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Project acronym: HECTOR

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Instrument: Coordination Action

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Publishable Final Activity Report

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Project coordinator name: Antonia Trichopoulou, MD

Project coordinator organisation name: National and Kapodistrian University of Athens

Revision: draft 1

HECTOR Eating Out: Habits, Determinants, and Recommendations for Consumers and the European Catering Sector

Eating out is no longer just for special occasions. It appears that modern living is causing people to eat out more and more and the energy and nutrient intake of individuals who frequently eat out (at restaurants, canteens, cafeterias, fast food outlets and similar establishments) may differ from that of individuals who generally eat at home.

At a time of rising concern about energy imbalance and unwise dietary choices, out-of-home food and beverage consumption is thought to play a role in the increasing prevalence of obesity and diet-related chronic diseases in Europe. This is especially important because out-of-home consumption is popular among adolescents and young adults, who are still developing their habits and need more guidance. What is limited, however, is published data on how and what Europeans are choosing to eat beyond their dining rooms.

HECTOR aimed:

- to enhance knowledge on eating out in Europe
- to identify Europeans' dietary patterns when eating out, including meals, foods and nutrients
- to determine how various lifestyle factors influence the eating out choices of European consumers
- to develop a data collection questionnaire that would particularly address the eating out aspect of the daily diet
- to evaluate the practices of catering and catering-related enterprises of varying sizes and their impact on their customers' dietary choices
- to establish a methodological framework for monitoring food choices of European consumers when they eat out
- to develop strategies and measures for promoting healthy eating out, not least through the creation of a network of medical doctors, public health professionals, nutritionists, epidemiologists, economists, food technologists, and catering professionals

HECTOR's main objective was to understand the patterns of eating out of European consumers, in terms of both supply and demand. In terms of supply the project appraised the services provided by catering and catering-related enterprises, including the small-to-medium sector. To assess demand, HECTOR analysed the characteristics of eating out, socio-demographic, lifestyle and anthropometric factors determining choices, as well as types and quantities of food consumed.

The project has developed a framework which allows for the assessment and monitoring of eating in and eating out food choices, as depicted through Individual Nutrition Surveys (INS) undertaken between 1995 and 2006 in several member states and through Household Budget Surveys (HBS). The nationally representative HBS collecting regularly information on household expenses in European countries lack detailed data on the quantities of foods and beverages consumed while eating out. HECTOR represented a significant opportunity to fill in this gap by exploiting the data on eating out expenses and to substantially enhance knowledge on what and how Europeans eat out.

HECTOR Funding:

The HECTOR Project was a Coordination Action supported by the European Commission Research Directorate-General under the Sixth Framework Programme's thematic priority 5 "Food Quality and Safety".

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The HECTOR website

www.nut.uoa.gr/hector

The HECTOR Consortium

The HECTOR Consortium is a multidimensional European group that consists of 17 Universities, 5 Consumer Associations, Governmental and Non-Governmental Organizations, 12 Catering and Catering-related Enterprises, including 6 small and medium enterprises (SMEs). A total of 17 Countries are represented (Albania, Austria, Belgium, Croatia, Cyprus, Finland, France (IARC-WHO), Germany, Greece, Hungary, Italy, Norway, Poland, Portugal, Switzerland, The Netherlands, United Kingdom). The 34 members participating in HECTOR are listed below (Table 1).

List of the **HECTOR Consortium** (alphabetical)

The HECTOR Participants:	Acronym	Country
National and Kapodistrian University of Athens Medical School, Greece	NKUA	Greece
Agricultural University of Athens (AUA), Greece	AUA	Greece
Associazione Iblea per la Ricerca Epidemiologica (Organizzazione non lucrativa di utilità sociale)/ Hyblean association for epidemiological research (non profit organization), Italy	AIRE-ONLUS	Italy
Coca-Cola European Union Group	Coca-Cola	Europe
Consumers Association New Inka, Greece	INKA	Greece
Croatian National Institute of Public Health, Croatia	CNIPH	Croatia
De Appelier BVBA, Gent, Belgium	De Appelier	Belgium
Department for Environment, Food and Rural Affairs, U.K.	Defra	United Kingdom
Department of Nutritional Sciences, University of Vienna, Austria	NutritionSci	Austria
Deutsches Institut fuer Ernaehrungsforschung Potsdam-Rehbruecke (DIfE) / German Institute of Human Nutrition, Germany	DIfE	Germany
Division of Cancer Epidemiology, Nutritional Epidemiology, German Cancer Research Centre, Germany	DKFZ	Germany
FCNAUP – Faculdade de Ciências da Nutrição e Alimentação da Universidade do Porto / Faculty of Nutrition and Food Sciences, University of Porto and FMUP - Department of Hygiene and Epidemiology, University of Porto Medical School, Portugal	FCNAUP / FMUP	Portugal
Galaxy Catering S.I.A O.E., Greece	Galaxy	Greece
Gastropol Group Sp.z o.o., Poland	Gastropol	Poland
Il Mezzogiorno - cucina siciliana, Gent, Belgium	Mezzogiorno	Belgium
Institute of Community Medicine, University of Tromsø, Norway	UiTo	Norway
International Agency for Research on Cancer (IARC-WHO)	IARC	France
Institute of Statistics of Albania	INSTAT	Albania
Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione / National Institute for Research on Food and Nutrition, Italy	INRAN	Itlay
Kobatsiari Bros S.A., Greece - Αφοι Κομπατσιάρη Α.Ε	Kobatsiari	Greece
LTC Zagreb, Croatia	LTC	Croatia
McDonald's Europe Ltd.	McDonald's	Europe

The HECTOR Participants:	Acronym	Country
Ministry of Health, Department of Medical and Public Health Services, Cyprus	MPHS	Cyprus
National Consumer Research Centre, Finland	NCRC	Finland
National Food and Nutrition Institute, Poland	NFNI	Poland
National Institute for Food and Nutritional Sciences, Hungary	NIFSN	Hungary
NutriFOODchem, Research group Food Chemistry and Human Nutrition, Universiteit Gent, Faculty of Bioscience Engineering, Belgium	UGent	Belgium
School of Public Health Andrija Štampar, Medical School University of Zagreb, Croatia	SNZ	Croatia
Studentsamskipnaden in Tromsø, Norway	SiTo	Norway
Três Tempos, Comida Caseira ao Domicílio, Lda	Tres Tempos	Portugal
TUM - Technische Universität München, Germany	TUM	Germany
Unilever Research and Development Vlaardingen BV, The Netherlands	Unilever	The Netherlands
UNISELF, Sociedade de Restaurantes Públicos e Privados, SA, Portugal	Uniself	Portugal
ZHAW Zurich University of Applied Sciences, Switzerland	HSW	Switzerland
Past contributing Participant:		
Culinor NV, Belgium	Culinor	Belgium

Project's execution

The three main strategic objectives of HECTOR, the work performed, the contractors involved and the project's end results are collectively described below:

Objective 1 To enhance knowledge on eating out through:

a. evaluating the out-of-home dietary patterns of European consumers, in terms of prevalence; types and quantities of foods consumed; and socio-demographic, lifestyle and anthropometric factors related to eating out
b. developing a data collection questionnaire that would particularly address the eating out aspect of the daily diet and
c. identifying services provided by and practices applied in European catering-related enterprises, including SMEs.

Individual-based food consumption surveys undertaken in several European countries were managed and stored in the HECTOR database which included comparable data on the out-of-home dietary intake and on socio-demographic, lifestyle and anthropometric characteristics. In particular, raw data provided by NutritionSci, Austria; UGent, Belgium; DIfE, Germany; DKFZ, Germany; TUM, Germany; NKUA, Greece; AIRE-ONLUS, Italy; INRAN, Italy; UiTo, Norway; NFNI, Poland and FCNAUP/FMUP, Portugal were analysed and harmonised to allow between countries comparisons. Raw data from the Netherlands, Sweden and the UK previously collected in the context of the EPIC calibration study and published data on eating out from Denmark, France and Spain also became available to be used in the HECTOR analysis. All data access and analytical procedures were solely conducted by academic institutions.

Data retrieved from the database have been used to identify the out-of-home dietary patterns of European consumers, increase the understanding of factors acting as potential consumption determinants, support the comparison between eating in and eating out habits and evaluate association between anthropometric characteristics, such as Body Mass Index and patterns of eating out. Results of these analyses are going to be presented in manuscripts that will be submitted for publication in peer-reviewed journals.

The HECTOR database, dedicated to eating out, potentially provides an established guide for the development of similar databases in the future. HECTOR's analyses and findings are compiled in the publically available "*Current and Optimal Out-of-Home Dietary Patterns of European Consumers"* report, which provides a scientific basis for improving health through diet. This report can contribute in raising

consciousness in the catering and catering-related industry and directly address the issue of improving peoples' health through diet.

Contractors involved: NKUA, INRAN, AIRE-ONLUS, DKFZ, TUM, NFNI, UGent, NutritionSci, FCNAUP/FMUP, DIfE and UiTo.

The knowledge and experience gained through this analysis was channelled to develop a new tool to particularly assess the eating out component of the daily diet. A panel of HECTOR participants was formed on a voluntary basis to construct and pre-test a questionnaire aiming at collecting information on eating out. The HECTOR Eating Out data collection Questionnaire (HEOQ) is a template to collect data addressing eating out and was designed to supplement widely applied tools recording sporadic diet at individual level, such as 24-hour dietary recalls or food diaries, as well as the diaries used in the national HBS to record household food expenses and acquired quantities. The HEOQ was formulated and tested in ten European countries (Austria, Belgium, Finland, Germany, Greece, the Netherlands, Norway, Portugal, Switzerland, and the UK). The observations made and comments received in the questionnaire's testing were considered in the development of the final version (annex to the project's publically available deliverable *"Report on the construction and feasibility testing of the HECTOR Eating Out Data Collection Questionnaire"*.

Contractors involved: NKUA, UGent, NCRC, TUM, NutritionSci, FCNAUP/FMUP, UITO, HSW, Coca-Cola, Unilever and McDonalds's Europe

To increase our insight as to what consumers are provided with when eating out case-studies of catering and catering-related enterprises, including SMEs, were also conducted. Questions addressed the nutrient composition of available foods, portion sizes, and even pricing policy. Catering services were recorded including monitoring of practices such as how menus are compiled, how food is prepared and presented, how the specific needs of population groups are addressed and how both safety principles requirements and environmentally friendly technologies are implemented. Through this process, several SMEs collaborated with HECTOR academic participants in order to provide information on the nutrient composition of the served meals. Data collection forms are included in the project's publically available deliverable "*Catering Practices case study questionnaires*" and the case studies are summarised in the publically available deliverable "*Case study Report of European Catering-related enterprises, including SMEs*".

Contractors involved: NKUA, INRAN, HSW, UGent, LTC, SiTo, De Appelier, Kobatsiari, MCD's Europe, COCA-COLA Europe, UNISELF, UNILEVER, Gastropol Group, Culinor, Galaxy Catering, and Il Mezzogiorno

Objective 2. To develop and evaluate strategies and concrete measures for promoting healthy out-of-home dietary choices among European consumers. Strategies and measures will aim at enhancing the quality of meals and services offered by catering-related enterprises, as well as increasing the acceptance of and promoting the demand for healthy food by the European consumers.

Given the outcomes of HECTOR objective 1, the project's Consortium including experts in nutrition research (nutritionists, epidemiologists, public health specialists, food technologists), representatives from catering and catering-related enterprises of various sizes and representatives from NGOs, Governmental Institutes and International Organisations worked together during a 2-day workshop with the aim to identify factors and attributes of the catering sector that hinder or promote choices of healthy food when eating out. Discussions were undertaken in the context of a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis and three discussion groups were set with the following thematic priorities:

(a) the role of European catering-related enterprises in health promotion;
(b) the awareness of European consumers on optimal dietary patterns; and
(c) the European consumers' demand for healthy foods when eating out.

The framework and actions for the promotion of healthy eating out behaviour among European consumers, which outline the output of the SWOT analysis are summarised in project's deliverable *"Working paper on Strategic Framework and Actions for the Promotion of Healthy Eating Out Behaviour among European Consumers"* and into a manuscript, currently under review for publication in a leading public health journal.

Contractors involved: All project participants

Furthermore, three participants performed literature reviews to increase the Consortium's understanding on aspects of eating out. In particular INRAN performed a literature review which lead to project's publically available deliverable "*Report on food services available in the European catering sector'*. NCRC worked on published knowledge regarding consumers' attitudes and behaviour and with CREST (Consumer Reports on Eating Share Trends) FoodPanel data provided by McDonald's for three European countries (France, Germany and the UK) and their observations are summarised in the publically available "*Report on consumers' attitudes and behaviour when eating out". Lastly* CNIPH reviewed current literature on socio-psychological factors related to eating out and their review is described in the publically available "*Report on the socio-psychological perspective of the eating out occasions".* All three reports were extensively reviewed by FCNAUP, NKUA and AUA and their final versions were presented to the project's Consortium.

Contractors involved: INRAN, NCRC, CNIPH, NKUA, FCNAUP and AUA

The findings after the evaluation of both food supply and demand, the outcome of the SWOT analysis and the three literature reviews were translated to a common strategic action plan for enhancing the quality and safety of out-of-home food choices of the European consumers and for promoting healthy out-of-home dietary choices. Three different kinds of concepts and materials aiming at increasing both the supply of and demand for healthy foods, when eating out were developed: a poster (for caterers, aiming at increasing the supply of healthy food), a booklet and information cards (for consumers, aiming at increasing the demand for healthy food) and were pilot-tested in a study conducted for two/three weeks, in January 2009 with the assistance of two selected HECTOR SMEs partners. The results of this study were presented to the plenary at the 2nd HECTOR Interim Workshop and materials were subsequently modified according to the feedback given by members of the Consortium and meeting attendants including the secretary general of the European Federation for Contract Catering Organisations (FERCO), the leader of the FAO Nutrient Requirements and Assessment Group and a representative of the TNS Global Market Research Company.

The pilot materials were adapted into a calendar (for caterers, aiming at increasing the supply of healthy food) and information cards (for consumers, aiming at increasing the demand for healthy food). Very briefly, the messages were made simpler, more concise and presented in a more appealing and marketable way. The calendar and cards were tested in a 2nd feasibility study during two weeks in October 2009, and this study was extended to all catering SMEs and two large companies in Greece and Portugal (all involved were HECTOR participants).

The calendar's impact was evaluated using one questionnaire to be answered only by the members of the staff. The customer's opinion about the cards was accessed by requesting the staff to register any received comments about the cards. In the final plenary workshop the results of the 2nd feasibility study were presented and discussed. Prior to the meeting, all HECTOR partners were invited to provide their comments about the materials.

The content of the calendar and information cards and the results of the feasibility study were presented and discussed by the project's plenary and the English versions were finalised and approved. Several HECTOR participants translated the text of the tools to their own languages and the final versions are currently available for printing in ten European languages (Croatian, Dutch, English, Finnish, Greek, Hungarian, Italian, Norwegian, Polish and Portuguese).

It should be noted, however, that although it is expected that the use of the developed materials will enhance changes, a real evaluation of its impact in food supply and demand, could not be performed. This was due to the diversity of the involved catering enterprises and respective customer groups involved as well as the complexity of the process. The active involvement of the partners in the discussion and reformulation of the materials enriched the process, given the large diversity in academic and business participants. In addition, the two feasibility studies mainly tested the usefulness and the understanding of the materials and lasted for quite short periods. As a consequence, changes in food supply or demand were not measurable, particularly through the questionnaire developed to characterize the catering sector in the HECTOR countries.

Contractors involved: FCNAUP, NKUA, UGent, CNIPH, UiTo, INRAN, NCRC, NFNI, NIFSN, De Appelier, Mezzogiorno, Culinor, Gastropol Group, Três Tempos, Sito, LTC, Galaxy Catering, Kobatsiari, Uniself, Coca-Cola, Unilever, McDonald's, INRAN, TUM and IARC

Objective 3. To exploit the use of data on out-of-home food expenditures, regularly collected through the HBS, in order to develop a methodological framework that would allow the assessment and monitoring of the within-home and out-of-home food choices.

Data were retrieved from the databank developed in the context of the DAFNE project, aiming at centrally elaborating and analysing HBS data collected in Europe during the last 25 years. In addition, newly received data from Albania (2006), Hungary (2005) and Poland (2000 and 2002) were read, managed and harmonised according to the DAFNE procedures so as to be added in the datasets that were planned to be used in this analysis.

The HBS data were analysed in order to estimate the contribution of out-of-home food acquisitions to overall daily consumption, taking into account characteristics of the households and their members. This is an indirect approach of estimating food choices out of home, based only on information about the incurred expenses. It has been a benchmarking exercise to develop a methodological framework which could allow the assessment of out-of-home food choices, in countries where no other data on eating out are currently available. Given the results of the evaluation of the HBS-derived estimates on eating out, participants concluded that the validity of the estimations is affected by the available information, which is neither standardized nor harmonized across countries. Additionally, this type of information is expected to bear random or systematic misreporting bias which may be aggravated in cases where there are only a few aggregated variables on eating out expenses. These points need to be taken under consideration when the methodology tested within HECTOR is considered to be applied.

The methodology applied is presented in project's publically available deliverable "*Analysis protocol describing the methodology for deriving food-group specific quantitative estimates of out-of-home food choices, using data from the national HBS'.* The methodology and results on quantitative estimates of out-of-home food choices based on HBS data are collectively described in a manuscript which is currently being prepared for submission.

In the tasks undertaken to reach this objective, effort was invested in receiving fully-detailed microdata on food expenses out of home collected in the UK in the 1999 HBS. After extensive email correspondence with the colleagues from Defra, they sent the corresponding datasets but they were found still incomplete in terms of information on locations of eating out (restaurants, canteens, takeaway etc). Given the difficulties encountered with the 1999 data, Defra proposed to provide the Expenditure and Food Survey (EFS) data from 2001 and onwards. The 1999 survey was terminated and EFS is currently the survey put in its place. Defra explained that EFS data could be made available, whereas access to the 1999 data was not longer feasible. This proposal, however, meant the acquisition of completely new datasets and their analysis would necessitate extensive procedures including cleaning, reading and data management (according to the DAFNE procedures). The acquisition of new UK data was not foreseen in the HECTOR description of work and consequently there were no resources allocated to carry out these tasks.

Contractors involved: NKUA, TUM, NFNI, FCNAUP, UGent, NCRC, SNZ, CNIPH, NutritionSci, MPHS, NIFSN, INSTAT, Defra.

HECTOR achievements in relation to the State-of-the-Art

HECTOR has successfully created an active network of experts in nutrition research (nutritionists, epidemiologists, public health specialists, food technologists), representatives from catering and catering-related enterprises, including SMEs, and representatives from national Consumers' Association and Consumer Research Institutes, located in various EU Member States, Candidate and EFTA countries. The common objective of those involved in HECTOR is to understand the observed eating out behaviours and to formulate and evaluate concrete action plans aiming at promoting healthful out-of-home food choices among the European consumers.

The HECTOR Consortium has worked on finalising the HECTOR database including data collected at INS. Given the limited information on eating out through multi-national studies, the HECTOR database is the first central database specialised on food consumption out of home and combining information collected in several European settings. As such the database provides the unique opportunity for exploiting already available data to directly assess out-of-home dietary patterns and derive comparable results across several countries.

The HECTOR database software programme, developed by the coordinating centre, allows the direct retrieval of data stored so as to be used for the analysis of individual-based dietary data on eating out. The finalisation of the HECTOR database has allowed the conduction of analyses and presentation of results in the HECTOR workshops and of subsequent analyses to be presented in several HECTOR manuscripts.

In the light of limitations encountered when individual-based dietary data are analysed to assess eating out, the HECTOR Consortium has developed and pre-tested a short questionnaire to supplement dietary data collection. The HEOQ is designed to capture habits and attitudes when eating out and follow secular trends. With minimal additions related to questions on participants' personal characteristics, it can be a stand-alone tool. When applied, however, in conjunction to collections of quantified dietary data (such as those through the national HBS or individual-based dietary studies) can allow a comprehensive assessment of food and beverages consumed out of home. In its present form the questionnaire has operated well among an ethically stratified opportunistic sample of more than 100 Europeans. Equally important, however, to the set of questions comprising it is the definition of "eating out" in the introductory page which, to our knowledge, is the first attempt to conceptualise the different components of a daily habit which in modern societies is becoming increasingly important.

Within HECTOR, material and tools aiming to increase awareness and knowledge on "healthy eating", have also been developed and were targeted at the staff and the consumers of enterprises of different kinds and size. A strong aspect of these education materials for the catering sector is their development within a research project, involving the academia, governmental and non-governmental organizations and the economic sector. The outcome of the participation of all HECTOR partners in this task is a credible, reliable and useful set of materials, which are expected to contribute to the improvement of eating out in the EU. The two feasibility studies tested the usefulness and understanding of the materials and the active involvement of the partners in the discussion and reformulation of the materials enriched the process. It is understandable that the materials would be more efficient if they could be developed specifically for each country and type of company and for specific target groups. This would avoid the use of advice that is difficult to apply in certain places.

Further to the use of available data collected through specially designed INS, HECTOR has exploited the use of information on out-of-home household expenses collected through the readily available HBS. A methodological framework has been tested with the aim to assess out-of-home food choices in countries

where no other data on eating out are currently available, but participants concluded that the validity of the estimations is affected by quantitative and qualitative aspects of the information available in the national HBS.

HECTOR Logo:

Website:

www.nut.uoa.gr/hector

HECTOR Introductory Poster and Brochure:

Available for download at www.nut.uoa.gr/hector/tools

HECTOR Photos

2nd INTERIM WORKSHOP
Training and Educational Materials addressing Enterprises in the Catering Sector for Promoting Healthy Eating among European Consumers
Kindly hosted by Food and Agricultural Organisation of the United Nations (FAO)
Rome, Italy
28-30 January 2009

2nd PLENARY WORKSHOP 9-11 May 2007
Eating out: Habits, Determinants, and Recommendations for Consumers and the European Catering Sector
Fundação Engenheiro António de Almeida
Porto, Portugal

3rd PLENARY WORKSHOP 5-9 May 2008 (Working Group)
Developing a Strategic Framework for the Promotion of Healthy Eating Out Behaviours among European Consumers
Athens University Club-Kostis Palamas Building
Athens, Greece

Dissemination and Use

All HECTOR publically available deliverables (reports, documents, questionnaires) mentioned above are available to be downloaded from the HECTOR website at www.nut.uoa.gr/hector.

Through the HECTOR project, materials and tools aiming to increase awareness and knowledge on "healthy eating" targeted at the staff and the consumers of enterprises of different kinds and size have been developed. A number of participants translated the English texts of these materials and tools to their own languages and the final versions are now available for printing from the HECTOR website (at www.nut.uoa.gr/hector) in ten European languages (Croatian, Dutch, English, Finnish, Greek, Hungarian, Italian, Norwegian, Polish and Portuguese).

The HECTOR Calendar

This result refers to a published calendar organized in 14 pages designed to convey information while attracting attention. The front page identifies the HECTOR project and is followed by 12 pages - one for each month.

Each monthly calendar page provides information about a particular food group, namely: "Grains and grain products", "Potatoes and other starchy roots", "Fish and products", "Meat and meat products", "Milk, dairy products and eggs", "Sweets", "Salt, herbs and spices", "Drinks", "Fruits, vegetables and legumes", "Fats, oils". Additional pages illustrate how to calculate portion sizes and provided general key actions for healthier catering. Finally, the calendar also included a brief explanation about the relevance of seasonality and a table of each country's in season fruit and vegetables.

Target application for the HECTOR calendar would be in catering and catering-related enterprises to increase awareness and knowledge on "healthy eating" among the staff.

The calendar contains the HECTOR logo, acknowledgement of EC funding, a sentence about the project and the website for further information.

Collaboration sought: Further research or development support

Intellectual Property Rights:
Calendar Copyright (c) FCNAUP 2009 and the conditions of use are:
-Approval for use must be given by the owner of the copyright and will be granted on a case-by-case basis.
-Freely available for use only if the results and recommendations of the HECTOR project are respected.
-Not to be changed in any way (in the case of the calendar design the dates may change as this is in keeping with the design concept of a calendar)

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-Approval for use must be given by the owner of the copyright and will be granted on a case-by-case basis.
-Freely available for use only if the results and recommendations of the HECTOR project are respected.
-Not to be changed in any way
-Not to be used for commercial gain

Contact Details for the Calendar:
FCNAUP – Faculdade de Ciências da Nutrição e Alimentação da Universidade do Porto / Faculty of Nutrition and Food Sciences, University of Porto, Portugal; Maria Daniel Vaz de Almeida mdvalmeida@fcna.up.pt

Contact Details for use of the HECTOR logo:
NKUA – National and Kapodistrian University of Athens, Greece; Antonia Trichopoulou antonia@nut.uoa.gr

The HECTOR Practical Tips Cards

Various 'Eating out tips' were printed out on cards to be displayed on the restaurants table, counters of the enterprises or take-away counters, where the customers could read them while waiting for or having their meal.

The idea is to captivate the reader through simple, concise and appealing messages. In order to achieve this, the card includes part of a sentence in larger characters: "…when deciding what to eat" and below, in a smaller print, it contains the rest of the nutrition information in different coloured boxes. For instance:

- Include vegetables (…soups, salads, as main or side dishes)
- Go for colour (…make your meal colourful by picking a mix of different kinds of fruit and vegetables)
- Drink plenty of water
- Which cooking method is best? (go for grilled, baked, stewed or boiled…cut down on fried foods)

Target audience for the HECTOR practical tips cards would be the customers of catering and catering-related enterprises so as to promote choices related to healthy eating out.

The cards also contain the HECTOR logo, acknowledgement of EC funding, a sentence about the project and the website for further information.

Collaboration sought: Further research or development support

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HECTOR Practical Tips Cards (c) NKUA 2009 and the condition of use are:
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-Not to be changed in any way
-Not to be used for commercial gain

Contact Details for use of the HECTOR logo and the Practical Tips Cards:
NKUA – National and Kapodistrian University of Athens, Greece; Antonia Trichopoulou antonia@nut.uoa.gr

The English versions of the HECTOR calendar and cards were finalised and approved in the project's Final Plenary Workshop and were distributed to the HECTOR Participating organisations and to further selected relevant organisations, institutions, project representatives and researchers active in this field. Some HECTOR participants (e.g. NKUA, Greece and FCNAUP, Portugal) have already expressed their

intention to print versions of the calendar and the cards in local languages and distribute them at national level.