



A project from the city of Modena – ITALY

HEALTHY EATING CHILDREN'S SCHOOL

health promotion through food vending machines

OBJECTIVES: to promote the consumption of healthy foods and drinks (fruits, fruit salads, 70% fruit juices, yoghurts ...) through vending machines in schools. The main targets are students aged 11-13 years, but also teachers and other people working in schools.

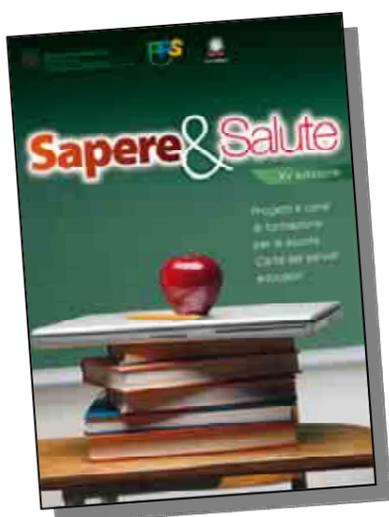
METHODS: food vending machines are transformed into a tool for preventing obesity and promoting healthy lifestyles through the sale of only healthy products and the delivery of communication activities. Coherently, health education activities in classroom are also proposed to schools. The project last from September 2007 to May 2008. The methodology is characterized by:

- The **involvement of several partners.**
- The **participation of the target groups** to the project's planning through focus groups and surveys.
- The **integration of health promotion strategies:** communication, health education, and the offer of healthy foods and drinks chosen according to the preferences of students, teachers and parents, and to the nutritionists' judgments.



**HEALTHY PRODUCTS
IN VENDING MACHINES**

**HEALTH COMMUNICATION:
POSTERS ON VENDING MACHINES**

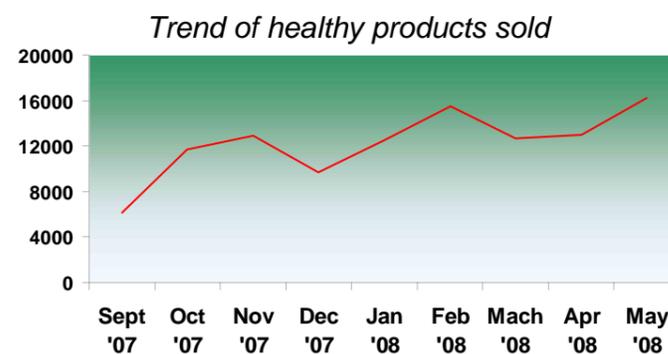


**HEALTH
EDUCATION
ACTIVITIES IN
CLASSROOM**

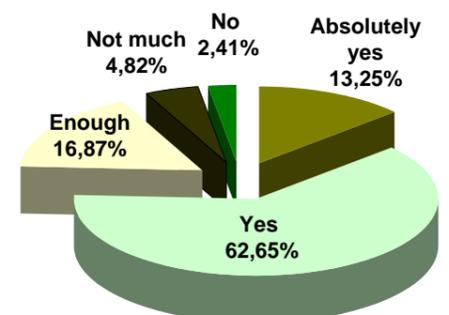


RESULTS:

- **5 SCHOOLS** involved in the city of Modena.
- **1.680 STUDENTS** reached.
- **14 FOOD VENDING MACHINES** installed.
- **115.647 PRODUCTS** sold.



Are you in favour of a future participation to the project?



Data collected from a survey to 83 teachers and people working in school, realized by G. Bacci, University of Modena and Reggio Emilia

CONCLUSION: the project is an example of how municipalities, school, public health, businesses, environmental sector and consumers' associations can work together for promoting healthy lifestyles and preventing obesity.

The project is promoted by Demil – Buonristoro Vending Group, Modena Local Health Service, and the Municipality of Modena, in the context of the local Health Plan, with the businesses TetraPak and Coges as partners and in collaboration with Agenda 21 of the province of Modena, Federconsumatori (a National Consumers' Association) and Confida (Italian Vending Association).

PROJECT PROMOTED BY:

PARTNERS:

IN COLLABORATION WITH:



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