerce and sustaining the environment. Here’s how you can preserve your Mediterranean Diet and lifestyle:

- **Learn:** Educate yourself through the pyramid about the way of selecting, cooking and eating to follow the Mediterranean Diet.
- **Purchase:** Buy and prepare fresh, local and seasonal foods.
- **Share:** Your knowledge of the diet, lifestyle health benefits with your family and friends by exchanging traditional recipes and meals around a table maintaining the region’s culinary traditions.
- **Move:** Get moving more by walking, biking, swimming or exercising. Take advantage of the Mediterranean climate by being active with friends outdoors.

Local Authority Signature:
✓ **Benefit:** The closer you adhere to the Mediterranean Diet principles, the more opportunities you have to enjoy the benefits of the diet such as health and vitality, and economic stimulus and sustainable agriculture with your community.

Spread the word, sign this commitment letter and live the Mediterranean Diet as a way of preserving health, culture and environment.

*"IF YOU LOVE YOURSELF, FOLLOW ME. THE MEDDIET"*

Consumer Signature:
PART III: MEDITERRANEAN DIET EDUCATION ACTIVITIES FOR THE ORGANIZATION OF EVENTS

1. Applies to All Activities

All activities will be accompanied by the Communication and Promotional Instruments such as the Mediterranean Diet Pyramid, a volunteer option of using a large visual aid to present the activities.

During the first session, the educator will introduce himself and present the MedDiet Project. He/she will begin by asking the consumers what they know about the Mediterranean Diet and for a while they will put in common concepts and discuss their perceptions and experiences.

Afterwards, all the participants together with the educator will say the slogan of the project and do the movements involved:

“WE ARE WHAT WE EAT. BE MEDITERRANEAN!”
Say “WE ARE WHAT WE EAT” accompanied with a movement: start standing with one hand to mimic the gesture of eating and then go to the crouching position while using both hands to tap the head to the toes before finally jumping up and shouting “Be Mediterranean!”

“IF YOU LOVE YOURSELF, FOLLOW ME. THE MEDI DIET”
Say “IF YOU LOVE YOURSELF” accompanied with a movement: drawing a heart with both hands at your heart level and then with one hand do the “come” gesture accompanied with the hand while saying “FOLLOW ME. THE MEDI DIET”.

The importance of physical activity and its benefits are introduced hand in hand with healthy food (refer to Physical Activity in Part I). A good excuse for a warm up is a 1-2 minute mini-physical activity dynamic for the whole group. Saying “since we previously moved the whole body now is time to stretch our hands since we will make you work with your hands for preparing food and eating, and roll the head from side to side ten times to get the mind ready for some thinking. Finally take a deep breath and exhale... Followed by a question:
“DO YOU DARE TO BE MEDITERRANEAN IN ALL SENSES?”

The purpose of the activity is to highlight the importance and benefits of physical activity as well as the essential role it plays in the Mediterranean lifestyle.

Then, the educator will explain the basics of the Mediterranean Diet and its food groups using the Mediterranean Diet Pyramid (refer to the Mediterranean Diet Pyramid and the Mediterranean Diet Meal in Part I). The Pyramid should be explained focusing on its specific sections (either by hiding other sections or with selective PowerPoint slides of the different food groups); ending the explanation by showing the entire Pyramid. Another possibility is to print a large poster, and by cutting it into pieces (for examples the levels of the Pyramid) may be useful when describing the food groups. Initially showing the whole Pyramid could be overwhelming to the audience because there is plenty of information to take in; a good strategic didactical solution could be explaining the pyramid bit by bit and then showing the whole representation at the end.

Mediterranean Diet education should be a prevention strategy, based on behavioural changes and modification of unbalanced eating habits, bearing in mind that proper nutrition is crucial for healthy physical and mental wellbeing. Thus, taking into account this approach, some questions are formulated in order to make participants more aware of how they eat; leading the participants to find their own answers without pushing them to share with the rest of the participants unless they are willing to:

✓ “FROM 1-10, HOW CLOSE ARE YOUR DAILY MEALS TO THE MEDITERRANEAN DIET? (PERCEPTION)”

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“DO YOU FOLLOW THE MEDITERRANEAN DIET MEAL PRINCIPLES?” In order to evaluate the participant’s score (refer to Mediterranean Diet Meal Figure in Part I):

1. “Do you use extra virgin olive oil for cooking and dressing?”
2. “Do you fulfill the main meal composition?”
3. “Do you eat more or less than the total amount that fits on a large dish for a meal?”
4. “Do you usually drink water with your meals?”
5. “Do you mostly choose traditional and local products?”
6. “Are you physically active?”
7. “Do you limit sweets, cakes, snacks, soft drinks and juices to special occasions?”

“WHAT BARRIERS PREVENT YOU FROM FOLLOWING THE MEDDIET?”

Once the basis of the Mediterranean Diet is explained and before beginning the activity, participants will repeat the slogans and the movements to get started.

During the next sessions, experiential and sensorial food seduction activities are implemented. The success of the project depends on the partnering with local markets, farms and producers to familiarize consumers with the Mediterranean Diet “Farm to Fork” principle.

In general, sessions conclude with the tasting of a simple Mediterranean recipe or food (olives, bread and olive oil, watermelon, nuts...).

Lastly, consumers are asked to participate in an individual and group evaluation of the activity. For example, an individual activity may involve writing a two-sentence
summary about what they learned that they did not previously know. This activity could then be followed by a group evaluation to share thoughts, experiences and conclusions.

In order to support the modification of participants eating habits and improve their adherence to the Mediterranean Diet, final questions should be made to lead the participants to find their own answers without pushing them to share with the rest of the participants unless they are willing to:

- “WHAT SPECIFIC ACTIONS COULD YOU DO TO IMPROVE YOUR MEDITERRANEAN DIET?”
- “WHEN WILL YOU PUT WHAT YOU’VE LEARNED INTO PRACTICE?”
## 2. Activities Timetable

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<thead>
<tr>
<th>Duration</th>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>1 session</td>
<td>5 minutes</td>
<td>Welcome &amp; Introduction / Presentation of the MedDiet Project</td>
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<td>(40 minutes)</td>
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<tr>
<td></td>
<td>30 minutes</td>
<td>What do Consumers Know about the Mediterranean Diet and Healthy Eating? / The Mediterranean Diet Pyramid and Principles</td>
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<tr>
<td></td>
<td>5 minutes</td>
<td>Importance &amp; Benefits of Physical Activity for Consumers/ 1-2 minute Dynamic Mini-Physical Activity</td>
</tr>
<tr>
<td>1 session</td>
<td>90 minutes</td>
<td>Activities (MedDiet Taste Workshop; Cooking courses; Competition ideas on MedDiet; Local Events)</td>
</tr>
<tr>
<td>(90 minutes)</td>
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<td></td>
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<tr>
<td>1 session</td>
<td>50 minutes</td>
<td>Individual &amp; Collective Evaluation / Closing &amp; Distribution of Tool-kits</td>
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<tr>
<td>(50 minutes)</td>
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To be adapted to every target and municipality needs
3. Educational Strategy

Mediterranean Diet education is a complex subject which needs to be tackled using the multidimensional perspective as done within these guidelines. Consumers need to be motivated, in a suitable and flexible environment that facilitates communication, interpersonal relationships and the exchange of views and perceived utility of acquired knowledge.

The mechanisms through which learning occurs were taken into account during the development of these educational materials. In the process of learning, the consumer is able to learn at a given moment depending on their stage of development and the foundation of knowledge from previous learning experiences. From a constructivist view of learning, the impact that it has on personal growth is greater when more meanings are allowed to be built up. The significance of learning is closely related to its functionality. Learning is functional to the extent that consumers can relate it with previous knowledge and use it in new contexts. Meaningful learning is the type of learning in which an individual relates the new information to that already known, redesigning and rebuilding both. In other words, the structure of the background knowledge affects new knowledge and experiences, and vice versa. With these principles in mind, the first minutes of each activity is dedicated to understanding key concepts of the Mediterranean Diet. In this context, the social interactions that are established among participants play a key role in the construction of knowledge.

Cooperative work is used in different activities since participants learn best when given the opportunity to work together in small groups to achieve common objectives and goals. Cooperation, working together, discussion and dialogue allows for different perspectives to emerge while encouraging students to learn new things, rectify, strengthen or reform assumed learning.

When real food cannot be involved or presented it is highly recommended to show pictures of appealing and delicious Mediterranean foods and dishes that fulfill the Mediterranean proportions principles. One of the best tools for promotion is to offer "real" examples of the colourful and attractive Mediterranean Diet components.

Note that additional information is provided in all the activities so that they may be also continued at home. Therefore some activities are also proposed as an extension such as family cooking activities, and especially exchanging traditional family recipes among 2-3 families during meal gatherings.
It is suggested that in terms of methodology and for local relevance, each educator, with his characteristic creativity can enrich the activities and adjust them to the needs of their audience and cultural context:

- Carefully study each activity before development and implementation.
- Find out more at the useful links provided related to food and nutrition education specific for each country in order to expand knowledge.
- Apply innovative communication techniques to capture the interest and motivation of the public, since it has been demonstrated that food and nutrition education should be enjoyable, fun and practical.
- Look for specific examples for your local community such as regional foods and recipes. Typical local recipes of every food culture of the countries involved in the project are available at the MedDiet Project website www.med-diet.eu in order to represent the different cultures of the participating countries.
- Use real food or nice pictures of food whenever possible. Food is more appetising when it is visually attractive.

Taking into account all the previously mentioned methodological issues, this guideline aims to provide an outline for project educators to promote an understanding of the Mediterranean Diet lifestyle in their community setting.
4. Activities

4.1. Mediterranean Diet Taste Workshops

The Taste Workshops are an experiential and meaningful learning activity where participants discover the quality, diversity and potential of the Mediterranean Diet, making this experience a feast for the senses. The workshop program activities are for all audiences and aim for the participants to experience the Mediterranean Diet through tasting, preparing, and dialoguing. Thus, practical sessions and active methodology designed to get to know the foods of the Mediterranean Diet, their sensory aspects, history and curiosities, nutrition facts, culinary uses ... and finally enjoy them. The provided examples of taste workshops activities below could be extrapolated and adapted to the rest of food groups.

4.1.1. Practical Workshop: “Closer to the Mediterranean Diet”

**Purpose:**
This workshop is one way that consumers can apply “experience and learning”. Explaining the pyramid alone is not “hands-on” so this activity brings the pyramid to life – the colours, textures, flavours, variety, components, etc. In addition, it applies the needed real-world skills to learn how to select and prepare Mediterranean foods. The educator could use the pyramid as a reference during the workshop to discuss the different points.

The main objective of the workshop is to not only theoretically understand and acquire the knowledge of courses and local recipes that fulfill the principles of healthy and balanced dishes (legume salads, vegetables with rice or pasta,...), but as well to elaborate them together. Legumes for instance are a good food group to discover within this practical workshop, given their nutritional composition and importance for enriching dishes without incrementing their price.

The aim of the workshop is to acquire the knowledge and the skills required to prepare a healthy Mediterranean meal with the composition and proportions according to the Pyramid (refer to Part I), and elaborate together a list of local recipes that could be balanced and complete courses that fulfill these criteria.

**Target:**
Group of 20 adults (20-25 maximum)

**Objectives:**
- Raise awareness of the importance of healthy eating and the Mediterranean Diet.
- Identify the different food groups and frequency of consumption.
• Provide basic guidelines for making a healthy meal.
• Identify recipes that could be balanced and complete courses.
• Provide knowledge and skills on how to select a healthy Mediterranean fresh food basket.

**Description:**
Preparation of a recipe such as “White Bean Salad with Dressing” with groups of 2-4 participants. The recipe contains different vegetables and legumes as ingredients, is a good example of a healthy one-course Mediterranean Diet meal (refer to the Pyramid and the Mediterranean Diet Meal in Part I, and Recipes found on the MedDiet Project website [www.med-diet.eu](http://www.med-diet.eu)).

Once we have prepared the recipe we are going to see what benefits the ingredients provide us:

**Nutritional comment**
This salad is complete because it contains all the nutrients needed for daily consumption. It is important to eat legumes all year round. This salad is a perfect meal when temperatures are on the rise. Legumes are an excellent source of fibre and high quality vegetable protein. White beans give us energy-rich complex carbohydrates and vegetable protein. Tuna gives us animal protein. We also get very healthy fats that come from olive oil and tuna. The vitamin D from fish aids in the absorption of calcium from beans. Vegetables provide us vitamins, minerals and antioxidant compounds. The high content in vitamin C of the dish is important. Note the variety of colours and textures of the dish all of which convey unique health benefits. It’s an excellent dinner proposal for a hot day. This recipe is ideal for meeting the “two or three times a week minimum” recommended legume consumption.

Following the preparation and discussion of the recipe, the educator may choose to ask additional questions to reinforce concepts and further educational opportunity:

According to the observed data, ask the participants:

“How available are these ingredients at your local market?”

“How often do you consume them?”

“Do you think that this recipe could be part of a balanced meal? Why? “

“Which food groups or components of the Mediterranean Diet are missing, if any, from this recipe and are needed for completing a balanced meal?”
“How could you modify this recipe so that your family or friends may enjoy such a meal together?”

Ask participants to identify each of the foods and relate them to the Mediterranean Diet pyramid food groups. Discuss the follow attributes of the recipe:

- Food components and food group placement
- Proportions of food components
- Selection, preparation and presentation of the foods
- Seasonality of the foods
- Colour, variety and state (raw/cooked) of the components
- Health benefits associated with these food groups or components
- Seasonings in the recipe

The current economic situation we are experiencing is driving much of the population away from the Mediterranean Diet. However, there are ways to adapt to this new situation while still eating healthily and economically.

Legumes, representatives of the Mediterranean Diet, and formerly considered poor food, are now known for their high nutritional value and their price/quality ratio. They are characterized by their percentage of complex carbohydrates, plant proteins of high value both quality and quantity and they are low-fat, dominated by unsaturated fatty acids. Finally, they provide fibre and nutrients such as iron and calcium, which are not covered by other foods.

At the end of the workshop everyone eats the prepared dish!

**Resources:**

- Materials for the cooking demonstration: two large tables for food preparation to accommodate 10 people per table, sink, dustbin, kitchen utensils, mixing bowls, plates, glasses, cutlery, and recipe ingredients.
- Materials for educational component: Chairs, educational hand-outs, MedDiet Pyramid poster.
- Staff: 2 Educators

**Space:**

A room with capacity for 20-25 participants where a meal can be prepared.

**Additional Information:**

**Sharing and Tasting Recipes**

- The activity may be continued at home with the involvement of the whole family, especially children with the use of the Mediterranean Diet Tray (refer to Part I) to be introduced in the *family cooking activities*. Children could be
involved in preparing many recipes as described in all the selected recipes (refer to the MedDiet Project website www.med-diet.eu). Ideally, the recipe should be chosen involving children in the dialogue process. Children especially learn by observing and putting those cooking skills into practice.

- For additional benefits beyond the family as well as reinforcing knowledge and skills among the adult members of the family: **A Family Recipe Exchange Gathering**. For the beneficial effect of sharing, traditional family recipes should be exchanged, prepared and tasted at weekly dinner gatherings with 2 or 3 families. Exchanging Mediterranean Diet recipes among families (refer to Recipes at www.med-diet.eu to get all the recipe details) is a good strategy to reproduce and recover traditional dishes; and afterwards trying the selected recipe cooked by one of the families, every time being a different one. It is a way to motivate families to adopt Mediterranean Diet meal principles.

### 4.1.2. Olive Oil Tasting and Visit to an Olive Oil Mill

**“VIRGIN OLIVE OIL: WAKE UP YOUR SENSES!”**

*Purpose:*
We have chosen the jewel of the Mediterranean Diet, olive oil, because we want to spread one of the most healthy, essential, natural and characteristic element of our diet. Olive oil is not only a source of nutrition, behind it is hidden a vast universe of symbolic, artistic and cultural meanings, sensory pleasures and a source of health.

The protective effects of olive oil against arteriosclerosis, cardiovascular diseases, some cancers and dementia such as Alzheimer's disease among others should be noted. Environmental and genetic factors play an important role in the development of longevity. As a result from the interaction between them, chronic diseases of aging appear, such as cardiovascular processes, cancer and neurodegenerative disorders. Eating is a very important factor because it plays a crucial role in health maintenance. Therefore, a healthy diet based on the Mediterranean Diet, supported by the consumption of virgin olive oil, is a dietary pattern that facilitates healthy aging.

The olive tree is and has been throughout the Mediterranean a link to all cultures, a characteristic element in all landscapes and distinctive ingredient source of its gastronomy: olive oil.

If we had to summarize the Mediterranean with a single crop we would undoubtedly choose the olive tree.

*Target:*
Group of 20 adults
Objectives:

- Be acquainted with the attributes of virgin olive oil through the experience of different sensorial and organoleptic attributes.
- Distinguish the different qualities of virgin olive oils that are elaborated depending on the variety of olives, cultivation and production process.
- Introduce cultural and historical curiosities of olive oil.
- Take advantage of and make known to society the benefits of olive oil for health.
- Show that this food is a treasure of the Mediterranean Diet, and has endured through centuries among regional culinary traditions, giving dishes a unique flavour and aroma.

Description:

The workshop will be divided into two parts (Theoretical and Practical), if possible conducting the workshop visiting the grove and the olive oil mill. The tasting could be done at an olive oil producer and then a visit to the mill.

- **Theoretical Part:**
  
The educator places the olive oil in the pyramid (Refer to Part I) and briefly explains its related cultural aspects and health benefits (regarding Olive Oil—refer to Food Groups at [www.med-diet.eu](http://www.med-diet.eu)). At the end of the explanation different types of olive oil and its characteristics will be revised ([www.med-diet.eu](http://www.med-diet.eu)).

Explanation of Cultural and Health Benefits:

“The olive tree has been and is a revered tree, its leaves were used in the past to crown heroes and today one of the greatest gastronomic treasures is extracted from its fruits: olive oil.

The origin of the olive tree seems to be present in the existence of mankind almost since its appearance on Earth. In Ancient times, in Mesopotamia, this oil was used not only as food but also as fuel to generate heat and light, as medicine to cure diseases and as an ingredient for youth and beauty creams.

Since the beginning of time this tree was related to the gods and supernatural forces. Olive oil was considered liquid gold. The Egyptians were the first civilization that extracted olive oil using mechanical natural procedures.

The Greeks also worshipped this tree, which was considered a symbol of life, fertility, peace and respect among people.

However, this tree took long to arrive to some other Mediterranean locations such as the Iberian Peninsula. In the ninth century BC, the Phoenicians (present-day Lebanon),
brought the first olive cuttings in their boats to many Mediterranean lands. It was a sort of wild olive tree, which produced very few olives. Later, the Greeks introduced olive tree cultivation, although it was the Romans who, a few centuries later, cultivated on a large scale.

But when the Roman Empire fell, the olive oil culture stopped.

With the arrival of the Arabs in the early eighth century, they recovered the habit of using olive oil for frying and dressing food and also for therapeutic uses. Furthermore, new production techniques appeared and a new olive oil culture developed that has survived to our days. The industrialization of olive oil began in the Mediterranean during the 16th century. Currently, virgin olive oil is considered one of the best foods we can offer our body. This is the quintessential vegetable oil and the pillar of the Mediterranean diet.

The olive tree is cultivated from Portugal to Turkey where all the benefits of this gourmet fruit can be enjoyed. Olive oil is an essential food in the kitchen of most of the Mediterranean people and, by extension, has become an essential element of the Western culture.

The olive tree belongs to the Oleaceae family. This plant species includes many subspecies such as the wild olive that are cultivated and used for their fruit.

(For further information on the historical facts of the Olive Oil, refer to the Olive Oil story in Appendix 7).

Health Benefits:
Environmental and genetic factors play an important role in the development of longevity. As a result of the interaction between them, chronic diseases of aging appear, such as cardiovascular processes, cancer and neurodegenerative disorders. Food is the most important environmental factor. A healthy diet based on the Mediterranean Diet, supported by the consumption of virgin olive oil is a dietary pattern that facilitates healthy aging as well as being related to lower risk of cardiovascular diseases and many other chronic diseases according to scientific evidence.

Virgin olive oil, when it becomes the main source of dietary fat, provides benefits that are absent in other dietary fats. It is not only a source of fatty acids of high nutritional value, it provides micronutrients, especially antioxidants, such as phenolic compounds, vitamin E, carotenes and squalene.
“GET THE MOST OF EXTRA VIRGIN OLIVE OIL, ADD IT TO FOOD AFTER COOKING”

Types of olive oils:
Explanation of the different types of olive oil, processing and acidity:
✓ **Extra virgin olive oil** is of superior quality. It is obtained from the first cold pressing of the olives. The acidity is less than 1°.
✓ **Virgin olive oil**: It is refined and is achieved by grinding the olives into a paste, and applying pressure to squeeze the oil cold. Depending on the amount of free fatty acids (acidity) and the characteristics of the fruit, its taste quality and smoothness will be higher or lower. The acidity can be up to 3°.
✓ **Olive oil**: It is common for some virgin olive oil obtained after the first pressing not to meet the necessary conditions for consumption. These olive oils are referred to as “lampante” (Spanish terminology) and subjected to a refining process to debug them. This olive oil obtained is mixed with virgin olive oil and is marketed under the name of olive oil. Its acidity must not exceed 1°. This olive oil is the most common in the marketplace.

• **Practical Part I: Tasting.**
The practical part will proceed to olive oil tasting. Three different olive oil types will be tasted.

The following organoleptic characteristics should be identified: aroma, flavour, body. Also, attributes and defects.

The tasting will be jointly managed with the educator who will be responsible for explaining how to detect the organoleptic characteristics of olive oil and its attributes and defects.

**Tasting Explanation**
We need for the tasting:
• An opaque glass with a narrow opening (fridge spoon which dilutes the flavour.)
- Transparent cup.
- Watch glass to cover the tasting glass. (a napkin should be used if a watch glass is not available).
- Wine thermometer.
- Apple.

For the olive oil tasting, a glass with a somewhat narrow opening should be used so the aromatic substances can be concentrated. This glass should be of a dark colour to prevent the taster from being influenced by the colour of the olive oil.

During the tasting, we will go through three sensory processes: Aroma, Flavour and Body.

AROMA:
- 25g of olive oil are introduced into the tasting glass.
- Cover the glass to maintain aromas.
- Warm the glass with the palm of your hand and rotate it for about 30s.
- Open the cover. Place the nose closer to the glass and make a first inhalation.

The most frequent aromas identified in the olfactory analysis are:
1) Pleasant scents: ripe fruity olives, fruity green olive, apple, green grass, fig, green leaf.
2) Unpleasant scents: sour or vinegar, vegetable water, winery, rancid, rotten, dusty, mould/mildew, mats, metallic.

TASTE:
- Introduce about 5 g of olive oil in your mouth during approximately 3 to 4 seconds to warm it.
- Close the mouth so that the tongue touches the inside of the upper teeth. Place the olive oil in the front of the mouth.
- Make 2 or 3 inhalations of fresh air in order for new sensory perceptions to appear.

The most frequent flavours identified in taste analysis are:
1) Positive flavours: pleasantly bitter, sweet, salty, spicy, healthy, fruity, clean, fresh, fruit, almond, pine nuts, plant.
2) Negative flavours: intense bitter, intense spicy, sour, dry leaves, winery, sour/vinegar, mats, ropes, overheated, frosted olives, mould or moisture, metal, wood, worm, rotten, rancid.

- Then we empty our mouth and wait about 30 seconds to see the appearance of some aftertaste.
- We will clean our mouth by having a glass of water or eating a small piece of apple in order to continue the tasting.

BODY:
When we put the olive oil in our mouth we perceive a density that increases or decreases during the tasting. This degree of density determines the intensity levels in the body. Following this methodology we find positive (attributes), and negative (defects) perceptions.

ATTRIBUTES:
- FRUITY: Aroma and characteristic flavour of olive oils from fresh and healthy olives. The presence of fruitiness is particularly present in olive oils from green unripe olives.
- GRASS: Aroma and flavour of certain olive oils are associated to freshness of freshly cut grass.
- APPLE: Characteristic smell of some olive oils that contains fresh and sweet fruity aromas that reminds us of the aroma of this fruit.
- BITTER: Taste of green olive oils obtained from some specific varieties. Depending on its intensity it is considered an attribute or a defect.
- ALMOND: Sweet taste characteristic of green almonds.
- SWEET: Pleasant taste, not very sweet, which appears mainly in olive oils from ripe olives.

DEFECTS
Defects are affected by the following four conditions: Maturity of fruit, biological alteration, oxidation and contamination.
- MATURITY OF FRUIT:
  - RIPE: Olive oil that comes from ripe olives. Poor olive oil aroma and taste, loss of freshness and perfume.
  - DRY: The dryness eliminates most of the aroma and flavour. It is associated with a wooden taste. It may come from extreme drought or frost affected olives.
  - BITTER: Typical of unripe olives and some particular varieties.
  - ASTRINGENT: Typical of olives with a small degree of maturity and have suffered drought.

- CONTamination:
  - SOIL: Soil smell and taste comes from olives harvested from the ground.
  - SHEET: It comes from excessive grinding of leaves with olives.
  - GRASS: External substances like grass. In small perceptions is an attribute but becomes a defect if it is intense.
• METALLIC: Processing default. Typical of olive oils produced with unclean metal machinery or has been stored in metal tanks.
• HEATED: Processing default. It comes from olives that have been heated in the grinding stage or shaken.
• DIRT: Typical of olive oils that have been processed or stored in contact with dirt. Default of olive oils saved in deposits cleaned beforehand.
• VINEGAR: Mild taste of vinegar. Present in olives that have been stored too long before grinding.

• BIOLOGICAL ALTERATIONS:
  o FLY: Default coming from an *olearia* fly attack; oxidation increases and aroma and flavour are lost.
  o MOULD: Characteristic of olives that have been stored for too long before grinding.
  o ”MORQUIA” (Spanish terminology): Default that comes from contact with the waters of vegetation that have a putrid odour.
  o LAMPANTE (Spanish terminology): Smells and taste are very penetrating and acidity tends to be high.

• OXIDATION:
  o RANCID: This defect appears for the reason set out above or by being in contact with oxygen for a long period of time. This is a common flaw in old olive oils that have suffered multiple exposures to sources of heat, light or ventilation.

• Practical Part II: Visit to the Olive Grove and Mill
  With the purpose of improving nutrition knowledge through the understanding of the whole farm-to-fork process, consumers will visit an olive grove and will be able to participate in the process of making olive oil. If visiting either an olive grove or mill is not possible, an olive oil workshop could be developed and videos of the harvest and production process could be projected working with the same sources of information provided in the activity described below.

  **“FROM THE OLIVE TREE TO THE TABLE”**

  The activity is conducted in two phases located in two different locations:

  - At the olive grove:
In a first phase of the activity, consumers will visit the olive grove while the educator will make a brief introductory explanation of the olive tree, its history, the different subspecies that exist and its uses.

Finally, consumers are encouraged to formulate questions for the staff working at the olive grove. The questions should be about the olive tree, its history, varieties, harvesting techniques and, above all, understanding the work in the field.

- At the mill:

In the second phase of the activity, consumers will visit the mill. During the visit, they should observe each of the stages of production of olive oil (screening and washing, crushing, mixing, centrifugation and filtration) and the technologies used today.

Finally, consumers can taste the olive oil.

Resources:
- Materials:
  - Theoretical part: Pyramid support (physical or virtual representation).
  - Practical part: Two large tables (capacity of about 10 people per table), 20 chairs, 3 bottles of olive oil of different origins and types, tasting glasses, bread, napkins, two white tablecloths (if we don’t have white tables), apples and water.
- Staff: 2 Educators

Space:
A well lit room, airy, quiet, devoid of scents and with a controlled temperature. The room should have two white tables (tables with white table cloths if white tables are not possible) with capacity of 10 people each.

Additional Information:
Family Extension Activity: The olive oil tasting can be done with children to convey the acquired knowledge. To reproduce the tasting with the entire family, please see the following steps:
- Rules to keep in mind before tasting:
  ✓ Do not use any perfume at the time of the tasting.
  ✓ If we are ill (colds or flu) the taste will not be good.
  ✓ Do not eat at least one hour before the tasting.
  ✓ We must be very focused on a place without noise or doors.
- How to do the tasting:
1. Oil quantity: fill the tasting glass with 15ml of olive oil, cover with a watch glass. To heat the oil to 28°C, rub the tasting glass with the palm of the hand for a couple of min., transmitting our body heat to the olive oil. Once the temperature is reached, turn and tilt the glass to coat the walls with olive oil.

2. Nose: uncover the glass and smell quickly. This first time the smell should give us an idea of the type of olive oil to be carefully confirmed and analyzed later. Cover the glass and after a few seconds repeat. While breathing through the nose try hard to detect scents and olive oil intensity.

3. Palate/aftertaste: the sense of taste has features that can be inconvenient and others that may be advantages. Therefore, between one taste and another, we will use sliced apples. In olive oil we can only detect sweet and bitter stimuli. The spicy stimulus is a tactile sensation perceived in the mouth.

4. Take a small sip of olive oil (3ml) distributing it all over the mouth, and take small sips of air to sense volatile aromatic components.

5. At this point we can talk about the positive and negative aspects.

**General Public Extension Activity:** once the preferred olive oil has been selected, conduct a tasting with different types of bread of the region, including preferably different types of wholegrain and cereals breads. While tasting somebody could read or perform the Olive Oil and Wheat stories (refer to the Wheat and Olive Oil stories in Appendix 7).

### 4.2. Cooking Courses

Live a gastronomic experience! The aim of the courses is to promote knowledge and skills to the participants to know how to choose foods of the Mediterranean Diet.

Two types of cooking courses are available:

- Cooking courses for homemakers
- Cooking courses for the whole family

These cooking courses are an experiential and meaningful learning activity where users discover the quality, diversity and potential of the Mediterranean Diet and cooking tips to motivate healthy eating and cooking through the Mediterranean Diet model. Practical sessions and active methodology are designed to enjoy and acquire knowledge about the different food groups of the Mediterranean Diet.

#### 4.2.1. Cooking Workshop for “Homemakers”: Taste the Mediterranean!

**Purpose:**
The Mediterranean Diet is a valid cultural and gastronomic model for the Mediterranean society. Unfortunately, the new generations are losing this heritage that has been passed down from generation to generation.
The aim of this cooking workshop is to convey skills to the consumers to share this legacy thereby ensuring the survival of these eating habits from the kitchen, bringing the healthy Mediterranean Diet lifestyle alive in a practical and useful way. The kitchen is a meeting place for family and friends and is also a place to be creative. Cooking is not just an activity that serves to eat, it is an act of sharing, testing, inventing, and ultimately creating.

**Target:**
Homemakers, people in charge of the purchase and the preparation of meals at home (approximately 15-20 participants per group).

**Objectives:**
- Transmit the value of the Mediterranean Diet as a healthy and sustainable food pattern through the preparation of a dish made with Mediterranean ingredients.
- Discuss the loss of traditional preparation, cooking and culinary aspects of the Mediterranean Diet.
- Learn different cooking methods to ensure a variety of ways for daily food preparation.
- Give homemakers tools to learn how to prepare healthy and inexpensive meals.
- Identify the different food groups, recommended servings and frequency of consumption for each food group and the composition of healthy meals.
- Spread and promote the healthy habits of the Mediterranean Diet among children by homemakers.
- Promote awareness to homemakers about the importance of a healthy and balanced diet in the prevention of obesity and other chronic diseases.
- Familiarize homemakers with the food groups of the Mediterranean Diet, their benefits and their frequency of consumption.
- Provide materials to assist homemakers in selecting, preparing and storing Mediterranean foods.

**Description:**
The workshop will be divided into two parts:

- **Theoretical part:**
The educator provides participants tools for making healthy meals:
  - Guidelines to prepare healthy meals for the whole family
    (Refer to the Mediterranean Diet Pyramid and Mediterranean Diet Tray in Part I)
  - Cooking tips (Refer to Summary of Cooking Tips in Appendix 2, and for additional information refer to Food Group’s preparation section, and Food Preparation Techniques in Part I).
• **Practical part:**
Preparation of three Mediterranean Diet recipes. There will be groups of two or three participants and they will prepare it together. Some groups will be responsible for preparing the starter, other groups the second course and others the dessert. (Refer to Recipes at [www.med-diet.eu](http://www.med-diet.eu), for example: fried goat cheese over roasted vegetables, prunes and tapenade, Slices of Grouper with pine nut vinaigrette, Almond cream).

At the end of the workshop, the participants will taste the prepared dishes.

**Resources:**
- Materials: tables for participants, table for the educator, sink, cooking utensils, ingredients, plates, cutlery, cups and dustbin.
- Staff: 1 Educator

**Space:**
An adequate place where food can be prepared.

**Additional Information:**
- For additional benefits beyond the family as well as reinforcing knowledge and skills among the adult members of the family: **A Family Recipe Exchange Gathering.** For the beneficial effect of sharing, traditional family recipes should be exchanged, prepared and tasted at weekly dinner gatherings with 2 or 3 families. Exchanging Mediterranean Diet recipes among families (refer to Recipes template in Appendix 4 to get all the recipe details) is a good strategy to reproduce and recover traditional dishes; and afterwards trying the selected recipe cooked by one of the families, every time being a different one. It is a way to motivate homemakers to adopt the meal principles of the Mediterranean Diet.

### 4.2.2 Cooking Workshop for Families

**“COOK TOGETHER AS A FAMILY!”**

**Purpose:**
A family cooking workshop raises awareness among the population and creates healthy habits from an early age to incorporate suitable foods to follow a healthy and balanced diet. It aims to bring healthy lifestyles and the Mediterranean Diet in a practical and useful way to households, reaching children as well as encouraging good habits through traditional recipes and creativity. Thus, in this workshop, we propose ways for little ones to get started in "the art of cooking".

**Target:**
*Families (with children from 8-12 years old)*
Groups of 25-30 people maximum

**Objectives:**
- Disseminate and encourage healthy Mediterranean Diet habits among children by their parents.
- Raise awareness among parents about the importance of a healthy and balanced diet in the prevention of obesity and other chronic diseases.
- Encourage the familiarization of parents with the food groups of the Mediterranean Diet, their benefits, their consumption frequency and other healthy habits.
- Promote and educate about healthy eating habits.
- Help children to incorporate everything they need for a healthy diet during their growth period.
- To publicize and stimulate the desire for healthy foods, from an early age.
- Disseminate, promote and bring the Mediterranean lifestyle in its broadest sense, as a lifestyle and healthy eating, working with psychological factors, around food and the act of eating itself.
- Inform and sensitize those responsible for feeding children.

**Description:**
The cooking workshop will be divided into two parts:

- **Theoretical Part:**
The educator begins with an introduction:
  “It is very important to enjoy the act of eating with the five senses and to create a pleasant environment considering the presentation of the dish, the temperature, the proportions and hygiene. It is important that we teach our children to taste and enjoy foods; eating should be a relaxing time to enjoy and share”.

  We must teach our children that the healthy Mediterranean Diet foods are perfectly compatible with the pleasures of sampling tasty dishes.

  The Mediterranean Diet is a rich, varied and healthy dietary pattern as well as a cultural heritage of all the peoples of the basin.”

  The educator should generate a debate among participants by asking the question “What is the Mediterranean Diet?” to which participants should think about what they know about the Mediterranean Diet pattern and the Pyramid and describe it (refer to Mediterranean Diet Meal in Part I).
“How can we interest our children in adopting the Mediterranean Diet?” (Refer to Mediterranean Diet Tray in Part I)

- **Practical Part:**
  “Make a recipe with your family!” (Refer to the recipe Fried Eggs at the MedDiet Project website www.med-diet.eu)

At the end of the cooking workshop, the participants will taste the prepared dishes with the whole family.

**Resources:**
- **Materials:** Tables for the participants, table for the educator, sink, cooking utensils, ingredients, plates, cutlery, cups, and dustbins.
- **Staff:** 1-2 Educators (depending on the group)

**Space:**
An adequate place where food can be prepared.

**Additional Information:**
- Many traditional recipes can be found in our most personal experiences. Since emotions accompany our food, choosing recipes that have a special meaning for the family and talking about the story and emotions behind the recipes is a gratifying activity within the family context. For instance, a recipe for baked chicken with olives that grandmother used to make when the youngest of the family won Saturday football matches. Describing the taste, the way it was cooked, and the situation of excitement related to the preparation of the dish should be discussed.

**4.3. Mediterranean Diet Competition Ideas**

Teamwork is a very effective pedagogical resource as it promotes cooperation, positive interdependence, and social learning. It is a great time for the family to work together to achieve a common goal, making each victory everyone’s accomplishment. And at the same time it is a great way to learn about Mediterranean Diet principles.

**4.3.1. Mediterranean Diet Contest: Mediterranean Flavours**

**Purpose:**
It aims to create an environment where hands-on activity stimulates learning and engages participants in the creation of a healthy Mediterranean Diet meal based on natural, fresh, local and seasonal ingredients. By working in groups, participants have the opportunity to plan, prepare, create and present a dish. Ultimately, the purpose of
this contest is to show that healthy food provided by the Mediterranean Diet is perfectly compatible with the pleasures of tasty meals.

**Target:**
Any adult participant that wants to compete and accepts the contest rules.

**Objectives:**
- Promote the creation of original Mediterranean Diet meals.
- Spark youth interest in gastronomy.
- Transmit the gastronomic culture of the Mediterranean Diet.
- Promote traditional Mediterranean Diet recipes, with tools to modernize and make some of them healthier.

**Description:**
The Mediterranean Diet Recipes Template and Mediterranean Diet Recipes Selection Criteria must be provided to participants (refer to Appendix 3 and 4 to get all the recipe details from participants). Contest participants must follow the stipulated rules and recipes should be prepared home and brought to the contest venue. For the development of the contest the Jury Evaluation Model should be used (refer to Appendix 5).

**Contest rules:**
1. Interested participants should submit the application in ................................. until the hour .......... of ................. 20 ........
   The request shall contain the name and address of the participant, or the members of the group, and the recipe of the dish presented to the Competition.
2. The participant will prepare a dish with typical ingredients of the Mediterranean Diet.
3. Each elaboration submitted to the competition should be at least for the equivalent of 50 tastings (not servings).
4. Each participant will provide the original recipe for the preparation of the dish, as accurate as possible, in order to be reproduced faithfully. All areas of the provided recipe template must be completed.
5. Once in the contest, participants must deliver to the Registration desk the plate presented to the competition as well as the recipe. At the same time, the registration form must be filled out. Please be punctual to avoid impairing the course of the competition.
6. The dishes for the contest will be labelled with a number at the time of registration ensure anonymity and facilitate voting by the judges.
7. The contest will be held on ............................................................ at ............................................................  ............ The dishes must be completed and submitted at .................h., when the jury will proceed to mark
them. If for some reason the schedule must be adjusted to better accommodate participants, judges or staff, the organization retains the authority to make changes in the schedule and is responsible for notifying all interested parties.

8. Awards and Qualifications (to be completed by organizers)

9. The jury will be composed by members of the competition organizers, a food critic and a representative from the audience. The jury will rate the dishes based on criteria of impartiality, objectivity and full equality of all participants. The final qualification of each plate will be the result of averaging the qualification of each juror. Attached is the model to assess the dishes (refer to model in Appendix 5). The jury may adopt the decisions deemed appropriate for the proper conduct of the Contest.

10. The qualifications of the judges will be irrevocable. The considered criteria refer to model in Appendix 5.

11. The Organization will be responsible for the submitted recipes, reserving the right to transcribe them in a future thematic publication, quoting the source and author. The recipes will be tested for its reproducibility prior to their publication.

12. The participation in this contest implies acceptance of each and every one of these rules.

**Space:** A such space with large tables. Examples:
- City council
- Convention centers

**Additional Information:**
- For additional benefits beyond the family as well as reinforcing knowledge and skills among the adult members of the family: **A Family Recipe Exchange Gathering.** For the beneficial effect of sharing, traditional family recipes should be exchanged, prepared and tasted at weekly dinner gatherings with 2 or 3 families. Exchanging Mediterranean Diet recipes among families (refer to Recipes in MedDiet website to get all the recipe details) is a good strategy to reproduce and recover traditional dishes; and afterwards trying the selected recipe cooked by one of the families, every time being a different one. It is a way to motivate consumers to adopt Mediterranean Diet meal principles.

### 4.3.2 Mediterranean Diet Gymkhana

**Purpose:**
The gymkhana will be a trip through the Mediterranean Diet. Through the different challenges, where food is the protagonist, it is intended to teach the consumers the way of selecting, cooking and eating meals to follow the Mediterranean Diet.

**Target:**
Families with children

**Objectives:**
- Raise awareness of the importance of healthy eating and the Mediterranean Diet.
- Improving eating habits of the consumers and promote active living, especially encouraging the consumption of fruits and vegetables, locally sourced, seasonal and sustainable consumption practices.
- Transmit to children interesting notions about the food groups and how to consume them, to begin sensitized them to the importance of a balanced diet for proper growth and development.

**Description:**
The activity will be a gymkhana consisting of 5 challenges. Each challenge will be located at a different stand. In each stand there will be an educator whom will guide the participants. The different challenges are:
1. What is the Mediterranean Diet?
2. Build the Food Pyramid!
3. Prepare a Healthy Breakfast for the Entire Family.
4. Create your own Healthy Meal Plan!
5. Cooking as a Family.

A script for every stand is prepared. In each stand a challenge will be organized. Each group will be assisted by an educator, and there will be 1 to 3 groups at a time at each stand. It is important to follow the order of the stands because they are all related and progressive in the learning process. At the time of registration for the gymkhana, an activity tracking sheet will be given to families that must be stamped at the end of each challenge.

- **Challenge 1: What is the Mediterranean Diet?**

The educator will explain the principles of the Mediterranean Diet (refer to Mediterranean Diet Pyramid and Mediterranean Diet Meal in Part I) with the illustration of the Pyramid and a map of the Mediterranean region.
Activities to be carried out:
- Place the name of the countries that you know on the map: Egypt, Greece, Italy, Lebanon, Spain and Tunisia.

- Can you say some typical dishes eaten in these countries?
  For example, pizza and pasta in Italy, yoghurt in Greece, couscous in Tunisia, paella in Spain, etc.

- **Challenge 2: Build the Food Pyramid!**

  The educator at the stand will have a large empty pyramid illustration and children, with the help of their parents, will have to place the images (stickers, pictures or magnets) of the different foods on their appropriate level on the pyramid". At the end of the challenge, the educator and the families correct the exercise with the educator asking questions so that the participants can find the answers themselves.

- **Challenge 3. Prepare a Healthy Breakfast for the Entire Family.**

  The educator explains to the group how to make a healthy, balanced breakfast (refer to Meal Daily Distribution in Part I). "A proper breakfast is very important because it allows us to achieve an adequate performance, both physically and intellectually during the whole day (it is the fuel that keeps us moving all day long). A good breakfast should include 3 main components: dairy, cereal and fruit or fresh fruit juice. It can also be complemented other foods such as ham, nuts..."

  On a table there will be a list of typical foods of the Mediterranean Diet, recommended and not recommended for preparing a healthy, balanced breakfast. The educator
suggests: "Now we are going to prepare a healthy, balanced breakfast, choosing among the different foods that are on this table"

**“LET’S MAKE BREAKFAST!”**

Once they have prepared the breakfast, the educator will check the exercise with the group and ask them to explain their food choices. The educator will then ask questions so that the participants can find the answers themselves.

- **Challenge 4. Create Your Own Healthy Meal Plan!**
  
The educator will briefly explain on how to make a healthy meal plan (refer to Part I - Mediterranean Diet Tray). Participants should decide on what will they eat during their next family meal and write it down. The educator, by asking questions should persuade participants to find an adequate meal choice by themselves.

- **Challenge 5. Cooking Together as a Family.**
  
During this challenge families will prepare a recipe and a seasonal fruit dessert with a role playing activity pretending they are selecting, preparing and eating the meal together as in real life. A picture of the selected recipe is provided to the family. Firstly they should distribute the roles among family members (shopping list responsible, shopping responsible, recipe chef, dessert chef). Everyone has specific responsibilities to conduct but also have common tasks like assisting each other such as shopping and chef assistants along the whole process.

The educator will give them some guidelines and advice in order to make smart choices for a healthy food basket:

"When we are selecting foods to consume, we must bear in mind our rhythm of life, where the lack of time influences what we eat -fast food and processed food-, but we can see that this lack of time is not incompatible with a healthy diet. We can find
canned, frozen, packaged and preserved foods that will allow us to lead a healthy and balanced diet”.

“From the economic point of view, it’s important to consume seasonal foods (fruits and vegetables) and take advantage of deals especially in high-season”.

“In order to make a healthy and appropriate selection of food we recommend to plan meals, and make a shopping list, make the purchase without any rush with our stomachs full and in an orderly manner, select fresh and seasonal products with quality principles, and value the quality-price relation”.

“If there are children at home, it is interesting that they participate in the food process: in the shopping process as well as in the preservation and preparation of foods”.

Recipes to be prepared as example Enchanted Mushroom Forest and Fruit Skewers with Orange Juice for dessert will be available at www.med-diet.eu.

At the end the prepared recipes will be eaten.

“LET’S ALL EAT A HEALTHY MEDITERRANEAN DIET MEAL!”

Resources:
• Materials: Inscription sheet, activity tracking sheet, chairs for the participants and tables for each challenge, stamps for each challenge.
  o Challenge 1: Map of the Mediterranean region, printed name of different countries.
  o Challenge 2: Empty Mediterranean Diet Pyramid, food cut-outs (stickers, pictures or magnets), stamp.
  o Challenge 3: Foods to find on the table: coffee, milk, cereal, bread, olive oil, tomatoes, a variety of fresh seasonal fruit, concentrated juice, ham, white bread, wholemeal bread, cacao powder, butter, margarine, nuts, omelette, turkey, cheese, yogurt, plates, mugs, spoons, sugar, pastries, chocolate, water.
  o Challenge 4: paper to write down the healthy menu, pens.
  o Challenge 5: sink, cooking utensils, ingredients to make the dishes, plates, cutlery, cups and dustbin.
• Staff: 2-3 Educators for each stand (depending on the groups). At least one person at the registration area.

Space: A large space with large tables. Examples:
City council
Convention centers
Additional Information:
Extension activities may be continued at home as the ones listed below to be done with the whole family at home to reinforce the importance of the collaboration by the smallest members of the family during the whole food process:

- Prepare for the next meals the recipes prepared during the Mediterranean Diet Gymkhana activity.
- Choose one day of the week for a family cooking activity. Prepare dinner together with the involvement of the whole family, especially children, using the Mediterranean Diet Tray as a reference (refer to Part I). Children could be involved in preparing many recipes as described in all the selected recipes (refer to www.med-diet.eu). Ideally the recipe should be chosen consensually with the children participating in the dialogue process. Children learn especially by observing and putting the learned cooking skills into practice.
- For additional benefits beyond the family as well as reinforcing knowledge and skills among the adult members of the family: A Family Recipe Exchange Gathering. For the beneficial effect of sharing, traditional family recipes should be exchanged, prepared and tasted at weekly dinner gatherings with 2 or 3 families. Exchanging Mediterranean Diet recipes among families (refer to Recipes template at www.med-diet.eu to get all the recipe details) is a good strategy to reproduce and recover traditional dishes; and afterwards trying the selected recipe cooked by one of the families, every time being a different one. It is a way to motivate families to adopt Mediterranean Diet meal principles.

4.4. Local Events

Local gatherings are a critical component of the Mediterranean basin and the Mediterranean Diet identity. By organizing a local event, peers can be educated, encourage organization of extension activities, and get the whole community involved. As the event is planned, it should be kept in mind that the size of the event does not limit its impact! Many great community thrives are sparked by conversations around a table or around food gatherings.

4.4.1. Mediterranean Diet Exhibition

Purpose:
This exhibition aims to give maximum exposure to the benefits of the Mediterranean Diet. The following text could be used to capture the attention of the target audience:
“The benefits of the Mediterranean Diet for health and well-being are confirmed by the scientific community, and therefore the need to transmit its message not only in the Mediterranean but for the entire world population.

Changes in traditional customs have transformed some nutritional excellence of the Mediterranean Diet as well as cultural values and way of life in the Mediterranean, compromising the legacy of the Mediterranean Diet has on the health of its inhabitants.

The Mediterranean Diet should be adapted to changing times and should enhance the understanding of the benefits by the population who is the custodian of this value so ingrained in their culture.

The promotion of the Mediterranean Diet like an immaterial space of intercultural dialogue fits perfectly with the objectives and challenges of today's society and for the coming decades.

In the Mediterranean region, the land and the spirit are cultivated, the meals and the pleasures are savoured, emotions and aromas are felt”.

**Target:**
General consumers

**Objectives:**
- Maximize awareness of the benefits of the Mediterranean Diet for the Mediterranean society as a healthy lifestyle, and sustainable food model and one of the most deeply rooted cultural food heritages.

**Description:**
The information provided below complemented with all the materials available in Part I (refer to Mediterranean Diet Pyramid and Tray and Food Groups in Part I and [www.med-diet.eu](http://www.med-diet.eu)) could be presented virtually, on displays/educational panels, video or as Powerpoint presentations in town halls and tourist information centres.

Some information could be displayed:
What is the Mediterranean Diet?
The Mediterranean Diet is a rich cultural heritage that was born from the geographical, historical, cultural and anthropological dimensions of three continents: Europe, Asia and Africa. From simplicity and variety, the people of this hospitable and tempering climatological zone came up with one of the most balanced, complete and healthy food combinations of the planet: the Mediterranean Diet.

Food Group Information
LEGUMES

![Image of legumes](image-url)
MedDiet Project: “Mediterranean Diet and Enhancement of Traditional Foodstuff”

GRAPES & WINE

CEREALS

VEGETABLES
**Some Typical Meals**

**COUSCOUS**

A national dish of North African countries, couscous has become a universally recognized and appreciated dish. Its expansion is thanks to the Arab-Muslim conquests from the eleventh century and commercial development that took place in the region.
The Kebab is a Mediterranean dish that originated in the Middle East and is consumed mainly in Turkey. A delicacy of Persian kings, the kebab was consumed by the ancient Iranians to celebrate the New Year. Today it is cooked almost daily in any home and has become the national dish of the Islamic Republic.

PAELLA

The most popular dish of the varied Spanish cuisine emerged in rural Valencia, between the fifteenth and sixteenth centuries. Due to the laborious preparation and ingredients, it was considered a luxury for most people for a long time. When there was something to celebrate, this dish was usually chosen. Men were usually responsible for its preparation and it was a recipe associated with festivities.
A dish that originated in Neapolitan cuisine which later spread around the world. It was first prepared as we know it in 1889 for Queen Margaret of Savoy, who lived in the city of Naples (Italy), the dish’s namesake.

**Resources:**

- **Materials:**
  According to the exposition format:
  - Powerpoint presentation; computer; screen, projector; or panels (if possible);
  - Brochure of the Mediterranean Diet Pyramid (refer to Mediterranean Diet Meal in Part I) (optional)

- **Staff:** Trained staff to promote and answer questions (optional and according to exposition format)

**Space:**

- Tourist information centres
- City council
- Convention centers

**Additional Information:**

Be sure to include the name of the initiative, sponsor information, contact details and web resources.

- Take into account the seasonality of foods portrayed in the presentation with the season of exhibition. Traditional, local, seasonal foods should be promoted when possible, and accompanied with an exposition of real food items.
- Contribute to the knowledge of the reality of the landscape and Mediterranean culture through organizing related conferences during the exhibition period.
• Perform story readings or performances of the Mediterranean Diet (refer to Appendix 7: Olive Oil, Wheat and Wine history).

4.4.2. Mediterranean Diet Markets, Fairs and Festivals

**Purpose:**
Events focused on the Mediterranean Diet are a way of generating interest, involvement and educating regarding the lifestyle, agriculture, traditions, healthy benefits and economic vitality of this food pattern.

There are several resources available from many Mediterranean countries to learn more about planning, building support, financing, marketing and organizing these festivals, fairs and seasonal markets (refer to Part II, Planning events check-list in Appendix 6 and links provided in the useful links section).

**Target:**
General consumers

**Objective:**
• Bring together thousands of consumers to stimulate discussion and exploration surrounding traditional Mediterranean foods and principles.

**Description:**
Some ideas for promoting Mediterranean foods through festivals, fairs and market may be to organize the following events:
- Couscous Festival
- Jams & Preserves Fair
- Harvest Festival
- Other events related to regional Mediterranean food products

Below we have based some examples on the three central pillars of the Mediterranean Diet which are wheat, wine and olive oil. These three components have a rich history within the Mediterranean, are inherently tied to the landscape of the region and integrate the healthy composition and social aspects of the diet.

✓ Wheat (refer to the wheat story in Appendix 7)
✓ Wine (refer to the wine story in Appendix 7)
✓ Olive Oil (refer to the olive story in Appendix 7)

Below is an example of a Mediterranean Couscous Festival, which can be adapted for other regional events for other Mediterranean foods, tailored to various regions based on climate, season, location and food components.
4.4.2.1. Couscous Festival

The selection of couscous as the centerpiece of the festival revolves around its rich history and representation of cultural integration (refer to wheat story in Appendix 7 and wheat information in Part I). This information can be distributed through printed formats, virtual support, performed as a story or theatre production, etc. This would depend on the needs and preferences of the organizers.

*Couscous Festival Sample Program of Activities*
- International Chef Competition
- Recipe and Tasting Village
- Foods and Crafts Exposition
- Artisanal Food Specialty Workshops and Demonstrations
- History, Tradition and Benefits of Couscous Meetings and Seminars
- Couscous Media Broadcast
- Musical and Artistic Performances related to wheat harvesting
- Live Cooking Demonstrations
- Couscous Cooking Classes
- Festival Tours (refer to Market or Festival Tour Discussion Topics below)

4.4.2.2. Olive Harvest Festival – From Field to Fork

*Planning Aspects*
- Timing should coincide with the harvest schedule
- Selection of olive grove
- Solicit partners, sponsors and volunteers
- Negotiate equipment and resource needs

*Sponsors and Partnership*
- Partner with a local olive producer or distributor in order to use olive groves for the festival site.
- Investigate opportunities to partner with local commerce, producers, purveyors and suppliers within the olive and olive oil food distribution system.
- Partner with local, region or national agencies (both public and private) interested in promoting health and wellness and embody the principles of the MedDiet initiative.
- Solicit sponsors while conveying the benefit on investment such as the visibility and publicity associated with the event. Examples may include website traffic, media coverage, and product visibility among attendees.
• Invite local purveyors of other Mediterranean foods to exhibit artisanal products during the night market.
• Investigate opportunities to partner with additional olive oil enterprises such as museums, processing plants, etc.

**Olive Harvest Festival Sample Program of Activities**

- Olive Picking (hand-picking olives in the grove)
- Pickling the Olives (hands-on activity using traditional recipes)
- Olive Cultivation and Olive Oil Processing Workshops and Demonstrations
- Grove and Festival Tours
- Foods, Crafts and Artefacts Exposition
- History, Tradition and Importance of Olives and Oil Meetings and Seminars
- Mysteries of Olives Uncovered (highlights the novelties of olives and olive oil)
- Night Market (showcasing and selling specialty foods and traditional crafts)
- Tasting Tent (offering an organoleptic tasting experience)
- Ask the Artisan (question and answer session with olive cultivators/ olive oil producers)
- Musical and Artistic Performances
- Games and Activities for Children
- Art and Photograph Displays or Competitions
- Live Cooking Demonstrations using Olive Oil and Olives in unique recipes
- Culinary Competitions for Adults and Children with Awards and Prizes
- Adult Cooking Classes
- Child Cooking Classes

**4.4.2.3. Grape Harvest, Wine and Art Festival**

**Planning Aspects**

- Timing should coincide with the seasonal production
- Selection of vineyard for the festival
- Solicit partners, sponsors, volunteers and vendors
- Negotiate equipment and resource needs

**Sponsors and Partnership**

- Partner with a local wine producer or distributor to gain access to the vineyard
- Investigate opportunities to partner with local commerce, producers, purveyors and suppliers within the grape and wine production system.
- Partner with local, region or national agencies (both public and private) interested in promoting health and wellness and embody the principles of the MedDiet initiative.
• Solicit sponsors while conveying the benefit on investment such as the visibility and publicity associated with the event. Examples may include website traffic, media coverage, and product visibility among attendees.
• Invite local purveyors of other Mediterranean foods to exhibit artisanal products during the night market.

Sample Program of Activities
• Pressing and Stomping of the Grapes
• Olive Cultivation and Olive Oil Processing Workshops and Demonstrations
• Tour the Vineyard
• Pairing Wine with Food Workshops
• The History and Culture of Wine Seminars
• Night Market (showcasing and selling specialty foods and traditional crafts)
• Wine Tasting Classes
• Wine and Art Exhibition
• Hot Air Balloon Rides – touring the vineyards from above
• Musical and Artistic Performances
• Games and Activities for Children
• Cooking with Wine Demonstrations

Additional Information:
Be sure to include the name of the initiative, sponsor information, contact details and web resources.

• Perform story readings or performances of the Mediterranean Diet triad (refer to Appendix 7 with the Olive Oil story, story about the origin of Wheat and the story about the origin of Wine.

4.4.2.4. Market or Festival Tour

Purpose:
Discussion topics should be outlined for creating and organizing successful group market tours for emphasizing Mediterranean foods and products. Please refer to Part I for talking points regarding the Mediterranean Diet principles and dietary components of the pyramid which may be highlighted during the market or festival tour.

Objectives
• To demonstrate and educate participants about the healthy, sustainable and traditional aspects of the Mediterranean Diet.
To educate and provide the necessary tools to assist participants in selecting, purchasing and preparing Mediterranean Diet foods (directly in the shop, grove... in a practical way...)

To cultivate a relationship between the consumers and purveyors of local agricultural products of the Mediterranean Diet.

To educate consumers about portion sizes, seasonal foods, food labels, shopping tips and visual aids such as the Mediterranean Tray for children.

To encourage participants to purchase and consume Mediterranean Diet foods and to advocate for the preservation of the diet and traditions.

Description:

- Introduction and Mediterranean Diet principles through the Pyramid
- Tour and Educational Component

Topics to Discuss

- Local agriculture – The “Farm to Fork” Initiative
- The 10 Principles of the Mediterranean Diet
- The Food Groups – demonstrate how to select, compare, and purchase Mediterranean foods from various food groups outlined in the pyramid.
- The Mediterranean Diet Pyramid – discuss the proportions of food groups, fundamental elements of the diet and how to select, purchase and prepare these foods.
- Include market purveyors in the tour by asking for demonstrations on how to choose lean meats, select healthy fish, purchase cuts of animal products, prepare dried beans, select ripe produce, prepare grains and choose olive oil varieties.
- Discuss the vertex of the pyramid (high sugar and fat foods) and educate participants on how to choose leaner, low-fat and low sugar products.
- Demonstrate how to purchase spices and what foods are generally paired with traditional spices.
- Benefits of the Mediterranean Diet & Lifestyle – highlight the health benefits associated with the diet such as foods high in fibre, healthy fats, variety, color, texture, etc.
- Discuss the value, nutritional quality and easy use regarding frozen vegetables and how to select fresh-frozen vegetables.
- Cultural Factors – select traditional components of the diet to emphasize during the tour as representations of the rich history of the diet and culture. Examples include the three pillars of the diet: olive oil, wheat, wine.
- Moderation – demonstrate portion sizes when emphasizing foods from various food groups.
- Educate participants about the seasonality, biodiversity and sustainability of the food components. Discuss how to read labels such as organic, natural, low-fat, high fibre etc.
Discuss ways to select economically affordable foods, read unit pricing and how to stretch a budget while maintaining a healthy diet.

Explain how to read a food label for ingredients, nutritional profile, macro- and micro-nutrient composition, healthy aspects, quality and government regulations surrounding the label.

Describe how to make a shopping list as a method for saving time, ensuring a healthy diet and saving money when shopping at the market.

• Conclusions, Discussion and Questions

Resources
- Educational hand-outs - including but not limited to:
  - Mediterranean Diet Pyramid targeted at adult consumers
  - Mediterranean Diet Tray (if targeted at consumers with children)
  - How to Read a Food Label on fresh Mediterranean food products. Aimed at educating consumers about ingredients, serving sizes and nutritional composition
  - Portion Sizes visual aid for consumers
  - Sample Mediterranean Market Shopping List

Space
Location: market for conducting the tour
USEFUL LINKS

Governmental and non-profit organizations links and resources generated by public health or food related initiatives and programs deemed credible that could complement the MedDiet guidelines.

1. Greece National Catalogue of the Best practices of Local Authorities:
   http://www.efet.gr/
   http://www.paideiatrofi.org/

2. Social Marketing Resources
   Center for Disease Control – In the Know: Social Media for Public Health

3. Estrategia NAOS: http://www.naos.aesan.mspes.es/

4. EUFIC. Consejo Europeo de Información sobre Alimentación: www.eufic.org

5. Alimentación Saludable y Actividad Física como instrumentos de promoción de la salud: Desarrollo de programas estatales y autonómicos en los gobiernos locales:
   http://www.juntadeandalucia.es/salud/sites/csalud/galerias/documentos/c_3_c_1_vi
da_sana/alimentacion_equilibrada_actividad_fisica/premios_certamenesc/3AmbitoCo
munitarioAccesit.pdf

   http://www.stm.fi/c/document_library/get_file?folderId=501339&name=DLFE-
   23602.pdf

7. Leadership for Healthy Communities:
   http://www.leadershipforhealthycommunities.org/index.php/component/advancedta
   gs/?view=tag&id=3

8. Libro Blanco para una Estrategia Europea sobre problemas de salud relacionados con la alimentación, el sobrepeso y la obesidad:
   http://ec.europa.eu/health/ph_determinants/life_style/nutrition/documents/nutritio
   n_wp_es.pdf
APPENDIX

APENDIX 1 - FAMILY PHYSICAL ACTIVITY BARRIERS AND SOLUTIONS

Sometimes we find obstacles for not practicing regular physical activity. Examples and possible solutions:

- **Barrier 1: Unsafe neighbourhood.**
  Solution: Children do not necessarily have to exercise outdoors to be active, indoor sports are so available.
  ✓ Play traditional games like Hide and Seek, bouncing games, catching games Tag, etc.
  ✓ Dance to music.
  ✓ Move around with a video or television program.
  ✓ Do active chores such as vacuuming and mopping.
  ✓ Join extracurricular activities held at school or in adapted spaces. For example: swimming at a pool, school dancing, play basketball, football and volleyball in school, etc.

- **Barrier 2: Inactive family.**
  Solution: Family should be a role model. Children are always watching. If adults are active, then it is most likely that children will also be.
  ✓ Be active together in the family housework.
  ✓ Take a walk together: go to the mall for a walk, to the park to play, hiking, walking on the beach, etc.
  ✓ Establish a daily routine (few minutes) for activities: walking, running, skating, cycling or swimming.
  ✓ Organize active holidays! Have a bowling or skating party, etc.
  ✓ Give gifts that encourage physical activity: sports equipment, stop by to do some adventure sports.

- **Barrier 3: Exceeding 2 hours a day of television, computers, video games...**
  Solution: Set a time limit and turn off the television.
  ✓ Turn off the TV during family meals to promote family relationships and become aware of the act of eating.
  ✓ Get the child used to not having a television set in their bedroom at very early ages.
  ✓ Have family leisure hours and practice dynamic activities.
Proposed Activities for Educators

We propose some popular gaming activities, classified according to the education level, to be carried out during recess at school to promote physical activity during leisure time and to encourage interaction among peers (see Table 4).

“STAY ACTIVE. EXERCISE WITH FRIENDS AND PREFERABLY OUTDOORS SINCE IT IS FUN AND HEALTHY!”

Table 1. Classification of types of Physical Activity

<table>
<thead>
<tr>
<th>Non sports</th>
<th>Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dodge Ball</td>
<td>Football</td>
</tr>
<tr>
<td>Jump rope</td>
<td>Swim</td>
</tr>
<tr>
<td>Hopscotch</td>
<td>Martial Arts</td>
</tr>
<tr>
<td>Playing in the park</td>
<td>Rollerblading</td>
</tr>
</tbody>
</table>

Examples of Active Activities (Recommended a minimum of 15 minutes for each activity)

Table 2. Activities by Cycle (divided based on age and physical capabilities of children)

<table>
<thead>
<tr>
<th>Initial cycle: 1st level</th>
<th>Activity</th>
<th>Material</th>
<th>Installations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Statues</td>
<td>Playground</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Musical chairs</td>
<td>Chairs and music</td>
<td>Gym or large room</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Initial cycle: 2nd level</th>
<th>Activity</th>
<th>Material</th>
<th>Installations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hopscotch</td>
<td>Ribbon or chalk, tile</td>
<td>Gym or playground</td>
</tr>
<tr>
<td></td>
<td>Jump rope</td>
<td>Ropes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The 4 corners</td>
<td>Cones or plaster to mark</td>
<td>corners</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Middle cycle</th>
<th>Activity</th>
<th>Material</th>
<th>Installations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tug of war</td>
<td>Long rope</td>
<td>Gym Court</td>
</tr>
<tr>
<td></td>
<td>Scarf game</td>
<td>Scarf</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spinning tops</td>
<td>Spinning tops</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Upper cycle</th>
<th>Activity</th>
<th>Material</th>
<th>Installations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Relay</td>
<td>Cones, hoops, ribbons,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>scarves, etc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gymkhana</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dodge ball</td>
<td>Ball, chalk or ribbon</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX 2 – COOKING TECHNIQUES

✓ Boiling. Simple cooking where foods are dipped in boiling water at 100 °C for a certain time.
✓ Grill. Cooking food on a hot plate at 200 °C over a little olive oil to prevent food from sticking.
✓ Oven. Firings at temperatures suitable for the type of food and the size of the part, usually at elevated temperatures above 150 °C.
✓ Stew. Cooking fat food and water over medium heat and uncovered about 100 °C. Cooking food in fat over low heat and cook covered for that "drowned" in their own juices.
✓ Sautéed. Quick cooking foods in an uncovered container with a moderate amount of hot oil at temperatures around 180 °C.
✓ Fried. Cooking food by immersion in hot oil around 180 °C.
✓ Steam. Placing the food in a container with water, but without contacting water, food is cooked in the steam caused by evaporation at 100 °C.
✓ Blanching. Food substances -usually vegetables or fruits to remove a strong taste (cabbage, onions, etc.)- plunged first into boiling water, and removed after a brief time to be plunged then into cold water (shocked) to halt the cooking process.
## The Advantages, Disadvantages, Precautions and Solutions of Each Cooking Technique

<table>
<thead>
<tr>
<th>COOKING TECHNIQUES</th>
<th>ADVANTAGE</th>
<th>DISADVANTAGE</th>
<th>PRECAUTIONS</th>
<th>SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOILED</td>
<td>Fibrous structures are weakened and some nutrients (fat-soluble vitamins) are released and better absorbed. You get a nutritious liquid, rich in minerals.</td>
<td>The food loses minerals that migrate to the cooking water and destroy much of the water soluble vitamins (vitamin C and group B).</td>
<td>Careful not to overcook pasta and rice as they lose starch, stick and may not be well accepted.</td>
<td>To minimize nutrient loss and prevent excessive grain softening, food must be added to boiling water, keep high heat, cook for the necessary time and drain immediately.</td>
</tr>
<tr>
<td>GRILL/GRIDDLE</td>
<td>The food in contact with the hot surface creates an outer layer that keeps juices and nutrients inside and takes on a very nice texture.</td>
<td>Food can be cooked too much or too little.</td>
<td>If food is undercooked it might be left hygienically unsafe. Roasting reduces its digestibility and nutritional value.</td>
<td>Eat straight off the griddle or preference for making grilled soft foods such as fish, zucchini or eggplant, for example</td>
</tr>
<tr>
<td>OVEN</td>
<td>All foods can be cooked in the oven.</td>
<td>Foods tend to dry and harden that reduces their digestibility and nutritional value.</td>
<td>Prevent food from drying out.</td>
<td>Add some water or broth for added moisture and to prevent drying.</td>
</tr>
<tr>
<td>STEW</td>
<td>The long cooking food allows obtaining very pleasant flavours and textures children accept well.</td>
<td>Foods lose part of their identity and you get a bowl of uniform flavours and textures.</td>
<td>Avoid the monotony of the dishes with the same vegetables (onion, tomato and carrot).</td>
<td>Cook different types of food with a variety of accompaniments.</td>
</tr>
<tr>
<td>SAUTÉED</td>
<td>Infers good palatability to foods and maintains vegetables a bright colour.</td>
<td>Cooking is done in oil and its absorption can lead to excessive intake.</td>
<td>Cook food well but with a little oil.</td>
<td>Use it for side dishes or to accompany second courses since servings are smaller.</td>
</tr>
<tr>
<td>FRIED</td>
<td>Very well accepted by children because foods absorb cooking oils and are more flavorful.</td>
<td>Cooking oils deteriorate at high temperatures and increase the energy value of food.</td>
<td>Use it carefully and occasionally.</td>
<td>Heating the oil to the required temperature to obtain a crispy food and thereby minimize the absorption of fat. Use oils with high oleic acid content (extra virgin/virgin olive oil or high oleic acid sunflower oil) for higher temperature resistance and performance</td>
</tr>
<tr>
<td>STEAM</td>
<td>High preservation of minerals in food, as well as some of the vitamins,</td>
<td>Low acceptance of food texture by children.</td>
<td>Avoid using it only in case of need for food regime (intestinal)</td>
<td>Use this technique for vegetable side dishes to add colour to the second course. Add herbs and</td>
</tr>
<tr>
<td></td>
<td>colours and flavours.</td>
<td>discomfort) to accustom the body textures &quot;al dente&quot; and more nutritious.</td>
<td>spices to improve the taste of food.</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>-----------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td>-------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>MICROWAVE</strong></td>
<td>Comfort, ease of use and speed.</td>
<td>If the radiation does not reach the entire piece evenly, food may be partially heated or lightly cooked</td>
<td>Use the device following the instructions</td>
<td></td>
</tr>
<tr>
<td><strong>RAW</strong></td>
<td>Minimum loss of nutrients, only from storage and handling.</td>
<td>Little acceptance of the typical salad (lettuce, tomato and corn).</td>
<td>Avoid monotony of trimmings and use imagination to provide variety of colors and textures to the dish</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>To prevent nutrient losses reduce storage time, clean the vegetables without letting them soak long and drain well. Avoid monotonous salads with many ingredients, colours and textures.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX 3- MEDITERRANEAN DIET RECIPE SELECTION REQUIREMENTS

The recipe should prioritize:
1. High content vegetables and / or legumes;
2. Olive oil as a principal added fat;
3. If the recipe has a garnish, it must be based on vegetables and/or legumes;
4. It should contain a grain product, such as bread, pasta or rice if possible;
5. Cooking techniques that do not require the addition of large amounts of fat: steamed, baked, grilled, fried, etc.
6. Include fresh, seasonal and/or local production food;
7. Include fish and / or seafood, or lean meats if it is a second course;
8. Ensure the presence of fresh and / or dried, and in case of using milk the low-fat priority fat (semi-skimmed or skimmed) in case it is a dessert

The recipe should avoid:
1. High amount of fat in the preparation of the dish, such as creams, butter, margarine, butter or a lot of oil.
2. Fatty meats, sausages on a large scale, as the main ingredient;
3. Desserts with a high content of sugars and / or fats;
4. Culinary preparations that require a quantity of fat such as fried, breaded, etc.;
5. The use of fats other than olive oil in the preparation of sauces
## APPENDIX 4- MEDITERRANEAN DIET RECIPE TEMPLATE

<table>
<thead>
<tr>
<th>Name of the recipe</th>
<th>Name of the restaurant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Town</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Classify the recipe in one of the following groups</th>
<th>Salads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Vegetables/Legumes</td>
</tr>
<tr>
<td></td>
<td>Potatoes, pasta and rice</td>
</tr>
<tr>
<td></td>
<td>Meat and eggs</td>
</tr>
<tr>
<td></td>
<td>Fish</td>
</tr>
<tr>
<td></td>
<td>Desserts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of servings</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>3</td>
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<td>4</td>
</tr>
<tr>
<td></td>
<td>5</td>
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<table>
<thead>
<tr>
<th>Preparation Time (min.)</th>
<th>10-20</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>20-30</td>
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<td>30-40</td>
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<td>40-50</td>
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<td>50-60</td>
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<td>&gt;60</td>
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<table>
<thead>
<tr>
<th>Season</th>
<th>Spring</th>
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<tbody>
<tr>
<td></td>
<td>Summer</td>
</tr>
<tr>
<td></td>
<td>Fall</td>
</tr>
<tr>
<td></td>
<td>Winter</td>
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</tbody>
</table>

### Ingredients

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Ingredient</th>
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</tbody>
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Procedure:

Ingredients for the sauce or condiments:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Ingredient</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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</tbody>
</table>

Elaboration of the sauce or condiments

Mention, whenever required, the cooking time, temperature and cooking technique.
APPENDIX 5 - JURY EVALUATION FORM

Name/Number of the plate ..............................................................................................................

Aspect colour

Dish
Appearance .................................................................................................................................
Clean ..........................................................................................................................................
Colour ........................................................................................................................................
Presentation .................................................................................................................................
Originality .................................................................................................................................

First impression: good/regular/bad
..................................................................................................................................................
Intensity: strong/medium/weak/non-existent
..................................................................................................................................................
Smell ...........................................................................................................................................
Presentation .................................................................................................................................
Originality .................................................................................................................................

Flavour / taste

Sweetness: sweetened / unctuous / velvet/cloying
..................................................................................................................................................
Acid: acid / flat
..............................................................................................................................................
Bitter: enough / strong / light / astringent
..................................................................................................................................................
Salty: aggressive / mordant / flat / tasteless
..................................................................................................................................................
Taste: nice / nasty
............................................................................................................................................... 
Persistence: long/medium/short
..................................................................................................................................................
Strange taste: putrid / acetic
..................................................................................................................................................
Balance: roundness / scarcity.........................................................................................................
Intensity ..........................................................................................................................................
After taste

Harmony

Balance:

Aftertaste

Persistence:

Final score

Comments:

..........................................................
APPENDIX 6 - PLANNING EVENTS CHECK-LIST

Planning

- Evaluate timing and seasonality of the event
- Select location venue
- Solicit partners, sponsors and volunteers
- Negotiate equipment and resource needs

Sponsors and Partnership

- Investigate opportunities to partner with local commerce, producers, purveyors and suppliers of the food distribution system.
- Partner with local, region or national agencies (both public and private) interested in promoting health and wellness.
- Solicit sponsors while conveying the benefit on investment such as the visibility and publicity associated with the event. Examples may include website traffic, media coverage, and product visibility among attendees.

Marketing of the Event

✔ Maintain a Relationship with the Media
   Continuously inform your database of local reporters, editors, media directors and producers.

✔ Choose a Spokesperson
   Find someone that your local community trusts and showcase this person as an effort to advance your message. This spokesperson could be a community leader, a local advocate, public health professional or well-known public figure.

✔ Team Up
   Partner with local businesses, schools, health care centers, hospitals or religious organizations to share your mission and amplify your message.

✔ Enlist Volunteers
   Students from various disciplines such as public health, medicine, science, and nutrition in addition to local members of community (parents, shop owners, youth, and elders) may be interested in promoting the message of the Mediterranean Diet. Such volunteers can help with planning, promotion, organization, event activities, and educational projects. Designate a volunteer supervisor to select, train, and staff these positions to optimize efficiency and effectiveness during your events.

✔ Distribute Press Releases
   One way of getting the message out about an event may be through the use of a press release, since this generally creates exposure and generates discussion.

   - Start with a captivating opening statement to grab the attention of the reader
   - Keep it brief and newsworthy
   - Include the who, what, where, when and why of the topic
• Make it local, culturally relevant and pertinent to the target audience
• List contact details and links for more information
✓ **Use Social Media to Amplify Your Message**

Social marketing aims to create awareness, change attitudes and behaviour and provide tools useful to your target audience. One such communication channel is through the use of social media outlets like Twitter, Facebook, YouTube, blogs, mobile devices, wikis, and podcasts. Social media is unique in that it offers communication in real time and links people together who share similar interests and are working towards a common goal.

• Establish digital goals, objectives, strategies and benchmarks for your social media campaign in line with those promoting the overall message of the Mediterranean Diet and aim to influence attitudes or behaviour change.
• Narrow your target audience. Segmenting and prioritizing your audience improves reach, enhances relevance, and helps put your resources to the best possible use.
• Solicit feedback from your audience. Encouraging discussion and participation helps correct misinformation and focus the message to the needs of the readers.
• Evaluate the marketing. Research competitor or partner campaigns, measure website analytics and evaluate the effectiveness at reaching benchmarks, increasing awareness and fostering behaviour change.
APPENDIX 7- OLIVE OIL, WHEAT AND WINE STORIES

OLIVE OIL

"Olive oil is a vegetable oil extracted from the freshly harvested fruit of olive (olive image).

Do you know this fruit?
This fruit is the olive. And most of us, we know it because we like to add it to many dishes, especially salads or eat them alone. But consider that olive oil has been known for many years ..., thousands of years ... In ancient times, in the lands of Mesopotamia, a land far away this oil was being used not only as food, also as a fuel to generate heat and light, as a medicine to cure diseases and as an ingredient for youth and beauty creams.

You know who the Egyptians were, right? (Picture Egyptians)
The Egyptians used this oil to illuminate Temples. And also placed crowns made with olive branches on the head of mummies (Picture mummies with crowns). And the Greeks ...

Do you know who the Greeks were and what they used olive oil for? (Picture Greeks)
In Greece, the winners of the ancient Olympic Games were smeared all over with olive oil and were crowned with olive branches. Olive trees were so important that anyone who dared to tear or shred two specimens of this species was punished with penalties such as banishment or confiscation of all property. It was the Romans ...

You know who the Romans were? (Picture Romans)
Many years later who spread the olive tree cultivation throughout the Mediterranean basin. Imagine if there were a lot of olive trees during the Roman times, that they would say that a squirrel could cross an entire area, from tip to tip, jumping from branch to branch never touching the ground. And, since they believed that olive oil was a luxury, only rich Romans used the higher quality olive oil. The poorest Romans, however, used the lower grade olive oils, which contained most graduation
But when the Roman Empire fell, the olive oil culture stopped.

But, luckily, came the Arabs (Picture Arabs), and, thanks to them, the habit of consuming olive oil was recovered. The Arabs used olive oil for frying and for dressings. And, also used as a medicine. In addition, new techniques were developed and developing a new culture of olive oil that has survived until today.

Today, the olive tree is a dark green leafy perennial type tree (resistant leaf that does not expire periodically), which can reach 15 meters high growing in a dry and temperate climate and is grown in Mediterranean lands. Currently, the olive tree is grown in countries all around the Mediterranean and olive oil is one of the oldest and most important food of the Mediterranean Diet.

Do you know why it is so important the olive oil?

✓ It is very healthy for the heart, arteries, disease prevention and general health.
✓ It is ideal for dressing dishes because it gives very good taste.
It is the best oil that can be used when cooking.

But ... do you think that all olive varieties are used to produce olive oil?
Of the more than 1500 known varieties, some of which are preferably used for the production of olive oil (oil picture) and other for the production of table olives (olives image)

WHEAT

“Approximately 10,000 years ago an event happened that changed the course of humanity. It was in the prehistory when someone discovered or invented agriculture, in current Iraq. Those men and women learned to cultivate the land and began planting seeds for food. This discovery was so important because it became the main source of food and made that the first settlements were founded. The first foods cultivated were cereals and among the most cultivated was a kind of wheat. Our ancestors saw that wheat and cereals could not be eaten as is off the land, so they learned to manipulate it and invented the first bread ever. This bread was not like bread we know today, it is believed that it was a kind of flat bread made by grinding wheat with two large stones, soaking it with water and letting it dry on a hot stone.

The Egyptians were the civilization that began to make bread fairly similar to us. Utensils and paintings from the Egyptian times have been found that show how they made bread. Their "recipe" was very similar to ours, crushing wheat until obtaining the flour, mixing with water to make the dough, letting it rest, and adding the yeast and putting the dough into different jars of clay to achieve the desired shape: round, elongated, cone-shaped. Finally they cooked the dough on hot coals to obtain bread. After all these centuries, the recipe for making bread has not changed much, now we follow the same steps that the Egyptians invented.

The Greek and Roman civilizations continued to worship bread, in this case the gods and goddesses were present, through legends, such as Demeter, Goddess of Agriculture in ancient Greece, or Ceres Roman Goddess of Nature and Agriculture. This Goddess was the one that gave the name to the grain, Ceres = cereal. The Romans loved bread so much that they included it as an indispensable food in two of their four daily meals.

Another great civilization that used wheat until our times, are the Arabs. Unlike other civilizations, these men and women used wheat to make other foods such as couscous.

All these people and civilizations throughout history have made bread a staple food of the Mediterranean Diet, being essential in our meals.

The first bread made in the prehistory has evolved to the present day. Today we can find a lot of different types and forms of bread whole-grain, with other cereals, with sunflower seeds, round, elongated, rolls ... But the most important thing to note are the properties of wheat: It is a basic energy source for people (especially for children and youth), it is a food rich in carbohydrates that helps us to be active throughout the day and it contains very little fat”.

MEDITERRANEAN DIET
GRAPES AND GRAPEVINE

“The grapevine and its fruit, grapes, are a food with a long and interesting history. Archaeologists have found that the cultivation of the grapevine began approximately in the year 3,500 BC, in the region near the Caspian Sea (present day Iran, Kazakhstan, Azerbaijan, ...). From this region, the seeds moved westward, reaching Egypt around 2,400 BC, where grape drawings have been found in tombs. The Egyptians called it læreret. These men and women used the grape as food and as medicine, and used it in two ways; either to drink the juice by squeezing them or letting the grapes dry in the sun. The Egyptians were experts in sun drying grapes. The Phoenicians were responsible that the grapevines reached Europe and more specifically to the Mediterranean. Around the year 600 BC they arrived to Greece, and since the Greeks strongly believed in gods, was the god Dionysus, a very famous god among the people because he was the god of the vine, grape, wine, theatre and celebrations, definitely the god of the feast. Later around 300 BC the grape arrived in Rome. The Roman Empire popularized grapes throughout Europe and even Africa. The Roman god of the vine, wine, inspiration and madness was the famous god Bacchus. From the name of Bacchus arise the bacchanalian, and the roman celebrations with excesses of food and drink. But the Romans not only used grapes to make wine, the famous Roman chef Apicius created recipes such as fish soufflé with grapes and others with raisins as the main ingredient. Over the years, grapes became essential at meals and along with wheat and olive oil became a staple food in the Mediterranean Diet. In 1492, Christopher Columbus, on his trip that discovered America, carried a lot of raisins on his ships, because they are a very healthy food that keeps well. It was the Spanish who introduced grapes in America. But the grapevine has a deadly enemy. Towards the end of the nineteenth century, the vineyards of Europe were attacked by a terrible plague Phylloxera, an insect that came from America, which nearly made vineyards disappear in all countries. Today this plague is still around, but luckily technological advances make the damages not so severe. A curiosity about the grape is that they have also been in space, one of the first American astronauts took dry raisins on his space trip. Another curiosity is the tradition of eating 12 grapes on New Year's Eve, a tradition that is celebrated in Spain and comes from the early twentieth century. In those years the grape harvest was so good that large amounts of grapes were left over, so the farmers of that time started this tradition calling the grapes: lucky grapes. Today there are more than 5,000 known classes of grapes spread around the world. Currently grapes are cultivated in warm weather regions in many parts of the world, but especially in the Mediterranean countries like: Spain, Italy, and Greece, among others.
As mentioned before, grapes, along with olive oil and wheat are a staple in the Mediterranean Diet and its properties are very beneficial to health. It is a natural energy source that helps us to stay healthy and strong during the growth stage, it is a fruit that helps to clean the stomach and intestines and helps to go to bathroom, and also helps to have a healthy body when you are older.”
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