

VEGPOWER

Eat Them to Defeat Them 2021

School Briefing (England)

Update: January 2021

Eat Them to Defeat Them - the programme from Veg Power and ITV which uses advertising and a school programme to get kids to eat more vegetables returns in June 2021.

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.



In 2018 we formed a key partnership with ITV and together created the Eat Them to Defeat Them campaign which first ran in Q1 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.

A host of celebrities joined in the fun:



Our Schools' Programme

Our 2020 schools' programme reached 1,500 primary schools: 425,000 kids.

Over half of all parents and kids agreed *Eat Them to Defeat Them* makes eating vegetables more fun, rising to three quarters for those in schools activating the campaign. 50% of children in these schools said they'd eaten more vegetables, and their parents and schools agreed.

- 81% of schools' staff said it was more popular than other healthy-eating initiatives
- 92% said they want it back in 2021



Does it work?

Detailed econometrics analysis of retail sales data concludes that our campaign has directly generated an additional £63m in vegetable sales in grocery stores in 18 months; equivalent to 517m extra children's portions. A pilot study in two schools showed a 25% reduction in food waste as the kids ate more of their vegetables.



Here is a short video about our work: <https://vegpower.org.uk/#video-modal>

Detailed reports on our 2019 & 2020 campaigns can be found at vegpower.org.uk/reports

Eat Them to Defeat Them 2021

The campaign was scheduled to return in February 2021. Due to Covid-19 and the closure of primary schools the campaign has been postponed to the second half of the summer term, May-July 2021.

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 500,000 children at 1,700 primary schools.



We have listened carefully to feedback from schools and caterers. We have a clear idea of what worked best in 2020, how it could be improved, plus we are very aware of the challenges and uncertainty facing schools at this difficult time. As a result, we are simplifying the programme for 2021, introducing nothing new, improving just the best elements as well as engaging with more school caterers to take on the work.

Each participating school will receive an Eat Them to Defeat Them Power Pack. These will include:

- Take home reward chart and sticker packs for every child (including a puzzle book sponsored by Change4Life)
- Sticker for each weekly veg to reward children who give them a try
- Posters for each themed week
- Table decorations for each themed week
- A guidebook full of ideas & inspiration with links to online resources

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 win cash prizes for catering teams as part of our Caterers' Challenge. More at

www.vegpower.org.uk/caterers-challenge/



Here's the schedule for 2021:

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|----------------------------------|--|
| ○ w/c 31 st May 2021 | TV campaign launches on ITV, Channel 4 & Sky |
| ○ w/c 7 th June 2021 | Tomatoes |
| ○ w/c 14 th June 2021 | Sweetcorn |
| ○ w/c 21 st June 2021 | Peppers |
| ○ w/c 28 th June 2021 | Carrots |
| ○ w/c 5 th July 2021 | Peas |
| ○ w/c 12 th July 2021 | Broccoli |



Step by Step Guide

We have endeavoured to ask as little as possible from schools this year with options to do more if you wish. Here are the things you need to do to make this work:

1. **NOW:** It is important to get in touch with our team as soon as possible to register your interest. Our resources are limited.
2. **FEBRUARY:** Register your details on our schools' portal so we can get the right volume of resources to the right person. We'll be in touch to let you know when this is ready.
3. **FEBRUARY:** Notify your caterers that your school is participating. We know most of them well but not all. Please ask them to get in touch via their head offices.
4. **MAY:** Resources will be delivered to your school, this will include a guide to the programme.
5. **7 JUNE:** Distribute the take-home packs to the children from Reception to year 6

That's it. That's all you have to do. You could also:

- **Have an assembly** – we will provide you with an assembly complete with PowerPoint written by a leading headteacher.
- **Tell the families** – this programme is designed to work in schools and home – ideally please email the families to let them know and get them excited.
- **So much more** – many schools do so much more – lessons, projects, art and fun with kids and families. Our guide will have a few ideas, we'll have more online as well as resources you can download to help you out. It's up to you.
- **Feedback** – finally, as the programme comes to an end we'll ask you to feedback via a short online survey. This feedback helps us to improve the programme each year.

Social Media

Our campaign is about everyone coming together to support our kids to eat more veg. Social media is where that community meets to support and inspire each other.

Our #EatThemToDefeatThem hashtag has been posted by over 7,500 people and organisations. This includes celebrities like Will.i.am and Phillip Scofield, a who's who of top chefs, our sponsors and partners and, most importantly, thousands of caterers, schools and families sharing the fun and success they have had with the campaign.

Please join the fun, share your stories and give your support to each other.

Don't forget the hashtag: #EatThemToDefeatThem

You can follow the campaign @VegPowerUK on Facebook, Twitter and Instagram.

Assets

Want to create your own resources to support the campaign – such as posters, emails, lesson plans, menus, social posts and web pages? We are continuously amazed by the brilliant ideas and designs we've seen over the last two years.



You can find design assets you can use here:

https://drive.google.com/drive/folders/1b95U28s2RXdBAzzEQjI4N1SQAd_Pn5Cn?usp=sharing

IMPORTANT: Please note – in that folder you'll find a guide with some simple rules to safeguard children and protect the quality of the idea – please make sure you check those rules

Thanks

Thanks to our partners ITV, Channel 4 and Sky and to our main campaign sponsors Aldi, ASDA, Birds Eye, Coop, Lidl, Ocado, Sainsbury's, Tesco, Total Produce, Waitrose.

More information

Please do get in touch if you have any further questions: hello@vegpower.org.uk

