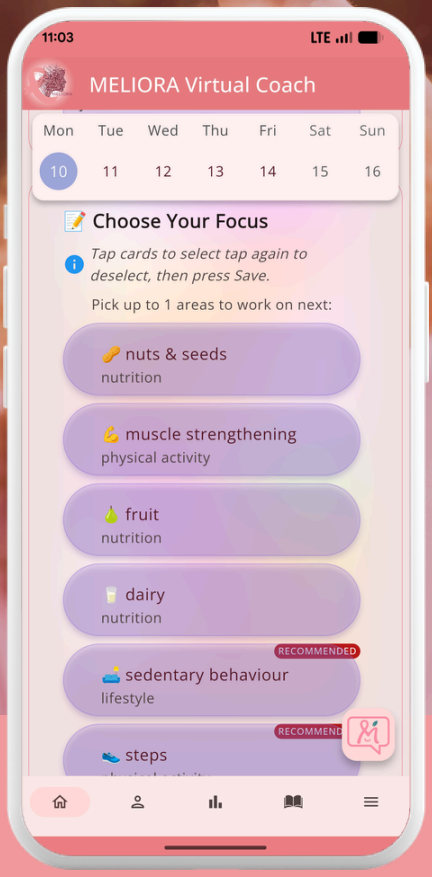

MEET THE MELIORA VIRTUAL COACH

MORE THAN GENERIC ADVICE

The MELIORA Virtual Coach uses the COM-B framework to understand and support the different factors that influence sustainable behaviour change:

CAPABILITY

Building the knowledge and skills needed to make healthier choices

OPPORTUNITY

Identifying realistic options that fit into everyday life and individual circumstances

MOTIVATION

Supporting awareness and motivation to start and maintain healthier behaviours

ABOUT MELIORA

MELIORA is an EU-funded project promoting healthier lifestyles to reduce breast cancer risk and improve health outcomes. It develops tailored interventions for women at increased risk, patients and survivors, focusing on physical activity, nutrition, alcohol and sedentary behaviour.

ABOUT THE MELIORA VIRTUAL COACH

At the heart of MELIORA's intervention is the Virtual Coach, a digital tool that provides personalised, practical support for healthier lifestyles.

It combines tailored guidance, goal setting, progress tracking, educational content and AI-supported recommendations to support lasting lifestyle changes.

Funded by the European Union

WHAT CAN YOU DO WITH THE VIRTUAL COACH?

Set personalised weekly goals

Choose the lifestyle behaviours you want to work on and set achievable goals.

Get guidance tailored to you

Receive recommendations and practical tips tailored to your needs, goals and progress.

Track your progress

Follow your behaviours and achievements over time and see how you are progressing towards your goals.

Explore educational content

Access evidence-based educational content that supports healthier everyday choices.

Get support along the way

Receive timely feedback and support to help turn healthier choices into sustainable habits.

Reflect with MELIA

Use the AI-supported conversational component to reflect on your behaviours and progress.

BUILT WITH USERS

The MELIORA Virtual Coach has been developed and refined with input from its intended users and other stakeholders. Their feedback has helped shape the intervention and improve the experience of using the app, supporting an approach that is practical, relevant and centred around users' needs.