

MEDITERRANEAN WORKSHOP 2017

23-24 October 2017

The Cultural Heritage of Mediterranean Diet: revitalize a traditional model adapting it to present knowledge and needs.



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Cardiovascular diseases: leading causes of death



80% of premature deaths can be prevented through:

- healthy diet
- regular physical activity
- not using tobacco.

Food choices associated with a higher risk for the most relevant chronic diseases at the population level

	Cardiovascular diseases	Cancer	Diabetes
High energy intake	X	X	X
Inadequate consumption of fruit, legumes, nuts and vegetables	X	X	X
Too much processed and red meat	X	X	X
High intake of refined starch and sugar	X	X	X
Too much trans and saturated (animal and tropical) fat	X		X
Low fish consumption	X		X
Too much salt	X		
Too much alcohol	X	X	X

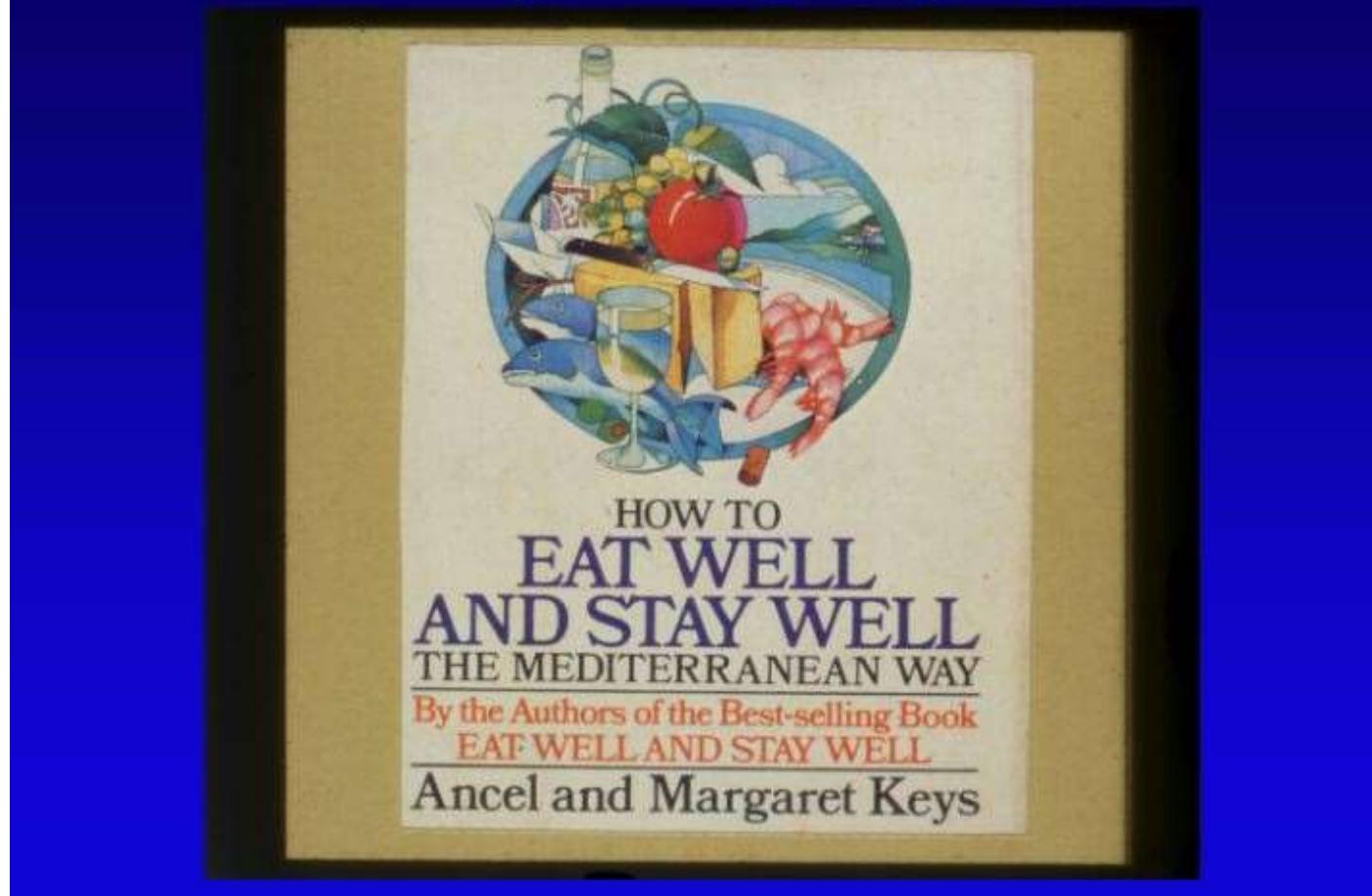
Lifestyle modifications to promote health

From reductionism to a global approach:

- foods instead of nutrients
- whole foods instead of refined foods
- dietary patterns instead of monofactorial changes

How to define a model of balanced diet able to promote health at the population level?

Keys' legacy

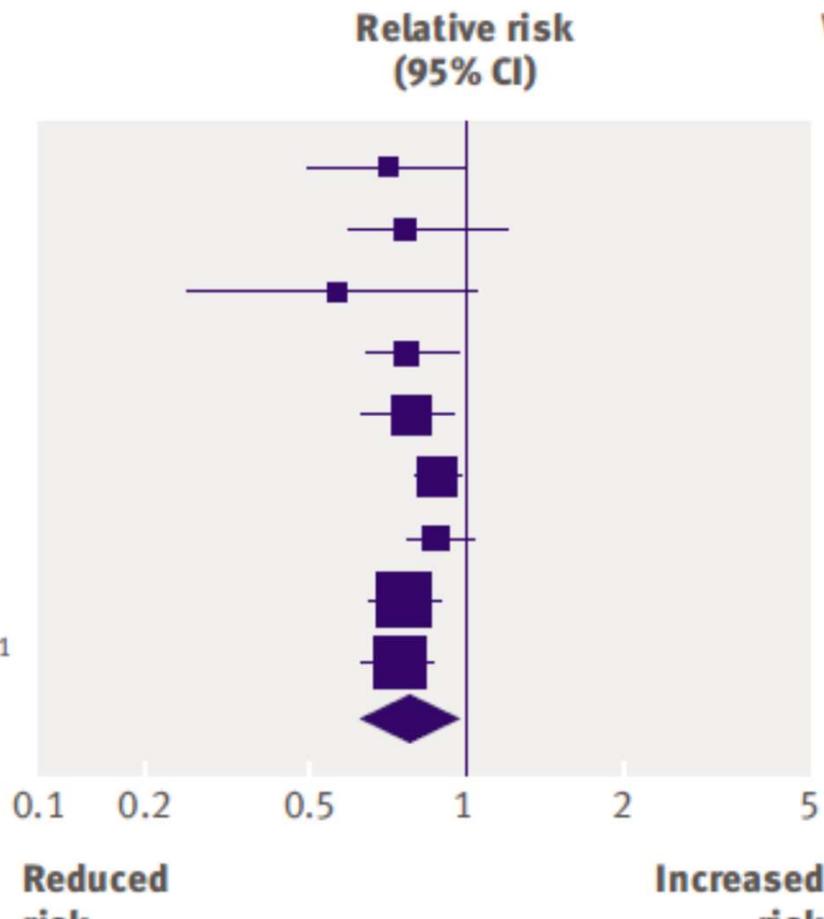


A 20% lower all cause mortality is associated with a two point increase of the Mediterranean Diet Score

Study

Trichopoulou et al 1995^{w1}
Kouri-Blazos et al 1999^{w2}
Lasheras et al 2000^{w3}
Trichopoulou et al 2003^{w4}
Knoops et al 2004^{w5}
Trichopoulou et al 2005^{w6}
Lagiou et al 2006^{w7}
Mitrou et al 2007 (men)^{w11}
Mitrou et al 2007 (women)^{w11}
Total

Relative risk (95% CI)



Sofi F et al BMJ 2008

Aims of this project

- To clarify the **main characteristics of the traditional Mediterranean diet** taking into account products and foods typical of different countries, on both sides of the Mediterranean Sea.
- To **implement a correct dietary model**, based on the scientifically based re-evaluation of the traditional diet, **adapting this model to needs and characteristics of present fast-changing life.**

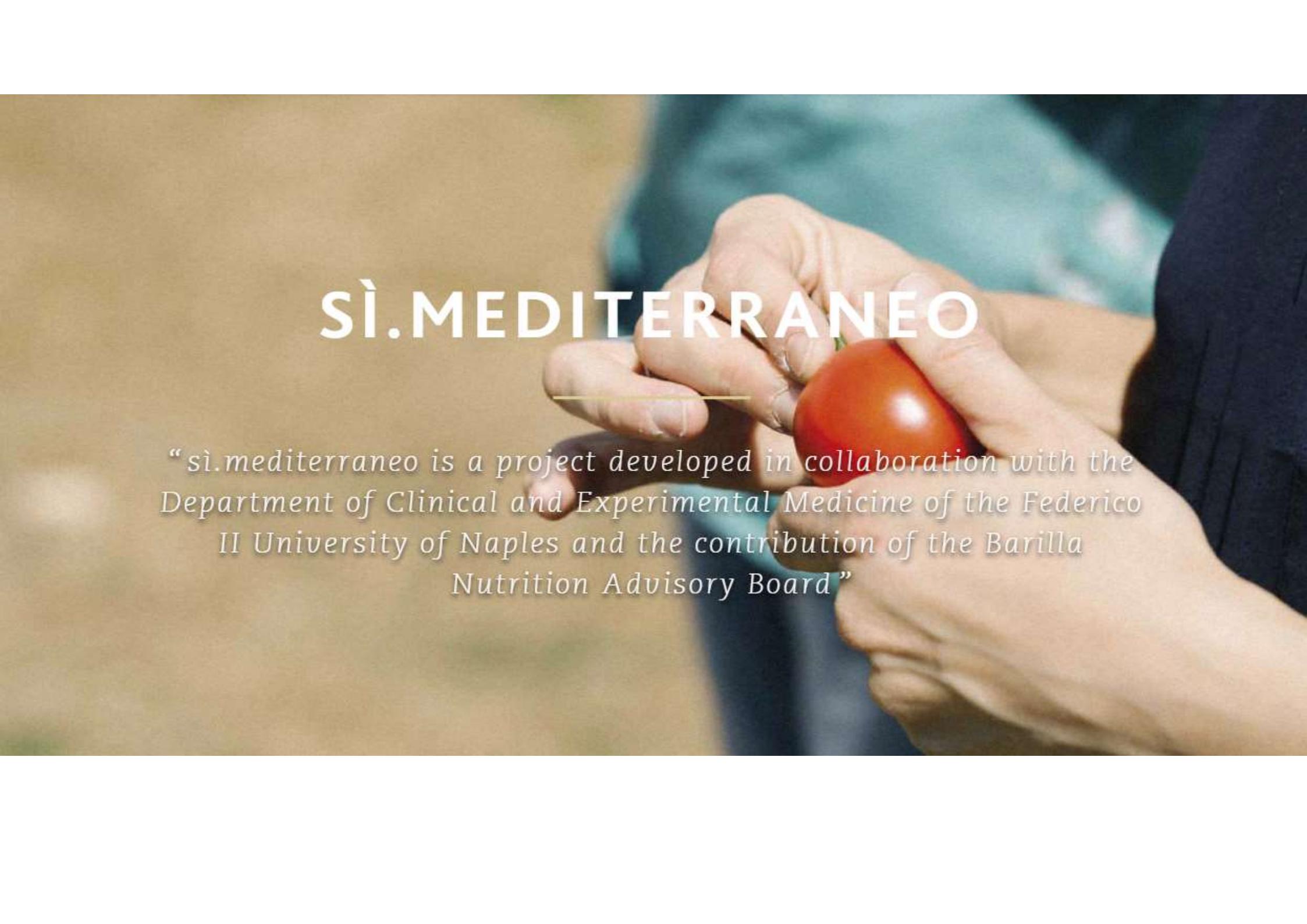
FOOD CONSUMPTION IN MEDITERRANEAN COUNTRIES

↑ Vegetables and fruit
↑ Cereals (pasta and whole-meal bread)
↑ Legumes and nuts
↑ Olive oil
↑ Fish
One or two glasses of wine

↓ Meat
↓ Dairy products
↓ Animal fat

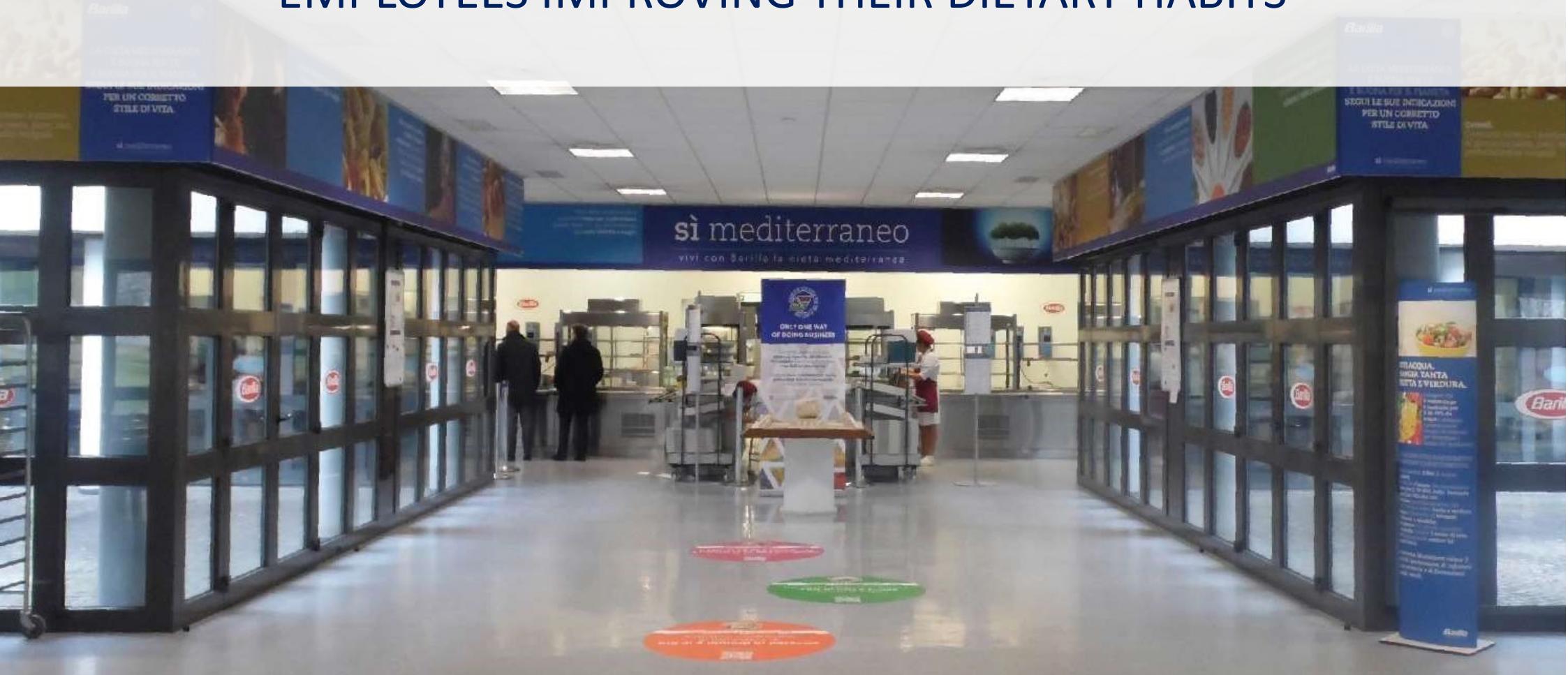
**The Mediterranean food model
is consistent with
nutritional guidelines and has
a high beneficial impact on human
health and sustainability**

SÌ.MEDITERRANEO

A close-up photograph showing a person's hands holding a ripe red tomato. The hands are positioned as if preparing to cut or slice the tomato. The background is slightly blurred, showing what appears to be a kitchen or food preparation area.

“sì.mediterraneo is a project developed in collaboration with the Department of Clinical and Experimental Medicine of the Federico II University of Naples and the contribution of the Barilla Nutrition Advisory Board”

THE CAFÉ PROGRAM STARTED IN 2011 WITH THE INTENTION TO HELP EMPLOYEES IMPROVING THEIR DIETARY HABITS



THE PROGRAM HAS BEEN DESIGNED ON 3 PILLARS

PROMOTE

Mediterranean Food Experience

- Guidelines
- Tool
- Recipes
- Menù



INFORM

Curiosity and Food Meaning

- Materials
- Events
- Seminars



TRACK

Eating habits

- Canteen tray
- 24-h questionnaires



sì.mediterraneo

vivi con Barilla la dieta mediterranea

Ristorazione Aziendale
Venerdì 29 Aprile 2016

Segui il verde!
PROGRAMMA EAT&BEFIT

Doppia Piramide
PROGRAMMA BCFN

Piatto Vegetariano

In grassetto è evidenziata la presenza degli allergeni

PRIMI PIATTI

445 Kcal	PENNE CALAMARI E RUCOLA	P. di semola, pom., calamari, rucola, sole, olio
472 Kcal	PENNE ALLA CORSARA	P. di semola, pom., sedano, peperoncino, sole, olio
440 Kcal	PASTA INT. ALLA CORSARA	P. di semola int., pom., sedano, peperoncino, sole, olio
465 Kcal	PASTA AL BURRO O POMODORO	P. di semola, burro/pomodoro
332 Kcal	RISO AL BURRO	Riso
136 Kcal	PASSATO CON CROSTINI	Verdure, sedano, pane, patate, brodo, sole, olio

SECONDI PIATTI

160 Kcal	BISTECCA AI FERRI	Carne di manzo/pollo/tacchino/maiale
205 Kcal	NASELLO AL LIMONE	P. di nassello, limone, sale, olio
180 Kcal	BOCCONCINI AL GINEPRO	Carne bianca, farina, vino, ginepro, sale, olio

CONTORNI

INSALATA DI ORZO, CARCIOFI E CAROTE
VERDURE LESSATE
INSALATA VERDE / MISTA
LEGUMI LESSATI

PLATESSA IN CARTOCCIO Piatto Unico 335 Kcal



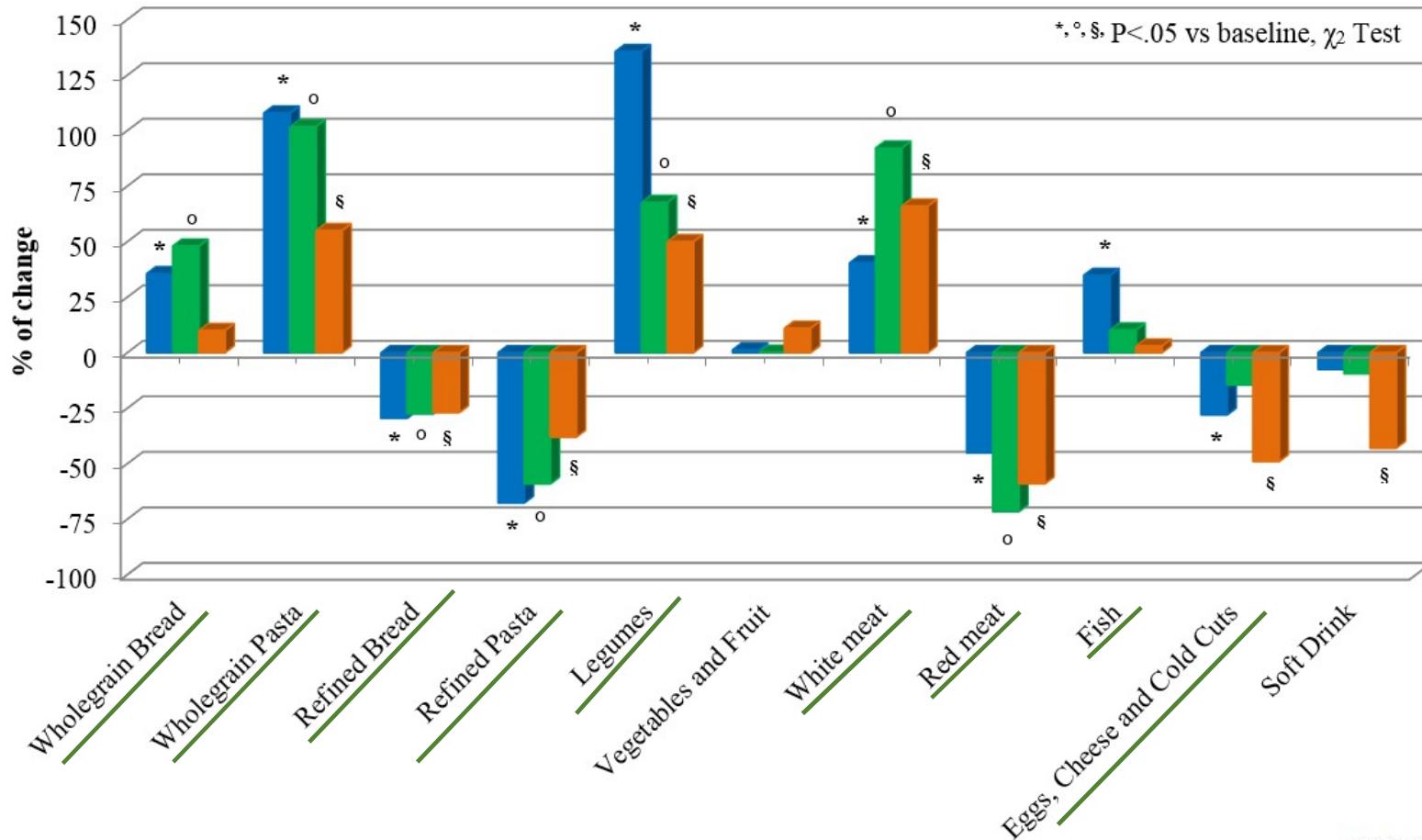
Consuma 5 porzioni
di verdura e frutta
al giorno privilegiando
la stagionalità e la varietà.



Weekly
tips

Barilla

■ Time 1 (After 3-month) ■ Time 2 (after a follow-up period of 6-month) ■ Time 3 (after a follow-up period of 3-year)



*, o, \$, P<.05 vs baseline, χ^2 Test

THE FOLLOW-UP
SHOWED A TREND
TO MITIGATE THE
IMPROVEMENT OF
THE MOST HEALTH-
FULL FOOD CHOICE
IN THE CANTEEN

INTERNATIONAL JOURNAL OF FOOD SCIENCES AND NUTRITION, 2017
<https://doi.org/10.1080/09637486.2017.1336515>

§ Calculated as: $[(n. \text{ of dishes at time 1, 2 or 3} - n. \text{ of dishes at baseline}) / n. \text{ of dishes at baseline}] * 100$



TAKE HOME MESSAGES

1. si.mediterraneo program has been able to improve food choices at work and the nutritional quality of the habitual diet in a more comprehensive way and in the long-term.
2. Worksites have the potential to become effective dissemination points for nutritional education program.

PHARMAGOURMET

Efficacy on the cardio-metabolic risk profile of an
intensive lifestyle intervention targeted to
promoting food choices typical of the
Traditional Mediterranean Diet
in people at increased cardio-metabolic risk.

PHARMAGOURMET

The intensive intervention was based on two pillars:

- education to a healthy lifestyle through twelve weekly group meetings with a nutritionist,
- free daily supply of the two main meals prepared on purpose for the study participants.

PHARMAGOURMET

Clinical and metabolic parameters	Basal	End of the intervention	Follow-up 9 months
	n=74	n=74	n=63
BMI (Kg/m ²)	32±4	30±4***	30±5***
Weight (Kg)	90±15	83±14***	85±16***
Waist circumference (cm)	107±12	98±10***	100±12***
Plasma glucose (mg/dl)	115±29	109±24*	117±33
HbA1c (%)	6.5±0.9	6.0±0.7***	6.2±0.9***
Total cholesterol (mg/dl)	182±34	183±34	187±32
HDL cholesterol (mg/dl)	51±13	54±13**	49±11
Plasma triglycerides (mg/dl)	143±88	113±83***	133±65
Systolic Blood Pressure (mmHg)	137±18	123±10***	124±16***
Diastolic blood Pressure (mmHg)	83±11	74±9***	75±9***

PHARMAGOURMET

By extending this methodology of intervention to school canteens and catering services at the worksites it should be possible to broaden the number of beneficiaries of this type of preventive intervention.

Final considerations

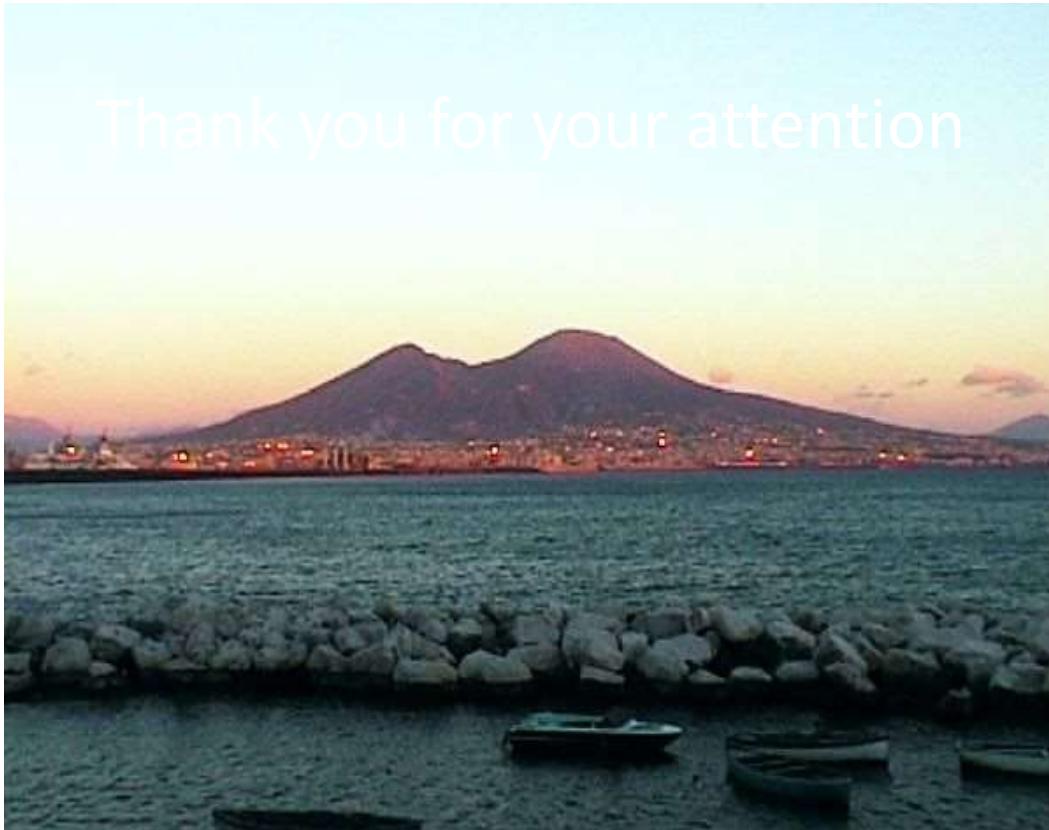
THE CHANNELS FOR TEACHING SUSTAINABLE EATING HABITS:

- the **family** and parents are no longer enough
- **education campaigns**, enacted through the so-called “**social communications**”, play a critical role
- interventions are needed in “away from home” situations (i.e., **cafeterias and points of sale**)

Future Perspectives

- Implementation of a diet resembling the traditional Mediterranean diet at worksites.
- Identification of menus typical of the Traditional Mediterranean Diet apt to inspire new recipes fulfilling the nutritional needs of contemporary people.
- Promotion of (old/new) healthy breakfast/snacks based on typical Mediterranean products

Thank you for your attention



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