

A research from ITALY

HEALTH PROMOTION AND FOOD VENDING MACHINES:
AN ANALYSIS OF ORGANIZATIONAL MODELS



INTRODUCTION: according to the European and the National Gaining Health Programmes, in Italy some projects have been developed to promote a healthy diet and good habits through food vending machines: "Choosing health", "Fruit Snack", and "Nutrivending".

OBJECTIVES: to analyse the organizational models of the three projects.

METHODS: the representatives of the several Subjects concerned in the projects have been involved for the comparison of the projects' organizational features. Conferences have been realized in order to share the analysis with the public.

RESULTS and CONCLUSION: the analysis of the projects' strengths has been the first step to define best practices which use vending machines as a channel for health promotion.



CHOOSING HEALTH

It belonged in the year 2005 in the province of Modena (Emilia-Romagna region) in schools, working places, and university.

Vending machines offer fresh and local products, chosen according to nutritionists' judgments and innovative health communication activities (ex. stickers on healthy foods, messages on tea and coffee cups).



PARTNERS: Modena Local Health Service, Demil – Buonristoro Vending Group, Confida (Italian Vending Association), Confindustria Modena (Association of Industries) in the context of the Local Health Plan.

ECONOMIC SUSTAINABILITY: It autonomously finances its activities, so that it can be long lasting and extended to other locations, since it doesn't depend on the availability of external funds.

FRUIT SNACK

It was initially realized in secondary schools thanks to the Romagna Provincial Administrations.

Vending machines promote the consumption of fresh fruits and vegetables (mainly local products); in association, a formative path for teachers and a mass media communication campaign for students are realized.



PARTNERS: provinces of Forlì-Cesena, Ravenna, and Rimini (Emilia-Romagna region), the Centrale Osservatorio Agro-ambientale, 41 secondary schools, vending firms and mass media.

PROJECT'S DEVELOPMENT: it has become an experimentation of the Italian Ministry of Health in the context of the Italian Program "Gaining Health".

NUTRIVENDING

It was born thanks to an Agreement of the Veneto Region.

It offers healthy products and health communication activities through foods vending machines.



PARTNERS: Veneto Region – Health and Agriculture Sectors, Confindustria (in particular Confida), schools and University of Padova – Degree Course in "Gastronomy and Catering Science and Culture".

PROJECT'S FEATURES: it is a regional project and it has inserted guidelines for public procurement for the vending sector in the guidelines for the improvement of the nutritional quality in schools.