

SCOTLAND & NORTHERN IRELAND STARTS: 17TH MAY 2021
WALES & ENGLAND STARTS: 7TH JUNE 2021

As seen
on TV

PROGRAMME GUIDE FOR SCHOOLS

EAT THEM TO DEFEAT THEM



TIPS



TOOLS



TASTING



VEGPOWER   



80%

OF OUR KIDS ARE NOT EATING ENOUGH VEGETABLES

80% of our children are not eating enough vegetables with a third eating less than one portion of vegetables a day. Perhaps most alarming is that 50% of parents say they have given up even trying.

With the support of schools across the UK, we are turning this around using advertising and marketing to inspire kids to veggie loving habits they will keep for life, and in turn share with their children.

Through a unique partnership between Veg Power and ITV with the support of broadcasters, supermarkets, growers, Public Health England and local government the Eat Them to Defeat Them campaign is bringing about real changes in children's attitudes towards vegetables.

Find out more:
eatthemtodefearthem.com



WELCOME



PRUE LEITH
COOK & NOVELIST

Last year's *Eat them To Defeat Them* campaign to get children eating veg was extraordinarily successful with many schools reporting surprising changes in children's behaviour and attitude to the formerly dreaded veg.

But sadly, the majority of children (and indeed adults) still do not eat enough vegetables, so the campaign will kick off again in May/June.

It's my dream that one day all school heads will see it as part of their job to teach children how to eat, just as they teach them how to read or add up.

Education is about equipping the young for life and eating well should be part of that. But that isn't going to happen tomorrow. In the meantime, I do not know a school, school cook or caterer who does not want to feed their children well and healthily. It does take a little more trouble to make veg attractive than dunking a fish finger and chips in the fryer, but veg is much cheaper than meat and fish and I know of several schools successfully operating vegetarian menus, or having, say, only one or two non-veg days and using the savings on buying better quality meat or fish on those days, or more exotic fruit or unusual veg.



Education is about equipping the young for life and eating well should be part of that."

I believe that if school cooks don't take it upon themselves to get children to actually LIKE vegetables, then children will grow up, and spend their lives, on an unhealthy diet. Of course, in an ideal world, children would learn to eat properly before they even come to school and would have the example of parents enjoying vegetables and insisting on a healthy diet. Sadly, not enough children are so lucky. But all children have lunch at school, and it's free now at primary school, so we have a wonderful opportunity to get children into veg, or rather veg into children. They will never eat up their greens for any length of time if they don't actually enjoy it.

And it's easier than you think. With the help of Veg Power you could make that vital difference in children's life chances, setting them on a path to a healthy life.

EAT THEM TO DEFEAT THEM

Veg Power was founded to turn around vegetable consumption in the UK. 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 for a bigger second advertising campaign and the launch of our campaign schools' programme in 1,500 primary schools across the UK.

Check out the video: vegpower.org.uk



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MILLION
SAW OUR TV
ADVERTS⁴



SCHOOLS PROGRAMME 2020

- Our 2020 schools' programme reached 1,500 primary schools: that's 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.



Detailed 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.



Most effective way we've tried so far at getting younger children to try and keep eating a range of vegetables."

Headteacher, London

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 the vegetables she's defeating, and how she's saving us all!"

Cheryl Lewis @1709Cheryl on Twitter

Full results + schools' video: vegpower.org.uk/schools

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ARE YOU READY?

START OFF BY
READING THIS

GUIDE



TASTING TABLES

Schools are the perfect place to encourage kids to try new vegetables. Please liaise with your caterers, they should have been briefed by their head office.

LAUNCH

P10

GET SET ASSEMBLY

THE IMPORTANT BIT

Everything you need to kick-off the programme with a school or class assembly.

P8

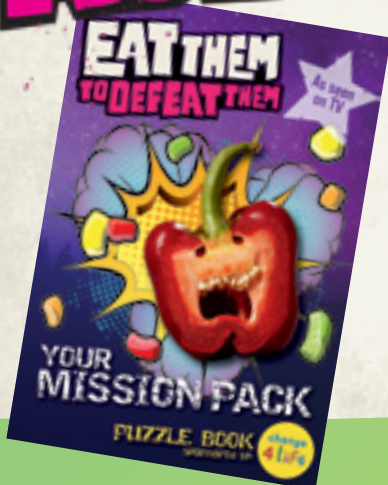
ENGAGING FAMILIES

Please let the families and carers know about the programme and the packs coming their way.

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TAKE HOME PACKS

Eat Them to Defeat Them works because three essential parts come together. The TV advertising and celebrity support builds excitement. The programme in schools encourages kids to try more vegetables. The final part are the take-home packs – these each have a reward chart, a (plastic-free) sticker sheet and a puzzle book funded by Change 4 Life. These help parents and carers to repeat, reward and normalise good veg-eating habits.



The packs come in a branded envelope. If your school resources have been provided by a local company, then they will also feature on this envelope.

In your boxes there should be one for each child in your school from Reception/P1 to Year 6/P7, if you have too few, please contact us (see page 15). Please can these go out in school bags to take home **as soon as possible in the first week of the campaign.**



FEATURED VEG



EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

FEATURE WEEKS

Each week of the campaign will feature a rally cry around a family favourite vegetable. Please focus your activities around that schedule.

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We are challenging school catering teams to lay on amazing spreads of vegetable tasters for each week of Eat Them to Defeat Them.

P11

SENSORY EDUCATION

P12

We believe that familiarity and play are a great way to make vegetables exciting and appealing. Check out our sensory education toolkit.

ACTIVITY WORKSHEETS

P13

We want to expose kids to vegetables, so they become normalised as an everyday part of their life. Why not try our numeracy and literacy activity worksheets?



MORE DOWNLOADS

P14

Recipe cards, puzzles, colour-in sheets – we've much more fun available for download from our website.

LET'S GROW

P8



Why not try this super simple hydroponic growing project?

PLEASE FEEDBACK

P15



#EATTHEMTODEFEATTHEM

GET SET ASSEMBLY



CREATED BY
JASON O'ROURKE, HEADTEACHER
OF WASHINGBOROUGH
ACADEMY, LINCOLNSHIRE.

Kicking off with a school or class assembly will help get the kids both excited and focussed.

AIMS To introduce the children to the 2021 Eat Them to Defeat Them programme and the vegetables that will be featured over the six weeks.

PREPARATION AND MATERIALS:

Download the Powerpoint of the Eat Them to Defeat Them 2021 Assembly at eatthemtodefearthem.com/schools

Examples (optional as there will be pictures of these on the PowerPoint) of the six vegetables to be featured in the campaign:

**CARROTS • PEAS • SWEETCORN
BROCCOLI • TOMATOES
PEPPERS**

1. Explain that you want to share with the children the new national campaign for introducing fantastic vegetables to their diets.
2. Show the advert from last year and ask if any of them can remember seeing it on TV. Available on eatthemtodefearthem.com
3. Explain to the children that this year (2021) is going to be bigger and better and that there are lots of activities and challenges to complete which are all vegetable related.
4. The theme for this year is 'Prepare for Battle' where we are asking children to think of different ways that they can think of how they will be able to 'defeat' the Veg.
5. Go through the Eat Them to Defeat Them assembly PowerPoint introducing the different veg.
6. You could set a competition for the children for the best illustrations or story maps they can make at home for ways that they can prepare themselves for the 'Battle against the Veg'. Ideas could include:
 - Using colanders/sieves as helmets
 - Roasting dishes as shields
 - Forks and potato mashers as tools to defeat the veg

TIME FOR REFLECTION:

Get the pupils to imagine their favourite vegetables in their heads.

PRAYER

God, thank you for vegetables and all of our food.
Thank you for everyone who helps us eat
our families who cook our food, those who
work in the kitchen in school
those who have grown and harvested and
produced and delivered our food.
Help us to be thankful for all that we have
and for all the hard work that has gone into
our food.
Thank you for healthy food.
Amen.

LET'S GROW

Even if your school does not have a vegetable garden, you can grow tasty vegetables without soil! All you need is a sandwich bag, a stapler, a sheet of kitchen paper and a bean seed.

Download our how to guide:
eatthemtodefearthem.com/schools

FEATURED VEG

Each week will feature a rally cry around one of Britain's family-favourite vegetables.

We're asking 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.

You can also support in schools with learning resources, art projects and other veg-tastic fun, see pages 12, 13 & 14



**ENGLAND
& WALES**



Week of 7 June
TOMATOES



Week of 14 June
SWEETCORN



Week of 21 June
PEPPERS



Week of 28 June
CARROTS



Week of 5 July
PEAS



Week of 12 July
BROCCOLI



**SCOTLAND
& N.IRELAND**



Week of 17 May
CARROTS



Week of 24 May
PEAS



Week of 31 May
BROCCOLI



Week of 7 June
TOMATOES



Week of 14 June
SWEETCORN



Week of 21 June
PEPPERS

PLEASE NOTE:

We have different schedules across the nations of the UK to fit with different school term dates.

TASTING TABLES

At the end of the day it's all about eating veg – after all the only way to defeat them is to eat them!

We hope to see caterers across the UK not only including our featured weekly veg in their menus but also setting out exciting taster tables to encourage the kids to try. We challenge caterers to make these spreads amazing, and they stun us every year with their creativity. We have included posters and cut-out character they can use to decorate their tables, they very often use art from the children too.

Ideally, we suggest a day each week for the six weeks where the kids can try the featured veg of the week. Everything we do leads to this point, the child trying a new vegetable – so please support as much as possible.



REWARDING KIDS FOR TASTING

Our school packs include rolls of stickers for each featured veg.

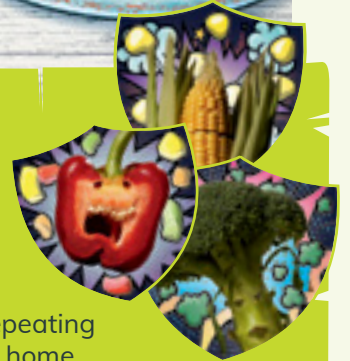
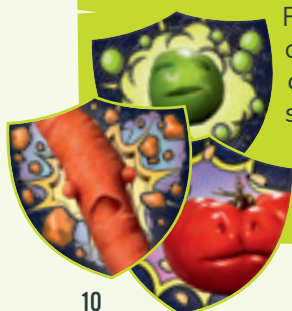
These veg stickers are a very important part of the campaign. They serve two purposes.

Firstly, the caterers and school team can give the kids stickers to reward them for trying that week's

featured veg – ideally these work alongside the tasting tables. Kids love stickers. For kids who are not sure, then no pressure, a sniff or a lick of the veg will do.

The second feature is to project that back to parents and carers. These stickers effectively say, "I tried sweetcorn today". We'll be advising parents to acknowledge and praise (ideally joining in the

fun theme of the campaign) and then, critically, repeating that veg at home, rewarding the child using the reward and stickers chart. We move from sample at school, to repeat at home, then reward in order to normalise that veg in the child's diet.



EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

**ENTRIES
CLOSE
17 JULY
2021**

HOW TO WIN

It's all about getting kids excited and trying new veg.

We love to see creative displays, particularly where the kids have helped. Above all we'd like to see a range of tempting tasties the kids can try.

PRIZES

£500 star prize

5 x **£250** runners-up prizes

Prizes go directly to school catering teams

HOW TO ENTER

1. Capture your veg displays on video or pictures

2. Head to **EatThemToDefeatThem.com** upload and enter

RULES

1. Only participating schools may enter.
2. Judge's decision is final.
3. Full terms and conditions on the website.

We are challenging school catering teams to lay on amazing spreads of vegetable tasters for each week of Eat Them to Defeat Them. These spreads make the veg the hero of lunch and create a perfect opportunity for kids to give them a taste. We will be shouting about the best and handing out a few cash prizes and certificates to the best school teams.

WINNERS 2020



WINNER: Stephenson Way Primary, Caterers: Taylor Shaw

HIGHLY COMMENDED:

Endeavour Primary
Caterers: HC3S

HIGHLY COMMENDED:

Middlestone Moor Primary
Caterers: Taylor Shaw



SHARING ON SOCIAL MEDIA HELPS TO INSPIRE OTHERS. PLEASE SHARE WITH THE HASHTAG:

#EatThemToDefeatThem

TASTE EDUCATION



We believe that familiarity and play are a great way to make vegetables exciting and appealing. TastEd and Veg Power partnered up to help schools with our sensory education toolkit.

VEGETABLE CUT-OUT & COLOUR

Download and print the vegetable cut outs available at vegpower.org.uk/downloads and get the kids colouring in.

Ask the children to colour in the veg of the week, being as creative as possible. Show them photos of veg with unusual colours such as purple carrots, multicolour Mexican corn or black tomatoes. Let them use different media, such as a collage with shiny paper for peppers, scrunched up tissue paper for broccoli, pieces of string for stripes on a carrot, or textured card for the sweetcorn. When all the veg has been decorated, use it to make a display in school and share it with us on Twitter **@tastedfeed** and **#EatThemToDefeatThem**



2 FUN FACTS

Enjoy the fun facts on the cards and try to find some of your own. Read the fun facts on the veg of the week cards together. Can you find out some more fun facts about each veg and share your favourites with us on social media?



3 SENSORY EDUCATION

If you can source some fresh veg into the classroom then the kids will have great fun with the taste education ideas on the cards, and might even enjoy tasting them, too!

Sensory education with veg is all about using our five senses to explore them. Try to buy a selection of the most delicious produce you can find (better to have a small quantity of something fresh and tasty than a large quantity of dull, watery veg as we are trying

to make veg exciting!). Rinse the produce and ask the children to wash their hands.

Explain that a TastEd session involves using all five senses and ask the children to name them and which part of the body they use for each sense. Explain the two golden rules: "no one has to like" and "no one has to try", which removes all pressure from the situation and makes it easier for them to try new foods.

Allow each child time to share

their observations. Encourage the use of similes (eg: "the pepper looks like a spaceship," or "the carrot sounds like giant footsteps"). At the end of the lesson, the children have the chance to try the veg if they want to (let them know it's ok to lick or smell it instead if they aren't ready to taste). If someone says they hate a veg say, "That's fine - but can you tell me why?" For example, "I don't like the tomato because it is squishy". Over time, it becomes a point of pride for a child to say they did!

About TastEd

TastEd is a system of food education based on the Sapere method which, over the last 50 years, has been shown to increase children's willingness to try new foods. In TastEd activities, children learn by doing, rather than through lectures on 'five-a-day'. TastEd lessons – tailored to meet D&T and healthy eating elements of the PSHE curriculum - are designed to give children a curiosity and confidence about trying new foods. To find out more go to: www.tasteeducation.com

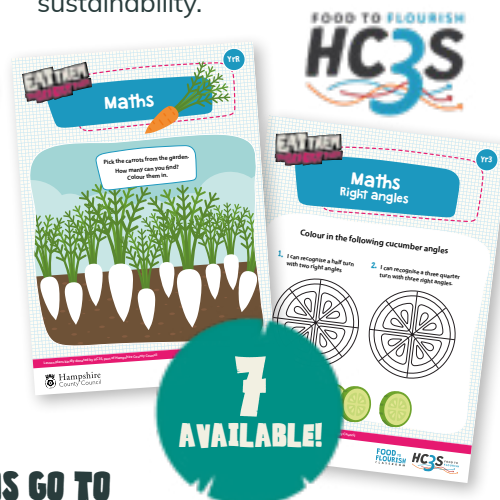


ACTIVITY WORKSHEETS

Familiarity is important, it breeds trust. We want to expose kids to vegetables, so they become normalised as an everyday part of their life.

These veg themed numeracy & literacy plans have been created, tested and kindly supplied by the team at Hampshire County Council Catering Services /HC3S who have won many awards for their dedication to health and sustainability.

Vegetables aren't just for the canteen, they can be used in the classroom too. Oxford University Press and Numicon have created some KS1 and KS2 maths activity worksheets that you can download and photocopy to use in your lessons. These two activity worksheets focus on multiplying and multiplication, perfect for developing fluency!



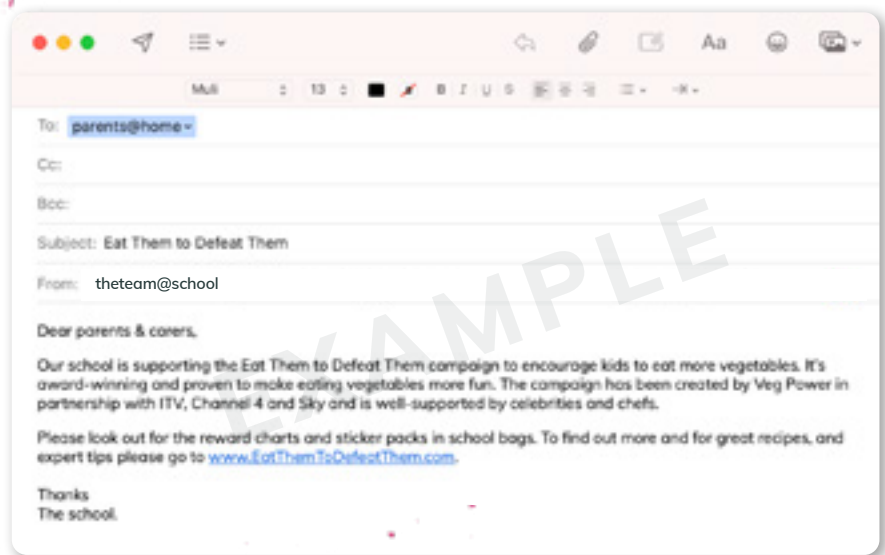
FOR THESE AND MORE GREAT DOWNLOADS GO TO
eatthemtodefeatthem.com/schools

ENGAGING FAMILIES



The goal here is to project the positive experience kids have in school back home to parents and carers so they can repeat, reward and normalise good veg loving habits at home. That's why we supply the reward charts for the kids to take home.

Please help by getting those packs out in good time. Ideally please also let parents know in advance via school email and social channels.



MORE DOWNLOADS

As well as the work sheets and cut & colour in vegetables we have puzzles and family friendly recipes ready for download. These are great to share in class or to flag to parents and carers so they can have more veg-loving fun at home.



EatThemToDefeat.com



PLEASE FEEDBACK

Veg Power is a not-for-profit alliance of companies, organisations, celebrities, schools and parents united by a common goal: **to get our kids eating more delicious healthy veg.**

Our mission is no easy task but if we all rally together, we believe it is possible. We need your help. Please guide us with your experience and

insight, please lend your voice on social media to inspire and support each other.

Until the end of July we'll have an online survey. Everybody is welcome to tell us what they think. You, your colleagues, the catering team and support crew. Whether you love it or hate we want to hear as it's that feedback that will help us improve it.

ONLINE SURVEY: www.vegpower.org.uk/feedback

SOCIAL MEDIA

Social media has such an important role. We don't expect and would not encourage your kids to be active on the adult social media platforms, but parents, carers, teachers, caterers and others are. On social media we can inspire each other with ideas, amaze people with your wonderful school and support each other with our likes and shares. This is where our alliance comes together.

Please share the fun at your school with the hashtag

#EatThemToDefeatThem

To follow this campaign and the ongoing work of Veg Power

@VegPoweUK



NEED HELP?

If you do need help, please first check this guide and then head to our website. There you'll find resources you can download, guides and blogs that might answer your questions and if that fails please contact us: hello@vegpower.org.uk

THEY'RE GONNA WISH
THEY'D NEVER BEEN
GROWN!!!



As seen
on TV

EAT THEM
TO DEFEAT THEM

#PREPAREFORBATTLE