

# VEGPOWER

Eat Them to Defeat Them 2022

## School Briefing

Eat Them to Defeat Them - the programme from Veg Power and ITV which uses advertising and a programme in schools to get kids to eat more vegetables returns in February 2022.

### About Veg Power

Veg Power was founded in 2018 to turn around vegetable consumption in the UK. 80% of our children are not eating enough vegetables, with a third eating less than one portion a day. Perhaps the most alarming statistic is that 50% of parents say they have given up even trying. Our mission is to inspire kids to veggie loving habits they will share with their parents today and their own children tomorrow.

### Eat Them to Defeat Them



In 2018 we formed a key partnership with ITV and together created the Eat Them to Defeat Them campaign which first ran in 2019 making veg fun for kids. In 2020 ITV and Veg Power were joined by Channel 4 & Sky, taking our TV ad to 46m people.

Our 2021 campaign went out later than normal due to school closures. The [daring new advert](#) premiered on ITV on 29<sup>th</sup> May featuring [celebrity vegetable voices](#) from Dame Emma Thompson, Amanda Holden, and Jamie Oliver. The ad was supported by over £3m of advertising donated by ITV, Channel 4 and Sky Media with additional media donated by 15 other media companies taking the campaign into print, outdoor, cinema and online.



## Our Schools' Programme

Supporting the advertising campaign our school's programme was our biggest yet, reaching 467,518 kids in 1,828 primary schools in every corner of the UK. Each school ran veg-themed weeks, caterers put on amazing spreads and each child took home a reward chart, sticker pack and puzzle book. You can check out the winners of our Caterers' Challenge and a selection of photos and videos of the campaign in schools [here](#).

## Does it work?

A national survey by You Gov shows that 21% of primary school aged kids who only saw the advertising and celebrity support ate more vegetables as a result. That scales up to 1.2m children nationally.

In our schools the number jumps to 59%, with 77% of the kids saying it made vegetables fun, and 83% of schools reporting that it was more popular than other healthy eating initiatives.

Perhaps most importantly, 84% of kids, 90% of parents and 93% of schools said they would like the campaign back in 2022.

[Click here for a detailed 2021 campaign report](#)

[Click here for the four-minute video showreel](#)

*I owe endless thanks to the people behind the #EatThemToDefeatThem campaign. My daughter's vegetable intake has increased tenfold! She loves telling us about all of the vegetables she's defeating, and how she's saving us all!*

## Eat Them to Defeat Them 2022

The campaign returns on 28<sup>th</sup> February 2022 running for 5 weeks until 1<sup>st</sup> April.

It will be led by a £3m TV campaign from ITV, Channel 4 and Sky Media featuring the multi-award winning *Eat Them to Defeat Them* adverts and our largest ever schools' programme going out to 1 million kids in primary schools across the UK.

Each participating school will receive an *Eat Them to Defeat Them* Power Pack. In Wales these will be dual language. These will include:

- Take home reward chart and sticker packs for every child
- Sticker for each weekly veg to reward children who give them a try (all our stickers are plastic free)
- Posters for each themed week
- Bunting for each themed week
- A guidebook full of ideas & inspiration with links to online resources
- Downloadable assembly, lesson plans, and inspiration packs

Please note: we do not supply vegetables



## Veg of the Week

Each week will feature a rally cry around one of Britain's family-favourite vegetables. We ask school caterers to lay out tasty sample dishes of each week's veg. There are stickers to reward the kids who give them a try, and back home the kids will have a reward chart to encourage them to repeat and normalise eating that veg. Some schools really go for it! The best will enter our hall of fame and win cash prizes for catering teams as part of our Caterers' Challenge.

More at [www.vegpower.org.uk/caterers-challenge/](http://www.vegpower.org.uk/caterers-challenge/)



Here's the schedule for 2022:

- w/c 28<sup>th</sup> February Carrots
- w/c 7<sup>th</sup> March - Peppers
- w/c 14<sup>th</sup> March - Broccoli
- w/c 21<sup>st</sup> March - Tomatoes
- w/c 28<sup>th</sup> March - Peas

## What are we asking schools to do?

From schools we ask this minimum commitment:

- You'll distribute the reward charts and sticker packs out to the children at the launch of the programme
- You'll coordinate with your caterers to offer the featured veg during that week and hand out the stickers to the children who try
- You'll pass the posters and bunting and stickers over to your lunchtime team

We'd ask that if you do not feel you can support these minimum commitments, please do not register, as these resources are only made possible by charitable kindness and a huge effort by many who volunteer their time to make this possible.



The programme is that much more effective when schools and caterers do more, and we've seen the most amazing ideas. Here are a few examples:

- School assembly – we'll supply you with a school assembly to get the programme started (available in dual language for Wales).
- Caterers' Challenge – we love to see kids get involved with the Caterers' Challenge with decorations and games – our website is full of downloadable assets to help you along.
- Lesson plans – our website also hosts a series of curriculum compliant numeracy and literacy lesson plans for all year groups.
- More – we have seen so much more, including: treasure hunts, cookery projects, dress up days, and poster competitions – your resources will include a guide book to the whole campaign with some of these great ideas.
- Social media – the whole campaign comes together on social media where schools, parents, celebrities, caterers, chefs and many more come together to share the fun.

## How is it funded?

This campaign is funded by a huge collaboration of our main campaign sponsors (such as the supermarkets), national, devolved and local government grants and funds from school caterers, and local area sponsors. These kindly donated funds support state-funded primary and special schools of all ages across the UK – there is no charge to those schools.

Please note that the campaign is not intended for nursery schools or pupils of nursery age. We ask all private schools to cover the costs of the resources at £100/school.

## What next?

If you didn't click it earlier this video really brings the campaign alive:

[Click here for the four-minute video showreel](#)

Please get in touch if you would like to know more or to express your interest to be involved.

[Schools@vegpower.org.uk](mailto:Schools@vegpower.org.uk)

