

**Federsanità Anci\*** and **Buonitalia Spa\*** are promoting a project to develop the Mediterranean diet and Italian food style for their defense in our country and the diffusion in international markets.

This will be achieved, in particular in the North American market, where many severe diseases, resulting from inappropriate diet, constitute the leading cause of mortality

Objective: To promote good practices to promote healthy nutrition, prevention and spread of correct lifestyles. In this way it enhances agricultural production, certified food quality and safety.

This is the expression of a positive cultural identity defined by a typical production which has added value in terms of health benefits.

Intervention strategies

- Participation in regional events of national experts and researchers with internationally accepted.
- Presentation of personal research results and lectures at conferences of scientific societies, with the assistance of experts and researchers.
- Implementation of innovative and strategic information activities and training in academic and institutional settings, also using web-based modalities and e-learning.
- Widespread Information, systematic and coordinated, regarding all activities through local, national and international media.

### **Recent events and forthcoming**

*Presentation:*

**6 to 7 May 2010.** The project was presented with a panel discussion in which speakers, and among others, the General Manager of Federsanità, Enzo Chilelli and the Scientific Coordinator of the project Guglielmo M. Trovato, M.D., in Taormina, during the Anci Congress. There was also the attendance of several Italian mayors of many municipalities (including Taormina, Syracuse, Cosenza, Piacenza, Florence) and representatives of news agencies and of various national newspapers.

**19 to 20 May 2010.** Presentation, with more highly informative nature, was provided during the Public Administration Forum in Rome, with the participation of Angelo Lino Del Favero, President of Federsanità, and a subsequent workshop was held in institutional location with a conspicuous attendance of about 300 persons.

**June 9, 2010.** Workshop on Mediterranean diet: a monograph for the project. Rome. Participants: Guglielmo Trovato (scientific coordinator and editor of the monograph), Antonino De Lorenzo, Laura De Renzo, Simona Gianpaoli, Giuseppe Carruba, Vincenzo Solfrizzi, Deodato Assanelli, Emilio Mortilla. By Skype: Maurizio Trevisan, Viola Vaccarino, Louis Vernaglione, Patrizia Pace, G.F. Martines, Alessia Pennisi and Daniela Catalano.

**September 2010-December 2011** presentations published monthly for a total of 24 themes on basic and clinical aspects relevant to the Mediterranean Diet. These presentations come from small workshops with editorial purpose in the Conference room of Federsanità-ANCI in Rome; these workshop have the full collaboration with the editors of the newspapers in question, also managed by videoconference with the editor of the

book and some of the co-authors, depending on the subject. Some workshops may be registered in order to use in web-casting, and texts are transcribed, checked and will find space on the pages of the following magazines:

*Welfare*

*Future Doctor*

*GynecoAgoi*

*The Pharmacist*

*Medical Network*

This part of the project is realized for a total of 85 journal issues with a total circulation of about 200,000 copies for each issue/month.

Each file is supplemented by the editorial and scientific staff of Federsanità and will contain the summary and a comment-discussion of a recent and particularly innovative article. After the publication of all articles, separately for each magazine, a dossier or an additional insert (2013) will be published by each journal, using the articles already published. The outcomes will be 5 dossiers with the same themes but differently focused depending on the targeted professional readers.

This is the list of titles-themes covering the 24-30 issues of each magazine.

**MEDITERRANEAN DIET: A WORLD HERITAGE PART, A RESOURCE FOR MEDICINE, AN OPPORTUNITY FOR THE ITALIAN ECONOMY**

- 1) The Mediterranean diet: the myth and reality
- 2) the birth of an idea
- 3) Mediterranean diet and sports in youngsters
- 4) Nutrition and cardiovascular disease
- 5) Mediterranean diet, cognitive decline and dementia
- 6) Mediterranean diet and cancer
- 7) Mediterranean diet in obesity
- 8) Mediterranean diet and diabetes
- 9) Mediterranean diet and hypertension
- 10) Mediterranean diet in liver diseases
- 11) Mediterranean diet in gastroenterology
- 12) Mediterranean diet and rheumatic diseases
- 13) Mediterranean diet and hypertension
- 14) Mediterranean diet and menopause
- 15) Mediterranean diet and mental depression
- 16) Mediterranean diet in renal disease
- 17) Mediterranean diet in geriatrics
- 18) Role of the Mediterranean diet in chronic diseases: common mechanisms and an overview.
- 19) Mediterranean diet, health psychology and neuroscience
- 20) Mediterranean diet: intervention strategies
- 21) Mediterranean diet and Media
- 22) Mediterranean diet and gastronomy
- 23) Mediterranean diet: counterfeiting
- 24) Mediterranean diet: a success story?

**Sept. 27** - Film Library of Bologna.

Mediterranean Diet and Italian food culture (G.M. Trovato).

Italianamericans Martin Scorsese and Carmelo Chiaramonte - The errant cook: two

histories and two cooking experiences compared. Speech and debate with foreign journalists accredited in Italy

**December 2010** - Rome. Presentation of the monograph Mediterranean diet: a resource for medicine, an opportunity for Italy, a World Heritage Part during the - 1st International Forum on Mediterranean Nutrition: culture, science, medicine and economical opportunities.

**December 2010** - United States. Location to be determined. 1st Workshop on new trends in Mediterranean Diet Research

**December 2010** - United States. Location to be determined. 1st Workshop on culture, science, medicine and Mediterranean Diet: the renovation of a myth.

**December 2010** - United States. Location to be determined. Notes from a wandering cook. Mediterranean Diet and Italian Culinary Art: an Antinomy?

**December 2010** - Florence - International Course on Mediterranean Diet - Gordon Research Conference

## **2011**

**May 2011:** 2nd International Forum on Mediterranean Nutrition - Venue to be defined - Presentation of the English edition of the Monograph Mediterranean diet: a resource for medicine, an opportunity for Italy, a World Heritage Part.

**November 2011:** International Course on Mediterranean Diet (site to be determined: Erice or Florence - Gordon Research Conference)

## **2012**

**2012 June-July:** Workshop on Mediterranean Diet: a translational model from cardiovascular epidemiology to Cancer Medicine. Inside the Course: Nutrition and Cancer (Chair G. Carruba et al) - International School of Medicine – Majorana Foundation, Erice)

## **CONFERENCES**

The presentation by the Faculty of this project, i.e. by the co-Authors of the Mediterranean Diet monograph, of oral communications and / or relations in round tables or lectures in the following Congress will be announced if accepted.

## **2011**

112th Congress of the Society of Internal Medicine, Rome, October

52 ° Congress of the Italian Society of Nephrology

56th Congress of the Italian Society of Geriatrics

72nd Congress of the Italian Society of Cardiology, Rome, December

13th National Congress of the Society of Medical Oncology (AIOM) in November

48th Congress of the European Society of Nephrology - ERA-EDTA, Prague June 23 to 26

6th National Congress of the Society of Obesity

35 ° Congress of the Italian Association of Epidemiology

European Society of Cardiology Congress, Paris, August 27 to 31

EuroPrevent 2011 - European Congress of Preventive Cardiology. Geneva 14 to 16 April

36th European Society of Medical Oncology Congress, Stockholm 23-27 September 2011

**2012**

AISF 45th Annual Meeting, Italian Society for the Study of the Liver, Rome, February  
37th Congress European Society of Medical Oncology, Vienna, September 28 to October  
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## **ACTIVITIES IN THE FIELD OF FOOD MARKETING AND HEALTH CARE MANAGEMENT**

Will be announced in the news section.

*\* Federsanità Anci is an institutional organizing local health and public hospitals, the NHS, and Conference of Mayors, to ensure the paths of socio-health integration and social welfare.*

*\* Buonitalia Spa was wanted by the Ministry of Agriculture and Forestry to promote, enhance and protect, the global scenario, the agro-food Italian.*

## **DESCRIPTION AND KEY POINTS-PROJECT**

### **Focus of the Project**

There are two main targets. The first concerns what we call "behavioral counselors, or professionals that in their work can influence the behavior of consumers and which can be summarized as follows:

- Medical community
- Local authorities
- Operators of information

As for doctors and researchers every effort will be provided to encourage and facilitate the presentation of original research studies and scientific reports in medical congresses of national and international impact. This will specifically support the personal involvement of researchers who collaborated at the work for the monograph on Mediterranean Diet.

The primary target remains, however, the Italian citizen and North America on which the activities envisaged in the project should have the result of an increase of awareness about proper nutrition and lifestyles, supporting the approach of the consumption and dissemination of Italian products.

### **Tools**

The project, enabling institutional Federsanità networks (trade unions, healthcare organizations and hospitals, the competent departments of the municipalities, institutional staff, mountain communities, scientific societies, the general practitioners, dietitians, nutritionists, pediatricians, school and research stake-holders) provides integrated communication actions in Italy and abroad, for both the scientific community and the industry (producers, distributors, chambers of commerce).

The project aims to reinforce the correct behavior through diet conscious consumer-oriented lifestyles, thus contributing to the promotion of cultural orientation to action that can involve all industry: producers, world 's information, scientific communities and researchers, the parliament, the government and all citizens.

This project is therefore based on integrated communication actions whose assets consist of events in the territory, international events, editorial communication, information,

conferences and training.

The effort to promote the initiative even in countries of destination of export agriculture and food processing is important, specially within the North American market.

Communication tools have been adopted, among others, with the purpose of providing professional guidance on how to broadcast to the citizens the concepts of the foundation of the Mediterranean diet and healthy lifestyles.

Among the goals already set the project is aimed to stress the importance of creating a wealth of validated scientific information whose availability and use will be extended to persons other than the involved experts.

It is estimated, however, that the initiatives and professional networks and associations (health agencies, general practitioners, pediatricians, nutritionists, scientific societies, municipalities, provinces, mountain communities, etc..) will ultimately involve to contact around 50% of the Italian population.

For the area of North America the same target will be involved with the realization of events

### **Events**

The project has several integrated actions that lead to all stakeholders in different ways.

Two international events constitute the activities of conferences organized by the promoters with the aim of bringing together in a moment of confrontation all stakeholders.

It is planned to support also events organized by companies who wish to promote relevant scientific project.

In North America is expected to launch a series of initiatives involving several institutions.

### **PLANNED PARTNERSHIP**

#### 1. Operational technical partner

- Local authorities and their associations
- associations of economic partnership of food industry
- Italian organizations fair project owners with the goal of promoting internationally the supply of Italian food
- national organizations of agricultural trade in the countries of destination
- consumer groups

#### 2. System partners

- Italian scientific societies interested in the areas of nutrition and metabolic diseases
- University of the destination countries;
- Associations like BICA (Best of Italy Consumer Association) in San Francisco;
- other persons identified associations between cultural
- Foundations targeted at the enhancement of Italian.

### **Project: Key points**

Besides the cultural aspects and prestige of the Mediterranean diet, and the style food that contributes to its structural value, this project would also have a significant effect on the trade of Italian products on the major emerging markets.

This enhancement has three guiding principles:

- Authenticity, or quality of the food product 'Made in Italy', because of characteristics of the territory;
- Organoleptic, or property that can be recognized and appreciated by the five senses, or attractiveness;
- Health, or the exaltation of nutritious food for healthy Italian lifestyle.

Moreover, the branding process connected with the redevelopment plans and diffusion of Italian international level are consistent with the need to support the development of traceability systems to enable the best guarantees in terms of food security of Italian products in relationship with the international systems of markets and consumption. When it comes to Mediterranean diet, it refers in fact to a diet that incorporates some of the basic production of agro-food chains and more economic value with the most diverse and, for that reason, typical food of the rich heritage that constitute a constellation of values .

The Mediterranean diet based on bread, pasta, vegetables, olive oil, oily fish, fruit and wine, accompanied by the typical cooking, is an overall system to identify and influence its components, branded and enhanced. The system provides not only a qualified offer on the front of the unique characteristics of production, but also recognized the contribution that the Mediterranean diet gives to healthy diet. Indeed, it constitutes itself as an effective tool for the prevention and reduction of metabolic diseases, whose social damage for their dissemination and their impact (particularly in the target markets of project activities) is statistically proven. According to data from the World Health Organization, 86% of deaths, 77% of lost years of healthy life and 75% of healthcare costs in Europe and Italy are caused by some diseases (cardiovascular diseases, diabetes mellitus, chronic respiratory diseases) that have in common modifiable risk factors such as obesity and overweight, alcohol abuse, low fruit and vegetables intake, physical inactivity, excess blood fats and hypertension. These risk factors are responsible for themselves, of 60% of lost years of healthy life.

With the project support and dissemination of the Mediterranean diet, a food culture based on the principles of healthy living and Italian food culture will be consolidated as an expression of a more general cultural identity of our country. The Mediterranean diet, for its historical value, has become a model of food quality and of lifestyles due to its scientifically proven health benefits.

### **General and specific**

- Purpose in terms of content:

- Educate the consumer awareness, or adopt a policy of "food education" of consumers, promoting the importance of the variety of the Mediterranean diet for proper nutrition and a healthy lifestyle
- Preventing eating disorders through awareness and specific training given to doctors and paediatricians, the operators of clinics, hospital doctors and other health professionals.
- To involve health professionals should provide counseling and guidance on healthy lifestyles, healthy eating and also contribute to early diagnosis of eating disorders, often hidden by the patients themselves and unknown to parents and other family members.

- Purpose in market terms:

- Promote the protection of food consumption based on quality Italian products;
- Increase the sales abroad of products 'Made in Italy' designation, through the promotion and enhancement of appropriate market strategy
- Promote the use of healthy foods in catering (schools, hospitals, canteens)
- To promote the penetration of the Mediterranean diet as an integrated system of product quality dl 'Made in Italy' in current distribution systems and in traditional distribution channels.

- Constitute the Mediterranean diet as container values and communication to support trade initiatives run by the Italian Consortium systems through e-commerce platforms.

- Dissemination of cultural heritage worldwide:

- With no cultural reference at a purely aesthetic level, but indicating something much broader, involving education, social, economic, tourism, industry, research, and university

systems. In particular, the Italian model is characterized by a relationship between territory, tradition, food culture and economy.

- This peculiarity of the 'Made in Italy' can be used to make an operating and effective system and framework and to create economic and industrial development, requiring a careful and open governance innovation.

• Purpose of the spread of health policies on food hygiene in relation to markets and domestic and foreign countries consumption:

- The contrast of disease (such as diabetes, obesity) diffusion, prevalence and incidence, particularly in North America.

- The reference to the definition of patterns of production and consumption to ensure the protection of public health, with particular reference to the food industry, the attractiveness of cities and urban systems for urban welfare

- Strengthening of enforcement actions to the practices of counterfeiting and identity for the defense of Italian products