

MENUDO → Mobile digital technologies to treat childhood obesity through education, motivation and adherence

The need

The high prevalence of overweight and obesity has serious consequences for health as it is a major risk factor for diseases such as high blood pressure, heart disease, type 2 diabetes and many cancers (e.g. colorectal, renal and oesophageal). More than 40% of Spanish children between 6 and 9 years old are overweight or obese (see [ALADINO study](#)) with an increasing tendency that could not be reversed despite the interventions made by governments ([NAOS strategy](#)).

The solution

Esporti Family is a mobile application whose objective is to treat childhood obesity which allows sharing information among professionals, patients and families. Through gamification, Esporti Family teaches kids and their families healthy habits and nutrition and encourages them to increase their level of physical activity. Besides, it contributes to their knowledge in health thanks to an AI chatbot that answers to their questions.

Impact

- ↓ **44.4%** decrease in fast food consumption
- ↓ **0.49** reduction in the Body Mass Index z-score
- ↑ **38%** of patients increased hours of weekly exercise
- ↑ **27%** of patients increased sleep hours

(*) These results come from a 2 months trial period






#Gamification

#PatientAdherence

#HealthyHabits

Co-creation and Business Support

Pilot region: Murcia (Spain) | Period: May-Dec 2018

 Challenger	 Solver	 Users	 Supporter	 Funder
SMS	Healthy Blue Bits	Patients, relatives	Ticbiomed	INFO
4 paediatricians 1 nutritionist	1 software engineer 1 medical director	8 male children 19 female children 40 relatives	2 business supporters	2 experts

Hear the stories!



inDemand was an opportunity to work with other specialists to overcome a complex problem like childhood obesity. We were not expecting changes in the short term but thanks to technology, children have been very motivated and we are really surprised by the results .

**Carmen Vicente,
Paediatrician at SMS**



inDemand helped us to have a better commercial approach and to identify, step by step, how to engage with public organisations.

**Manuel Escobar, CEO & Software
Engineer at Healthy Blue Bits**



Children are self-aware of unhealthy food. They are also aware of the importance of increasing physical activity and that the small changes in habits are what makes you improve.

Mother of an overweight patient



About inDemand

inDemand boosts digital health solutions proposed and co-created with healthcare professionals

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The inDemand project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No763735.