

TOWARDS A HEALTHIER YOUNG GENERATION

Rotterdam has the highest national rates of overweight and obesity among adults and children. The last twenty years, the city's food landscape has developed into an obesogenic environment with an increase in fast food locations, especially in lower socioeconomic status neighbourhoods.

The municipality of Rotterdam has the responsibility to secure the health of the city and its citizens. As part of a strategy for the municipality to stimulate secondary school students towards healthy dietary choices, two design interventions are created to improve the eating patterns of VMBO students in Rotterdam South. In various activities, VMBO students experience the fun and cool side of healthy food.

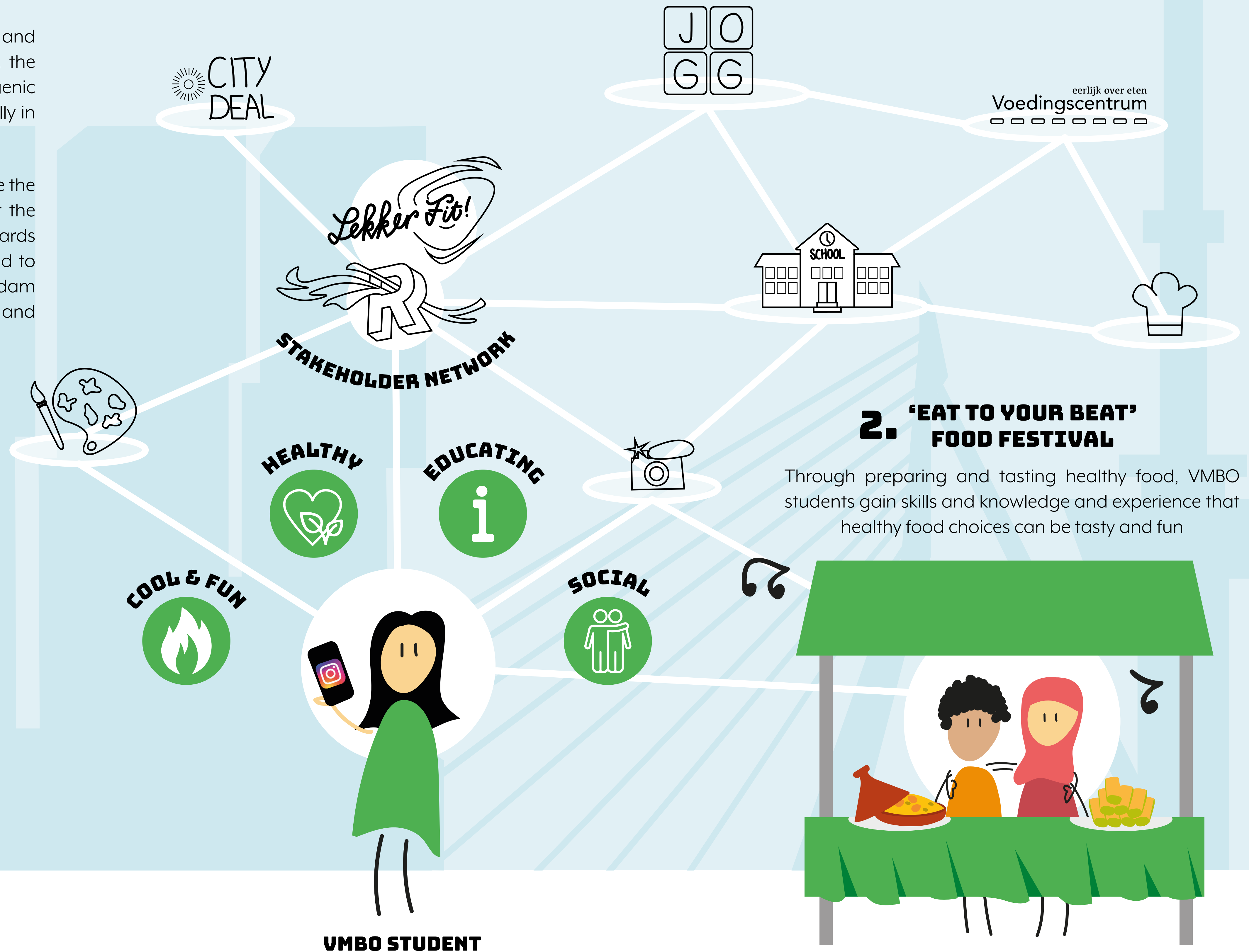
1. 'EAT SMART, PLAY HARD' STREET ART

Making healthy food tempting by using street art in public spaces to draw the attention of VMBO students and other citizens to healthy food choices



2. 'EAT TO YOUR BEAT' FOOD FESTIVAL

Through preparing and tasting healthy food, VMBO students gain skills and knowledge and experience that healthy food choices can be tasty and fun



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