



DietWise

SYSTEMIC CHANGES | EMPOWERED CITIZENS

Deliverable D 9.5 Practice Abstract 1

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<https://www.dietwise.eu>



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This work is dedicated to the memory of Justina Baršytė, author of the DietWise project idea, whose vision and commitment were invaluable to this project.

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Supporting vulnerable citizens in healthy & sustainable eating

The DietWise project has completed a large survey on eating habits among vulnerable citizens, including adolescents, elderly people, and people with a migration background. The survey took place in Belgium, Greece, and Lithuania. In total, 482 people responded to the survey. The questions were asked in their native languages.

The survey suggested that vulnerable people are motivated to change their behaviors towards healthier and sustainable eating. The same survey showed that some of the respondents lack the knowledge and the know-how and are concerned about possible financial loss.

Practical recommendations

Our survey suggests that the actions listed below may help change the behavior of vulnerable people when choosing food, cooking, shopping and their attitude towards sustainable eating.

- Use simple words and visuals. Avoid jargon.
- Add features that explain how to read food information.
- Provide budget-friendly recipes and tips for cooking.
- Offer meal plans, shopping lists, budgeting tools.
- Focus on easy and affordable cooking, not only on sustainability.
- Avoid guilt. Use positive messages and "small wins".
- Show that less food waste = saving money.
- Use behavior design: reminders, habit tracking, progress.

These practical recommendations can be used by NGOs and community organizations, social workers and health promoters, municipalities and public health services, policymakers, schools, youth workers, elderly care services, app and tool developers working on food and nutrition and anyone aiming to increase food literacy among vulnerable citizens.