World Burger - Getting children interested in healthy and sustainable food

Wobine Buijs-Glaudemans, Mayor, Oss
How to work together?
How to involve the youth?
49% of all adults in the Netherlands are overweight and so is 14% of our children (<18)!
What to do?
The World Burger Project

impression: short movie
Results?
Triple helix collaboration
How do we measure progress?
How do we measure progress?

- Maternal death
- Infant death
- Neonatal death
- Non-communicable diseases
- HIV infection
- Hep B infection
- Suicide
- Alcohol and drugs
- Risky behaviour
- Birth control
- Mothers under 20
- Distance to family doctor
- Distance to hospital
- Quality hospital
- Poor payers health insurance
- Concentration of microparticles
- Concentration of ozone
- Employees care and well-being
- Road safety
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- Distance to hospital
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MUFPP INDICATOR 13. Prevalence of overweight or obesity among adults, youth and children
a goal is a dream with a deadline

Interested in the World Burger project?
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