

**‘No pills, but  
sweet pepper!’**

**@voedingleeft  
Martijn van Beek  
7 dec. 2017**

# My Heritage 1996 - 2005



# My Wake-up call in 2006



My daily challenge still...



**“Beating obesity will take action by all of us, based on one simple *common sense* fact: All calories count, no matter where they come from, including Coca-Cola and everything else with calories...”**

**-The Coca Cola Company, “Coming Together”, 2013**

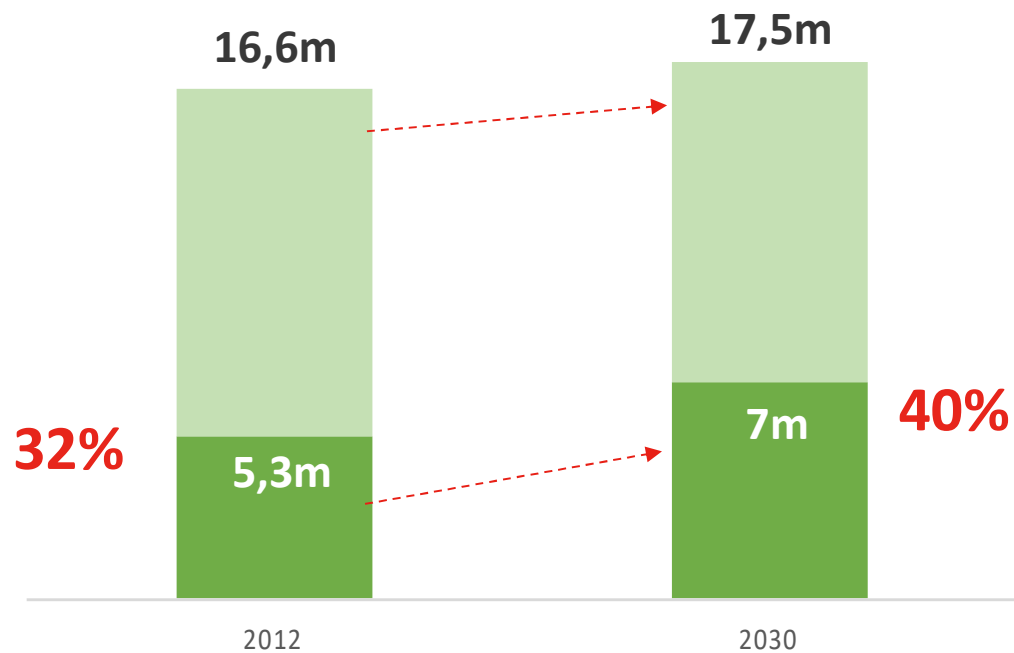


# Western diet key cause of unaffordable healthcare in 2030



# The Challenge

- 32% of people is chronically ill; this number is rising
- 30% of people takes 2 or more prescription drugs daily/weekly



# The Insight



**Biopharmaceutical Research Companies Are Developing 180 Medicines to Treat Diabetes and Related Conditions**

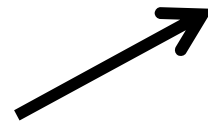
**... and none of them aims to CURE the disease ...**



“Quit insulin injections in 2 days after 20 years use? Yeah right.”



# Mission Voeding Leeft, founded in 2011



## We develop & exploit Lifestyle programmes

- Diabetes type 2: 500 - 1500
- Multiple Sclerosis: 400 - 1000
- Reuma: 150
- IBD: 200
  
- 'Healthy' employees: 2500 – 5000
- Kids 8-12 years: 3000 – 25.000

'This has been my salvation'  
'I finally got my life back'  
'I'm pain-free for the first time in years'  
'My husband says I'm less ill-tempered'  
'I quit my medication'  
'I'm able to ride a bike again'  
'I no longer fall asleep in the afternoon'  
'I am so grateful I found this'  
'I can work in the garden for hours now'  
'I can open a carton of milk again'  
'I enjoy food again'  
'I feel years younger'  
'I wish I'd done this years earlier'  
'This is easy to follow and enjoyable at the same time'  
'I am happy, so happy'  
'I never knew food had such an impact'  
'Cauliflower crust pizza is my new favourite'

# Arts en Voeding Convention, founded 2012

- Largest food & lifestyle as medicine platform for doctors in the NL
- Attended by ca. 2000 doctors last 5 years
- National and international speakers
- Rated with > 8

=> Arts & Voeding Association, founded 2016



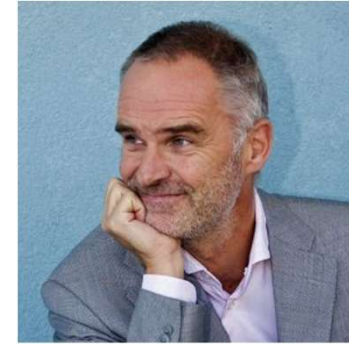
# The Journey of a social enterprise...



# The Hikers



# The Network



Prof. Dr. Hanno Pijl



Prof. Dr. Jaap Seidell



Prof. Dr. Renger Witkamp



Prof. Dr. Leonard Hofstra



Prof. Dr. Marianne de Visser



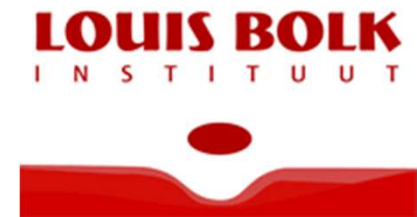
Prof. Dr. Aletta Kraneveld



Prof. Dr. Liesbeth van Rossum

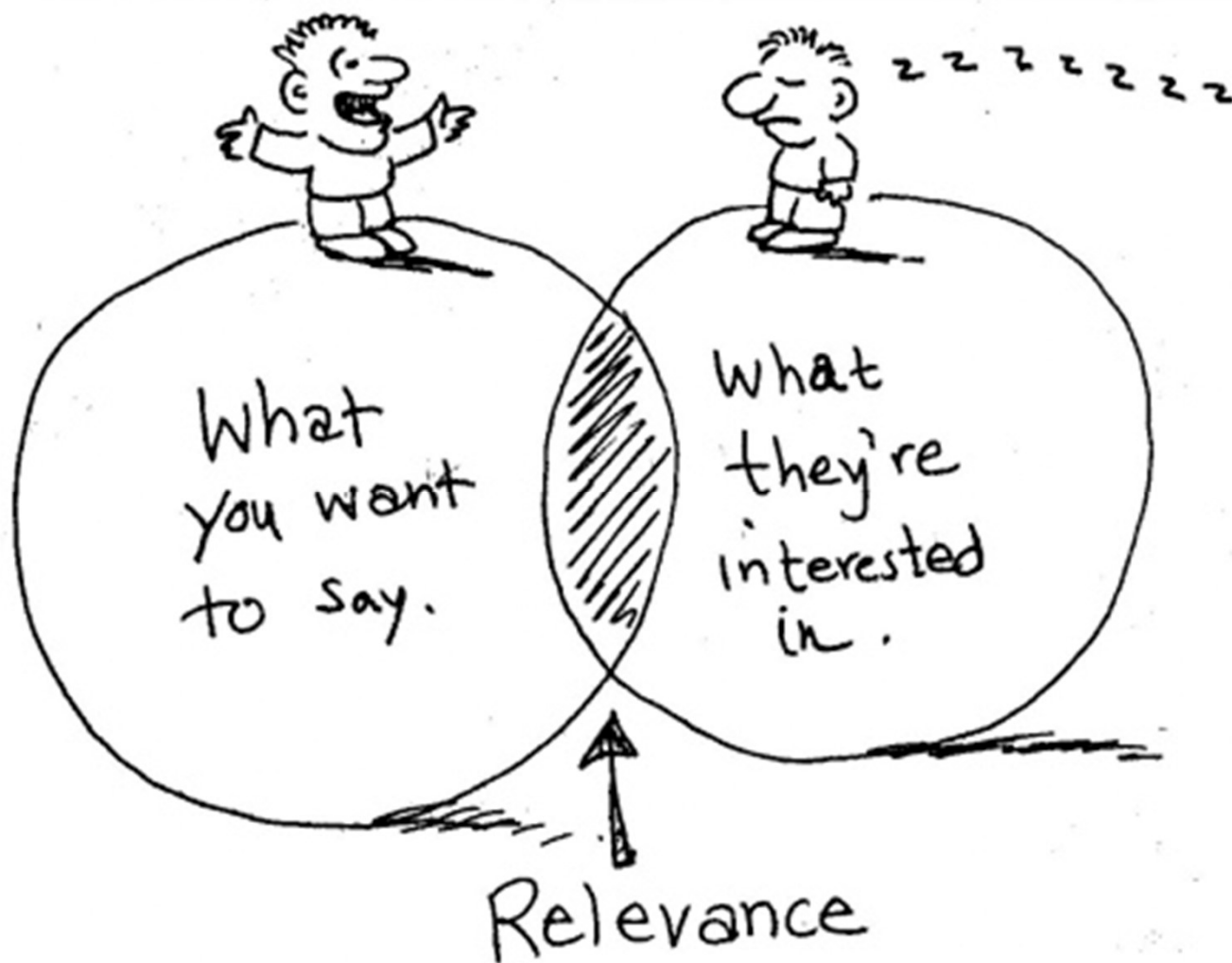


# Partners



Ministerie van Economische Zaken

# The challenge

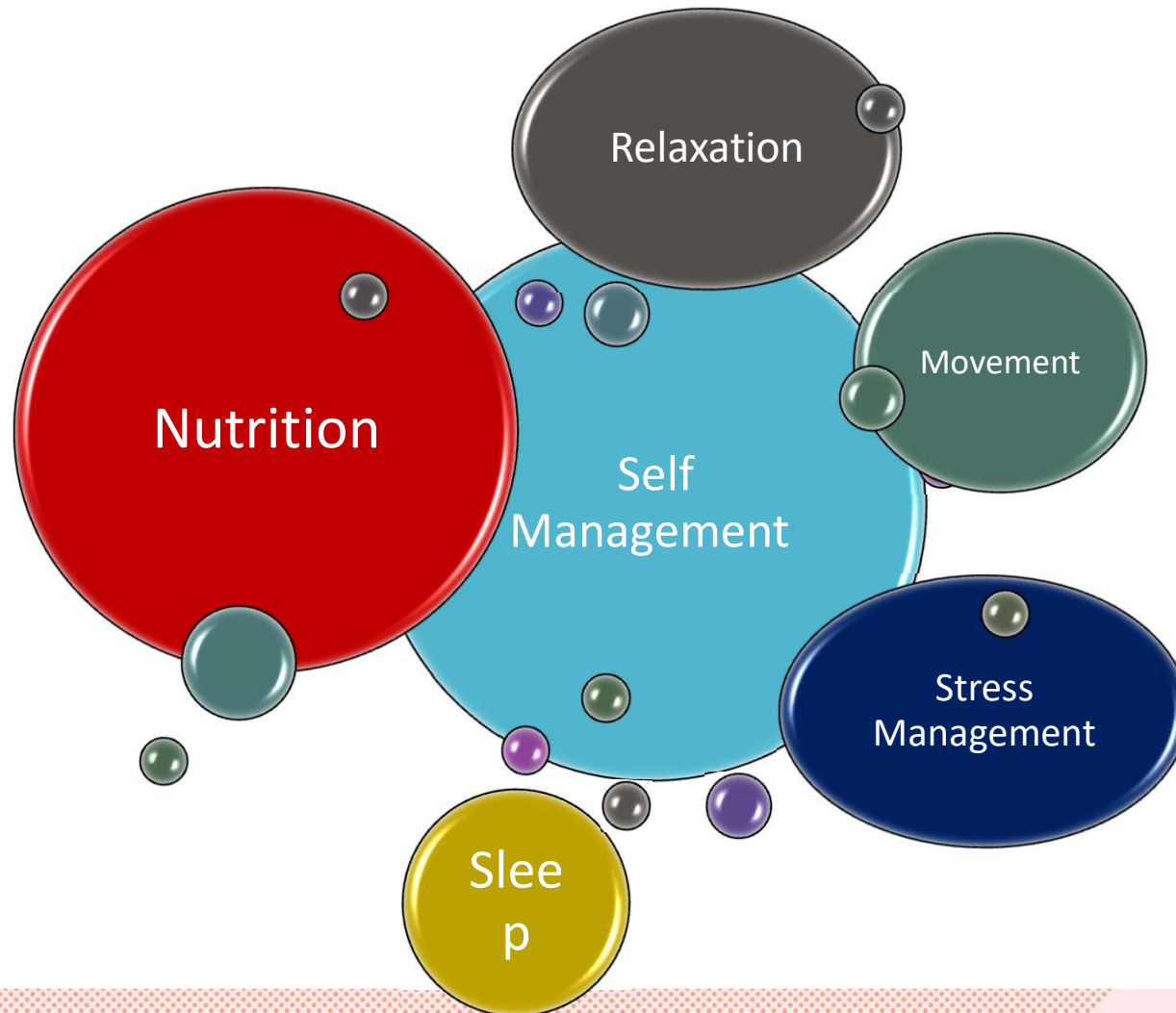


# Our 'Trick' ?

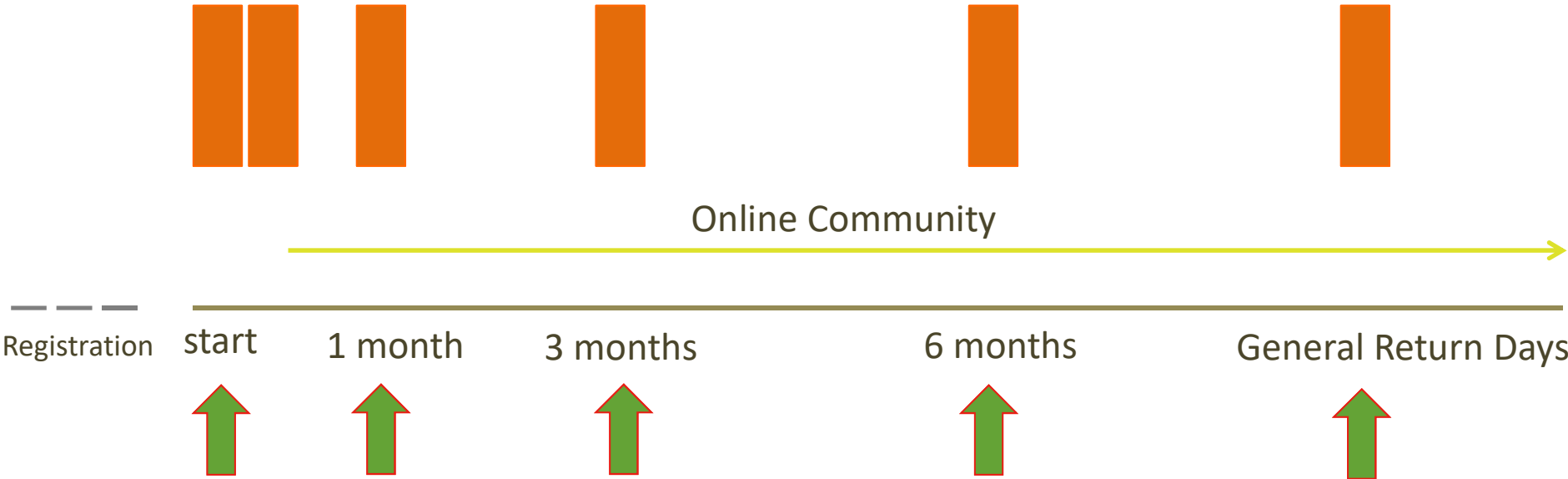


7 core principles that are  
embedded in all of our  
programmes...

# 1. Multi-disciplinary interventions



# 2. Combination of live contact & online



3. Focus on people who are motivated to address their illness through lifestyle



## 4. Always in groups



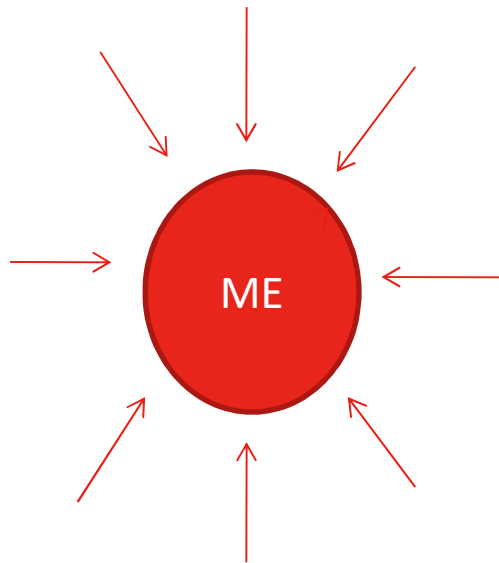


## 5. Attention, inspiring locations, time...

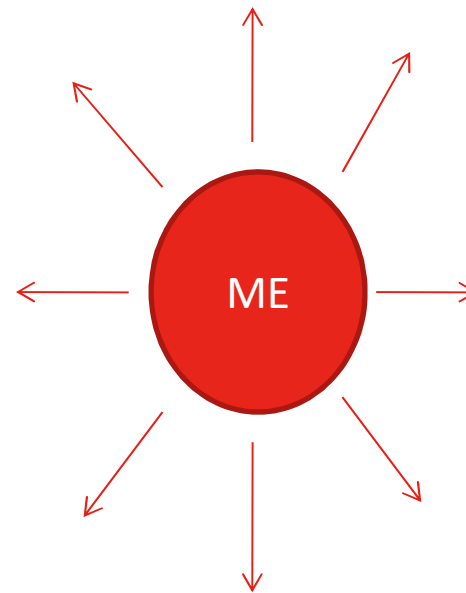


## 6. Quality of facilitators is crucial!

-> lifestyle change = life changing event



- Reactive, 'have to', victim mentality

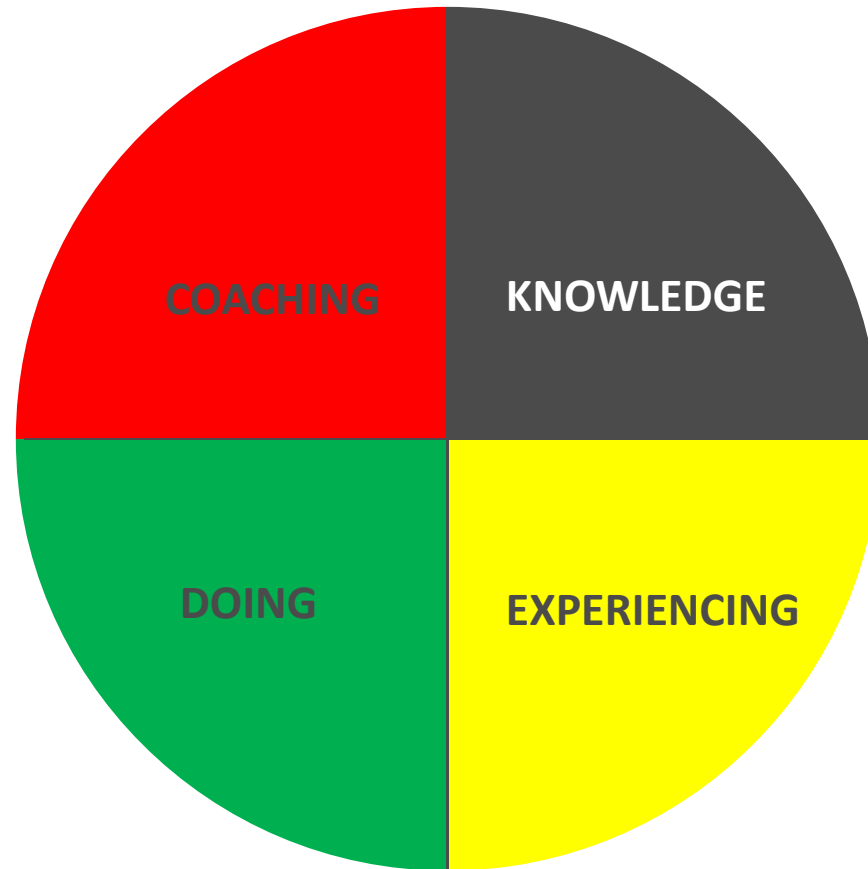


- Active, 'want to', reclaiming responsibility & control

## 7. Always tasty and satiating food!

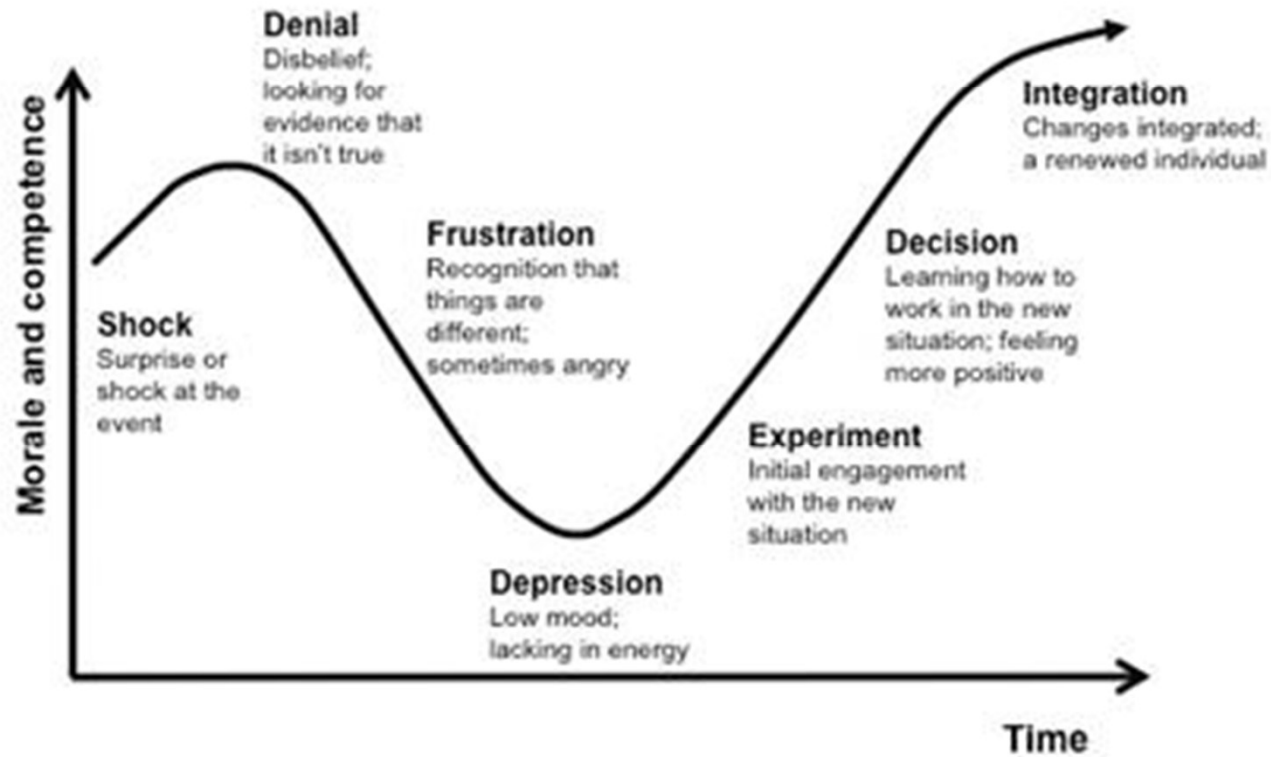


# HOW?

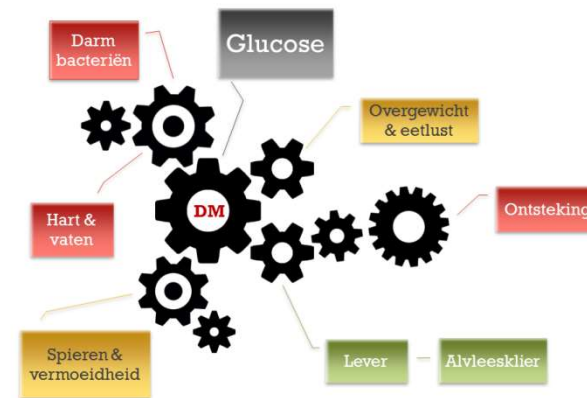


# The mental process during the first weeks

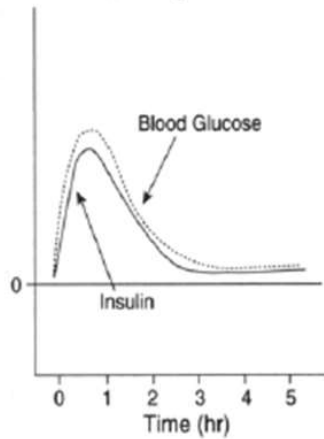
## The Kübler-Ross change curve



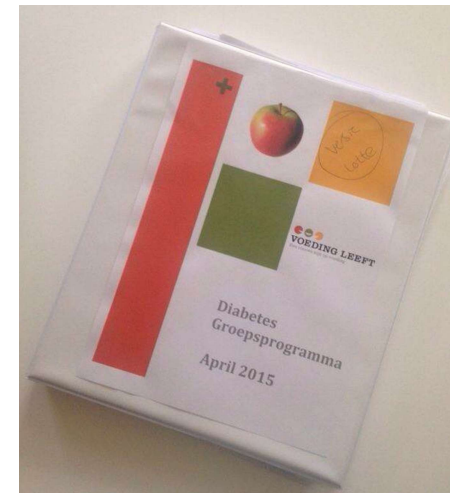
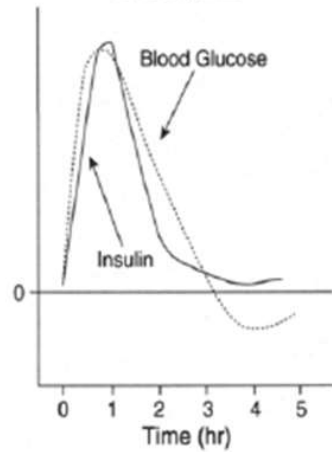
# Knowledge



**Low Glycemic Index**  
Slowly Digested  
Carbohydrate



**High Glycemic Index**  
Easily Digested  
Carbohydrate





# COACHING



**Persoonlijke doelen:**

- 1.
- 2.
- 3.

## DROOM

**Gewenste Ontwikkelingen**

Wat gaat mij dit brengen?

**Van welke problemen wil ik af?**

Wat werkt mij tegen?

NODIG?

Wat doe ik feitelijk?

Wat vermijd ik?

HEB IK IN ESSENTIE TE LEREN?

Acties

Belemmeringen



# DOING





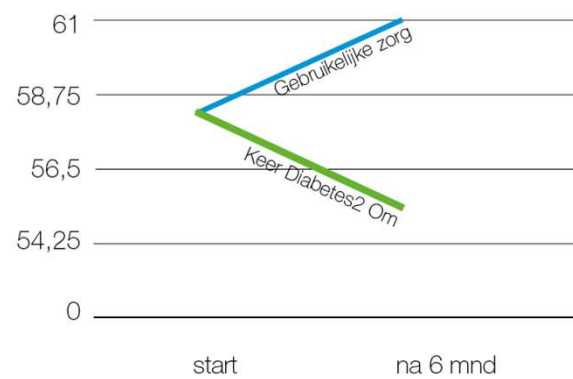


# Wat is het effect van Keer Diabetes2 Om?

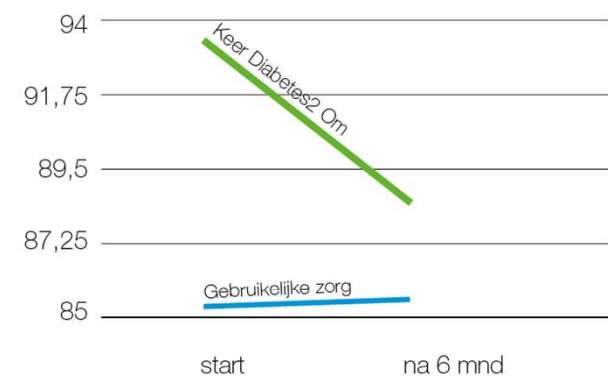
### Medicatiegebruik<sup>3</sup>



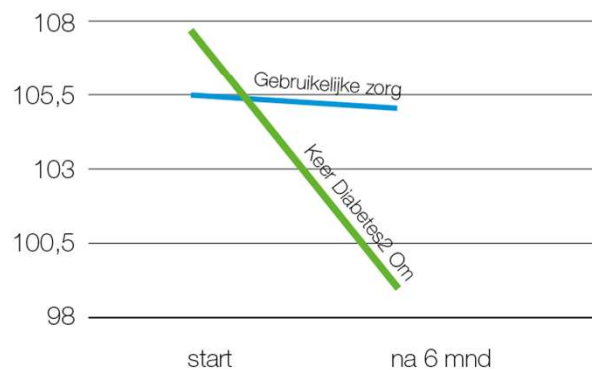
### HbA1c



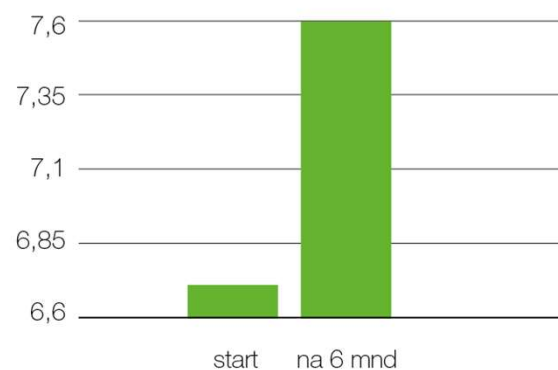
### Gewicht



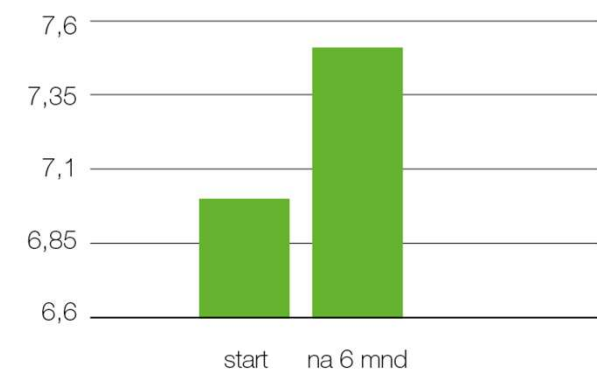
### Taille



### Ervaren gezondheid<sup>4</sup>



### Kwaliteit van leven



# Media exposure

BMJ

H&W  
HUISARTS &  
WETENSCHAP

ntvg  
Nederlands  
Tijdschrift  
voor  
Geneeskunde

NOS  
JOURNAAL

rtl nieuws

nrc

de Volkskrant

RTL LATE NIGHT

# Our Future...





Invitation to join our  
journey: 'no pills, but  
sweet pepper'!

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