

**EAT THEM
TO DEFEAT THEM**

Schools' Programme Campaign Report 2020

As seen
on TV



itv sky 4

VEGPOWER

The challenge

Advertising campaign

Social media campaign

Schools' programme

Evaluation

What next?





6% KIDS
eat enough veg

33% KIDS
eat less than one portion/day

50% PARENTS
have given up trying

**EAT THEM
TO DEFEAT THEM**

VEGPOWER

We use advertising and communications to inspire kids to vegetable loving habits they will keep for life, and in turn share with their children.

In 2019 ITV and Veg Power partnered to create *Eat Them to Defeat Them*. Our multi-award-winning campaign reached into the homes of 38m people. Kids loved it and much veg was defeated.

[Click for the full report.](#)

This year ITV and Veg Power were joined by Sky Media and Channel 4 for *Eat Them to Defeat Them 2020* + we rolled out a national schools' programme. It was bigger, it was bolder, but was it better?

itv sky 4

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TV ADVERTISING CAMPAIGN

Each week focused on a different vegetable, with six new 10' TV spots for the campaign, alongside the original 30" advert



£3m TV advertising campaign on ITV, Channel 4, Sky, Channel 5, & Nickelodeon reached 46m people

Households with 4-9 year olds who saw the campaign over 10 times

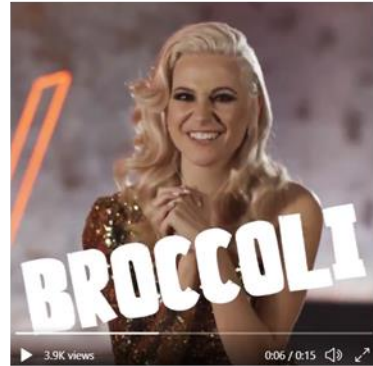
BARB

87%



Click the ads to watch them

CELEBRITY & EDITORIAL SUPPORT



OTHER MEDIA

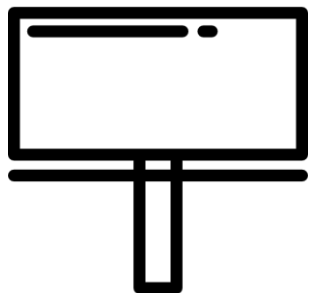
Generous support from other media partners



2.4m cinema admissions



3.6m You Tube adverts



14m billboard impacts



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Florence Eshalomi MP
@FloEshalomi
Really great to visit my old primary school #St
@VegPowerUK & @lambeth_council to discu
#EatThemToDefeatThem campaign. It's
the young people enjoying their vege
went down like a treat 🥕 🍅 🥦

Harriet Wallace
@wallace_harriet
Replying to @AliceHoylePSHE @NewbridgePri and @VegPowerUK
Brilliant! My 12 year old was even drawn in (although he
wouldn't admit that publicly 😊)
9:02 AM · Feb 28, 2020 · Twitter for iPhone

Jamie Oliver
@jamieoliver
Keen to cook up some peas for you
tonight?? Everyone will love Joals' pea
jamieoliver.com/recipes/pasta...
#EatThemToDefeatThem

Chris Jones
@chrisjones1302
Day 5 and a worrying situation for the ca
@VegPowerUK @MurielTravis11 @Torking
#eatthemtodefeatthem

Molly just picked me up from
work and took me straight to the
shop so she can complete her
challenge

Florence Eshalomi MP
@FloEshalomi
Really great to visit my old primary school #StHelens with
@VegPowerUK & @lambeth_council to discuss the
#EatThemToDefeatThem campaign. It's was great to see
the young people enjoying their vegetables - the carrots
went down like a treat 🥕 🍅 🥦

SOCIAL MEDIA

Chefs, families and schools were fired up on social

February – April 2020

3,203 accounts posted our hashtag

30m people reached with 4 average opportunities to view each

Since January 2019

10,000 accounts have supported our hashtag

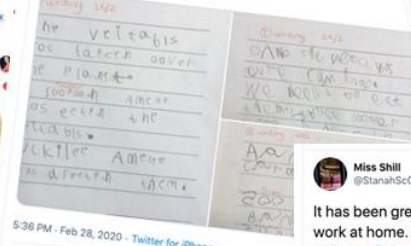
62m people reached with 10 average opportunities to view

....and that's just on Twitter, data not available for Facebook & Instagram

#EATTHEMTODEFEATTHEM



Reception are loving @VegPowerUK they've written stories. Luckily the vegetables in these stories get defeated! #eatthemtodefeatthem



The carrots have been crunched and the peas have gone down! We're now a third of our way to defeating our "Polar Bear" of veg! Beware sweetcorn as next week it's time to face the heat! #eatthemtodefeatthem @VegPowerUK @LincolnshireCC



EAT THEM TO DEFEAT THEM It's broccoli week! Here are some pictures of the children getting to grips with some green goodness! #EatThemToDefeatThem @jamieoliver @KLAcademytrust #broccoli

Just love this picture from one of our catering team's children. You're stuffed peppers! #eatthemtodefeatthem @VegPowerUK @PSCMagazine @SAfoodforlife



2JR thinking about this weeks #EatThemToDefeatThem



Great work taking down those... to see lots of children trying... also launched our poster competition... Can't wait to see the entries!



5:36 PM · Feb 28, 2020 · Twitter for iPhone

It has been great to work at home. What @StanahPrimary @... #eatthemtodefeatthem



ChilternPrimaryHull @ChilternPSHull

Eat them to defeat them - week 1 Let's eat them carrots!!!! @YHCLT1 @ChilternPSHull @Hullfood #EatThemToDefeatThem



PlasmarPrimary @PlasmarPrimary

Defeating the peas with our pea soup in nursery today @plasnursrec @VegPowerUK #eatthemtodefeatthem

MonksAbbeyFS1 @MonksAbbeyFS1

Quotes from our children today; "I'm eating them to defeat them"; "I love them!"; "Yummy" and "Can I have some more?" @monksabbey #EatThemToDefeatThem #MonksAbbeyRules #inquiry #delight



CPickering Primary @CPickeringPri · Mar 17

Last week the fab pupils of CPSPS ate sweetcorn to defeat them! What are we going to beat this week.? #EatThemToDefeatThem



Newbridge Primary @NewbridgePri

#vegpower #EatThemToDefeatThem One very enthusiastic sweetcorn eater! #sweetcornweek



WoodyGrowHealthy @GrowWoody

The carrots went down well today! @Woo @VegPowerUK



Pamela Dixon @PamelaFG

Fabulous initiative that I launched with my previous company in Jan 19, a fabulous experience for all pupils, it did increase veg intake! championing this to drive this forward within my new company #eatthemtodefeatthem @VegPowerUK @SchoolCatering #feedmorestudentsbetterfood



North Somercotes CE Primary School @NSCEPnSchool

sweetcorn "It's time to feel the heat" It's sweetcorn problem solving in Y5 #EatThemToDefeatThem @VegPower @LincolnshireCC



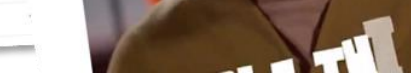
St. Bernadette's @StBernsPrimary

Super proud of our St Bernadette family Together we defeated over 8kg of peas Well done everyone... Look out for next weeks veg!!!



ITV @ITV · Feb 21

@iamwill has joined the battle against vegetables and has some words of wisdom for everyone else who is ready to fight. You've got to #EatThemToDefeatThem. Click to see some of our fave recipes: bit.ly/VegPower1



Isaura @IsauraRoberts

How we spend our Saturday evenings @LissiemillsMCA #eveningsnack #carrots #eatthemtodefeatthem



How we spend our Saturday evenings @LissiemillsMCA #eveningsnack #carrots #eatthemtodefeatthem



Jamie Oliver @jamieoliver

Keen to cook up some peas for you and the kids tonight?? Everyone will love Jools' pea pasta! jamieoliver.com/recipes/pasta... #EatThemToDefeatThem



LissiemillsMCA joined the fight... pupils and staff sampled 3... crunch time carrot! Fant... ng their veg. #EatThemTo



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NATIONWIDE SCHOOLS CAMPAIGN

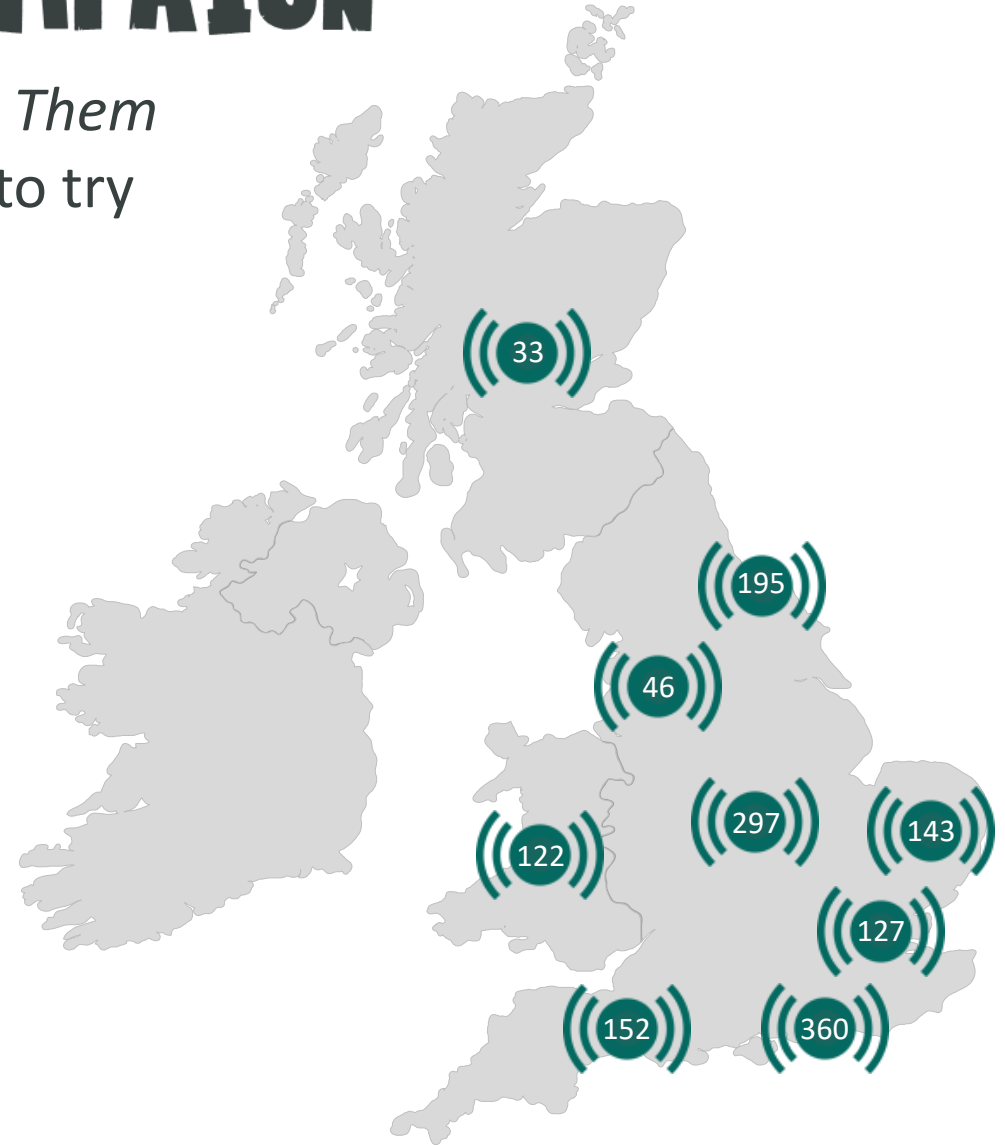
This year we introduced the *Eat Them to Defeat Them* primary schools' programme to encourage kids to try new vegetables in school

1,500 primary schools

107 local authorities

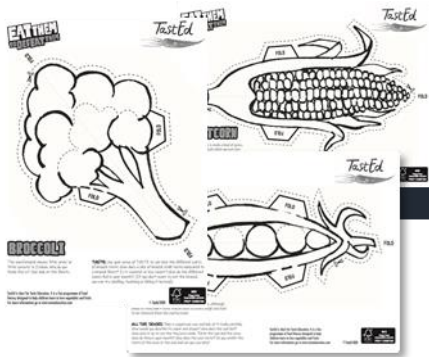
425,000 pupils

Please note: our distribution is entirely dependent on where we can find support from devolved & local government and local commercial partners. We hope to extend our reach in Scotland, Northern Ireland and the North West in 2021. If you can help, [please get in touch.](#)



RESOURCES FOR SCHOOLS

Extensive resources for all year groups to encourage sampling of vegetables



CUT OUT & COLOUR



REWARD CHARTS & STICKER PACKS



POSTERS



WORKSHEETS



SCHOOL & CATERERS GUIDES



TASTING TABLES & STICKERS



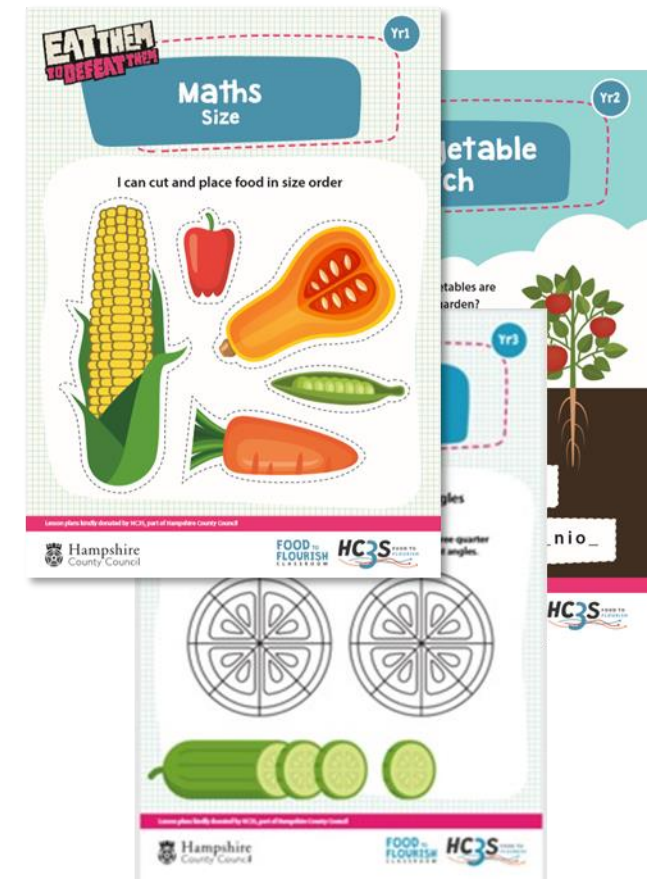
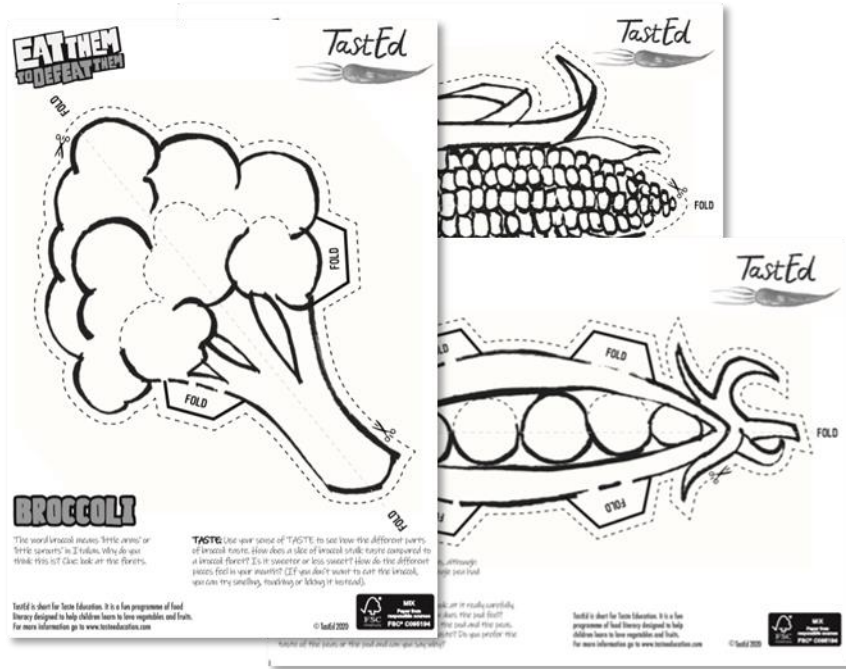
COOKS CHALLENGE



CHALLENGE WALLCHART

MEET THE VEG

Posters, cut-out-and-colour sheets and work sheets introduce younger children to new vegetables. Through familiarity and fun we set the scene to encourage tasting.



MEET THE VEG

Working with our partners TastEd we introduced simple sensory education ideas with the cut-out-and-colour sheets and ran two pilot sensory education workshops.

TOUCH: Take a whole corn on the cob and run your fingers up and down it. What does it feel like to you? If your corn on the cob still has a green leafy layer on the outside (a husk) you can feel that too. Now ask an adult to cut some corn kernels off the cob and taste them (if you like). What do the kernels feel like in your mouth?

EAT THEM TO DEFEAT THEM



SWEETCORN

Sweetcorn or maize is really a kind of grass. The cob is a seed head. When you eat corn on the cob, you are eating seeds!

TOUCH: Take a whole corn on the cob and run your fingers up and down it. What does it feel like to you? If your corn on the cob still has a green leafy layer on the outside (a husk) you can feel that too. Now ask an adult to cut some corn kernels off the cob and taste them (if you like). What do the kernels feel like in your mouth?

TastEd
pro
chi
fr

We used them and they worked well

Schools

61%



EAT THE VEG

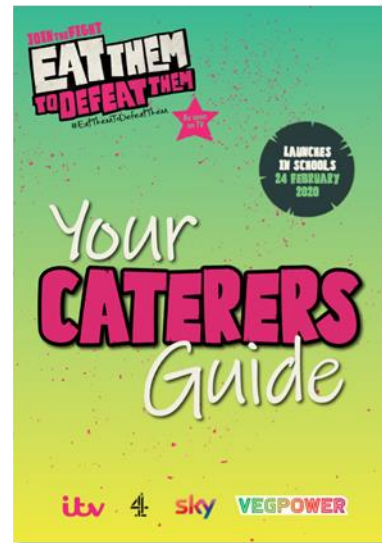
We asked caterers to lay on a special spread of vegetable tasters for each week for the veg of the week. These spreads make the veg the hero of lunch that day and create a perfect opportunity for kids to give them a taste. We supplied an inspiration pack and a create the Caterers Challenge with cash prizes for school caterers.

They blew us away with their passion and creativity >>>>

We used them and they worked well

Schools

86%



Senior leadership



Absolutely by CH&CO
@Absolutely_Food

Happpea Friday @Ousebank trying all things #peas @VegPowerUK @chandco #EatThemToDefeatThem #vegetables



Pamela Dixon
@PamelaIFG

#IFG teams have been out in force this week crunching the carrots to defeat them and WON 🍌🍌🍌🍌🍌🍌 Bring on defeating the Peas next week! @VegPowerUK @SchoolCatering #eatthemtodefeatthem #feedingmorestudentsbetterfood #Whatif



Oakridge Federation
@OakridgeFed

#EatThemToDefeatThem campaign has come to our school. Our kitchen staff, Ammie and Sam, have served up a treat today. Thank you ladies for encouraging our children to make healthy choices.



Rudyard Kipling Primary School @RudyardSchool - Mar 18
We are saying 'Hasta La Vista Broccoli!' this week as we #eatthemtodefeatthem. Here is the RKPS kitchen team's brilliant broccoli display!



Waldringfield School
@WaldringfieldPS

Pea week has begun! @EdwardsandBlake @VegPowerUK #EatThemToDefeatThem



Taylor Shaw
@TaylorShawUK

The carrots are up to no good, but its no match for the pupils at Brooklands Primary, Greenwich 🍌🍌🍌 It's crunch time! #EatThemToDefeatThem #SeeingFoodDifferently @VegPowerUK



5:35 PM - Feb 24, 2020 - Twitter Web Client

Robert Heath
@RobertHeath_HH

Eat them to defeat them. Carrot tasting table at The Shrubbery today. @VegPowerUK @TheShrubberySch @HowsonHelen @HolroydHowe #EatThemToDefeatThem



Chris Jones
@chrisjones1302

Day 5 and a worrying situation for the carrots at Torkington Primary School!! @TaylorShawUK @VegPowerUK @MurilTravis11 @TorkingtonPS #eatthemtodefeatthem



Jackiphillips @Jackiph55185460 - Mar 16
Lots of 🍌 defeated today @StAndrewsCESch Children especially loved the Broccoli Soup! @SarahJMacdonald @TaylorShawUK @VegPowerUK @AndyPhi74 @chrisjones1302



10:59 AM - Mar 4, 2020 - Twitter for Android

catherine loonam
@catherineloonam

The catering team @lyndhurstprimariesch doing a great job with there #peasoup #peasrice #peakebabs #eatthemtodefeatthem #peasyouaregoingdown @VegPowerUK @TaylorShawUK



10:59 AM - Mar 4, 2020 - Twitter for Android

Rudyard Kipling Primary School
@RudyardSchool

We are enjoying some delicious, sweetcorn this week as part of our #EatThemToDefeatThem campaign! Look at our school kitchen's brilliant display!



12:21 PM - Mar 11, 2020 - Twitter Web App

1 Retweet 4 Likes

Rolleston Primary School @RollestonPri

The carrots are not having a 'grate' time today at Rolleston! @VegPowerUK @LeicsTraded @famanda33 @kellybel78 #EatThemToDefeatThem



Rolleston Primary School @RollestonPri

Sweetcorn week is underway at Rolleston! They don't stand a chance! #EatThemToDefeatThem @VegPowerUK @LeicsTraded @jamieoliver @ITVPurpose



6:32 PM · Mar 11, 2020 · Twitter for iPad

Burton Green Primary @BurtonG_Primary · Mar 13
There were some fantastic sweetcorn treats on offer at lunchtime today. They were very popular. @VegPowerUK #eatthemtodefeatthem



1 16

Megan Waring @MJWaringRNutr

Our Caterlink teams are having so much fun joining in the fight against carrots! #EatThemToDefeatThem
The children are loving the amazing displays and tasting all of the delicious carrot recipes! IT'S CRUNCH TIME CARROTS! 🥕

@VegPowerUK @caterlink_ltd @HughFW @jamieoliver



HC3S HC3S #YourCateringExpert @HC3S

We've gone all Brock 'n Roll at @JuniorAnstey to kick off broccoli week with a broccoli drummer and saxophone player. Raw 🥦 tasters were a surprising 'hit' along with broccoli, cucumber and green pepper mayo pasta. #EatThemToDefeatThem #FoodToFlourish @VegPowerUK @LACA_UK



6:00 PM · Mar 16, 2020 · Twitter Web App

1 Retweet 3 Likes

JustGem @riverside320 · Mar 10
It's time to face the heat sweetcorn! @VegPowerUK @LeicsTraded @RollestonPri #EatThemToDefeatThem



3 5

Lincolnshire County Council @LincolnshireCC

A great start last week from Lincolnshire schools in the @VegPowerUK #EatThemToDefeatThem challenge. Children have tasted cooked and raw carrots and tried a selection of carrot inspired dishes 🥕

This week the peas are going down!

qoo.ly/34pnwe



JackPhillips @Jackiph55185460

Great start today on the Wirral, Lots of carrots defeated! @StAndrewsCESch @SarahMa34388316 @VegPowerUK @AndyPhi74 @TaylorShawUK #EatThemToDefeatThem



2:19 PM · Feb 24, 2020 · Twitter Web App

4 Retweets 14 Likes

Leics Traded Service @LeicsTraded

Did you know carrots were originally grown to use as medicine and not food? This week it's crunch time for carrots as part @VegPowerUK. Here's a great display by Shenton Primary School who are eating them to defeat them #eatthemtodefeatthem



Brooklands School @BrooklandsPS

Our @TaylorShawUK catering staff have helped the children get in the mood today! @VegPowerUK #EatThemToDefeatThem



8:51 PM · Feb 24, 2020 · Twitter for iPhone

@NorseCatering @norsecatering

@VegPowerUK here's some more amazing displays from our School Cooks! This week we've had raw and cooked carrot tasters, carrot juice and carrot muffins. It's crunch time carrots! #EatThemToDefeatThem #schoolmeals #creativecooking @AndrewLipscomb @PSCMagazine @LACA_UK



Edwards and Blake @EdwardsandBlake · Feb 25
Carrots are taking over at Godmanchester Community School. We think that they will be defeated by the end of the week though! #EatThemToDefeatThem #HeartEveryMeal @VegPowerUK



1

CATERERS CHALLENGE 2020

WINNER

Stephenson Way Primary (Taylor Shaw)



RUNNERS UP

Endeavour Primary (HC3S)



Middleton Moor Primary (Taylor Shaw)



EAT THE VEG

We encouraged schools to give kids stickers when they tasted the featured weekly vegetable. The role of the stickers is to reward the child and to inform their parents that they have tried that vegetable at school



At school pick up time I noticed some parents making comments such as "You've eaten your carrots today!" proving how they were great communication to parents. Other comments included that they couldn't believe their child had tried a specific vegetable, something they may have not realised without the sticker as a method of communication.

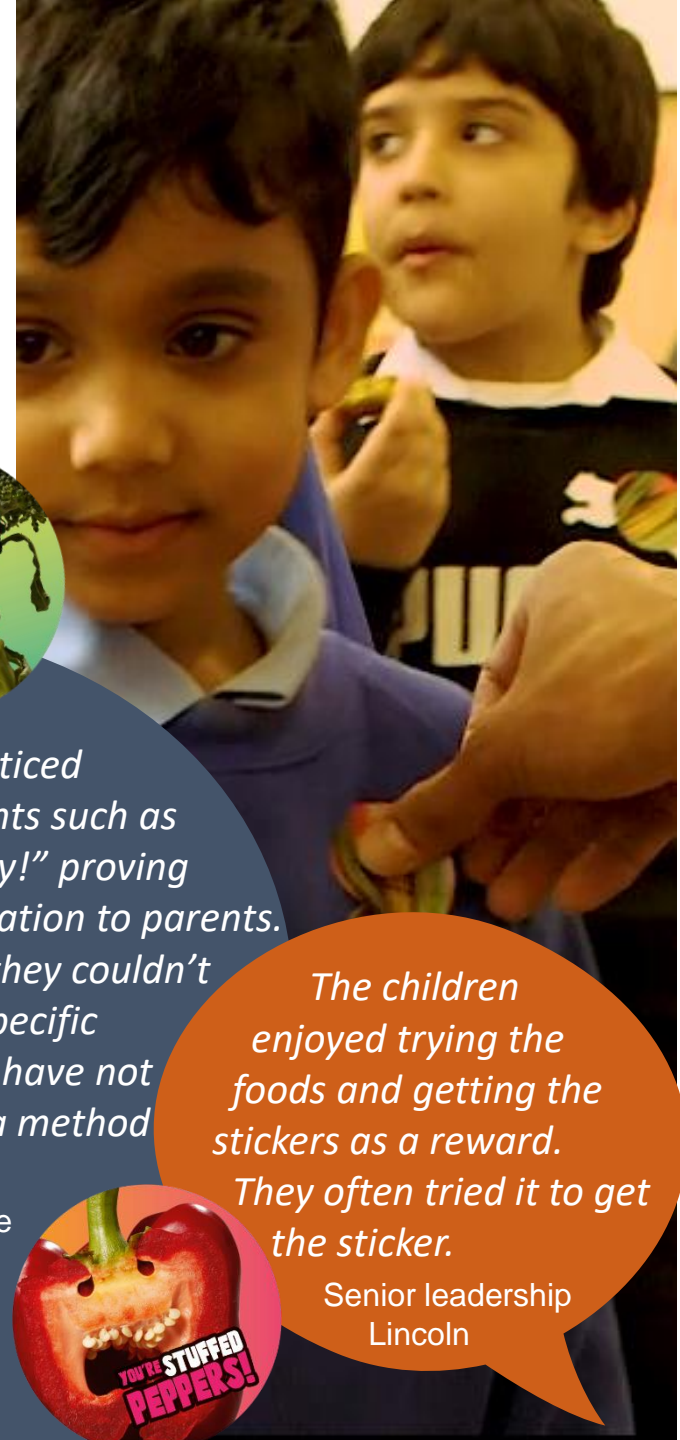
Teacher, Lancashire

The children enjoyed trying the foods and getting the stickers as a reward. They often tried it to get the sticker.

Senior leadership
Lincoln

Schools

90%



REPEAT THE VEG

425,000 children took home our reward chart and sticker pack. This is designed to encourage parents to repeat, reward and normalise the new veg tastes the kids have tried in school by trying each veg three more times



We used them and they worked well

Schools

76%

It introduces eating vegetables regularly to the children and they strive to get all of the stickers

Parent of girl, aged 5, Hampshire

Many children from the whole school told me that they used the chart at home. This was the best of all resources, I think, as it got the children engaged at home too

Teacher, Brighton







WATCH THE VIDEO



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ATTITUDES & CLAIMED BEHAVIOUR

In order to create a long-term and lasting shift in veg consumption we aim to slowly reshape the perception of vegetables. In our survey data as well as an immediate step-up in claimed veg consumption we are particularly keen to see perceptions of fun and enjoyment coupled with a desire to repeat the experience. We completed three surveys:

NATIONAL SURVEY

Survey of 956 parents of 6-14 year olds and 1,256 children aged 6-15 across the UK

Survey conducted by
YouGov[®]

SCHOOL SURVEY

Survey of 217 school senior leaders, teachers, caterers and local authority public health teams who participated in our schools programme

Survey conducted by
the smaller boat

FAMILY SURVEY

Survey of 184 parents and children aged 4-11 in Lambeth, Hampshire and South Wales who participated in our schools programme

Survey conducted by
the smaller boat

PARTNER SURVEYS

Our partners have also conducted surveys which they have kindly allowed us to share

COOK SCHOOL

*Based on in-class
feedback from
participating pupils*

Survey conducted by
COOK SCHOOL

CAMPAIGN SURVEY

*Post-campaign survey of
48 schools and 287
families by our campaign
partner, caterer HC3S*

Survey conducted by
YOUR CATERING EXPERT
HC3S

IMPACT OF COVID-19

Please note, our campaign in schools ran for 4 weeks out of a scheduled 6 due to Covid-19 closing schools. This made post-campaign surveys of schools, parents and kids very challenging. The response volumes are lower than we had planned.



KIDS LOVE IT

It made me feel more confident to eat more veg

Girl, 7, London

I thought the advertisements were really cool

Girl 8, London

It is awesome

Boy, 10, Hampshire

I felt more brave to try a tomato

Boy, 10, Cardiff

It was fun. I liked getting the stickers. I liked trying different food

Boy, 7, London

It makes eating veg more fun

National survey

50%

Family survey

76%

I have eaten more vegetables as a result

National survey

15%

Family survey

50%



SO DO PARENTS

My kids keep on saying the phrase and my youngest loved getting the sticker rewards

Parent of girl aged 5

As the slogan eat them to defeat them, my son has been saying this for weeks now and he has really enjoyed it.

Parent of boy aged 7

It got my son trying a different range of vegetables at school and home and now has a love for broccoli

Parent of boy aged 6

My child ate vegetables he would usually refuse - broccoli and tomatoes.

Parents, of boy aged 8

It's got my child eating vegetables without a fuss

Parent of girl aged 5

My daughters have definitely eaten more veg, without any argument, mainly to get stickers for their charts

Parent of girl aged 7

My child has been eating more vegetables than usual in the past few weeks

National survey

37%

Family survey

52%

My child has wanted to eat a wider variety of vegetables

HC3S Families

39%



SCHOOLS & CATERERS LOVED IT TOO

This has really engaged the children both here and at home. We have had fantastic feedback from parents saying their children are eating and asking for more veg. Parents are also eating more veg and staff as well!

Catering Manager
Birmingham

The programme created a real buzz in the school and I think that if we do it again next year the children, being familiar with it now, will embrace it even more.

Teacher, Southwick

Innovative approach. We know that the more traditional approaches don't work very well, especially with children, and this is something new and pushes the boundaries which I think is really exciting.

Public Health
Cambridgeshire

This is one of the few healthy eating schemes that really engaged children. We had parents saying that their fussy eaters were actually eating vegetables!

Headteacher
Hampshire

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

Headteacher
London

It was great to see the range of vegetables in packed lunches increasing and pupils being excited and proud they had tasted something new.

Teacher
Plymouth

It was more popular than other healthy eating initiatives

Schools survey  81%

Children ate more veg with their school lunches

Schools survey  80%

Parents put more veg into their children's packed lunches

Schools survey  36%



IMPACT IN SCHOOLS

A survey by our partner in Hampshire showed an exciting reduction in waste with anecdotes of empty plates and less veg on the floor. We hope to study this more closely next year.

25%

A pilot in two schools recorded a 25% reduction in food waste during our campaign

96%

96% of schools reported that they included all year groups

90%

90% of schools reported that they used at least 2 elements of the campaign

HC3S Campaign Survey of 48 schools

COOK SCHOOL - LAMBETH

In partnership with Lambeth Council and Cook School we are enhancing the schools' programme with campaign-themed fun-focussed cookery lesson for 10,000 kids



Children who tried new vegetables on this programme

Children

80%

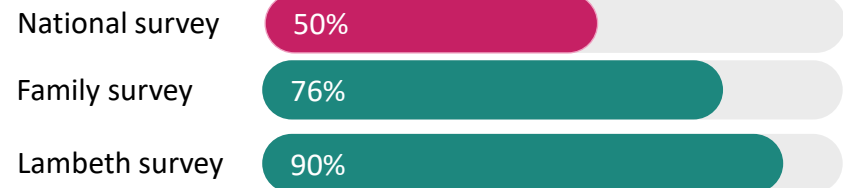
We've never had an experience like this in our school before, all our children and teachers loved it."

Senior leadership team,
Lambeth

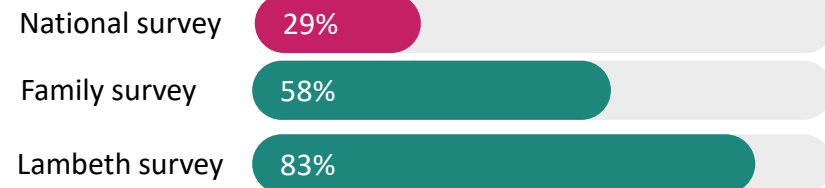
IMPACT CONCLUSIONS - KIDS

1. Once again, our evaluation shows that the *Eat Them to Defeat Them* campaign has encourage millions of kids across the UK to perceive vegetables as fun and to claim increased consumption
2. Where the TV campaign is supported by the school's programme, we see a significant lift on their attitudes and claimed behaviour
3. We see a further lift in Lambeth where children also received a 90-minute immersive and fun veg cookery lesson

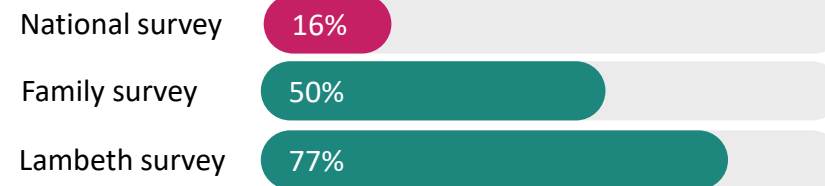
It makes eating veg more fun



I would talk with my friends and family about these adverts



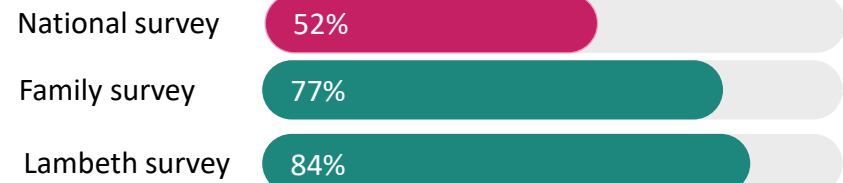
I have eaten more vegetables as a result



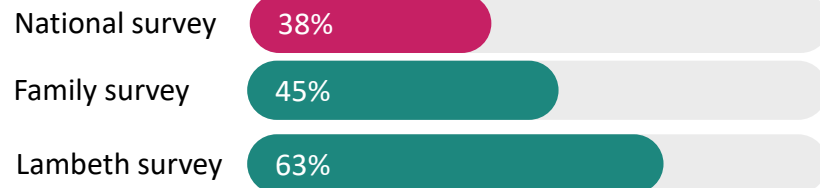
IMPACT CONCLUSIONS - PARENTS

1. Parents across the UK reported that their kids enjoyed the campaign with many reporting increased veg consumption.
2. Where the TV campaign is supported by the schools' programme, we see a significant lift on parental attitudes and observed behaviour
3. Again we see a further lift in Lambeth where children also received a 90-minute immersive and fun veg cookery lesson

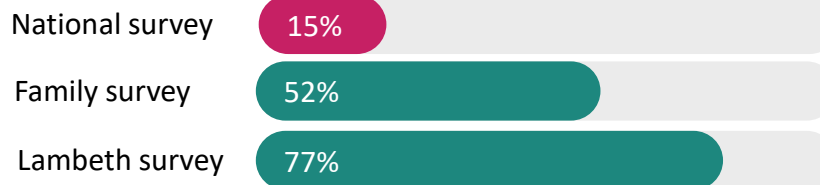
My children enjoyed it



I would talk with my friends an family about these adverts



My child has been eating more vegetables than usual in the past few weeks



AGAIN?

If it was your decision how likely would you be to run the Eat Them to Defeat Them programme in your school again next year?


Family survey - kids

70%

A horizontal bar chart with a teal segment representing 70% and a light grey segment representing the remaining 30%. The teal segment is rounded at both ends.

Family survey - parents

84%

A horizontal bar chart with a teal segment representing 84% and a light grey segment representing the remaining 16%. The teal segment is rounded at both ends.


Lambeth survey - kids

87%

A horizontal bar chart with a teal segment representing 87% and a light grey segment representing the remaining 13%. The teal segment is rounded at both ends.

Lambeth survey - parents

83%

A horizontal bar chart with a teal segment representing 83% and a light grey segment representing the remaining 17%. The teal segment is rounded at both ends.

Schools survey - stakeholders

92%

A horizontal bar chart with an orange segment representing 92% and a light grey segment representing the remaining 8%. The orange segment is rounded at both ends.

The challenge

Advertising campaign

Social media campaign

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What next?



WHAT NEXT?



#SeasonalVeg

Our social media influencer campaign to promote seasonal vegetables is reaching 7m people each week

LIVE

SUMMER 2020

**EAT THEM
TO DEFEAT THEM
2020**

Impact assessment of UK retail vegetables sales from Eat Them to Defeat Them 2020 campaign

OCTOBER 2020

**EAT THEM
TO DEFEAT THEM
ACTIVITY BOOK**

The first edition of the Eat Them to Defeat Them kids activity book in print and downloads. A partnership with ITV, Channel 4, Sky, Public Health England, Coop, Sainsbury's and ASDA

OCTOBER 2020

**EAT THEM
TO DEFEAT THEM
2021**

It's back for a third year. More news coming soon.

WARNING!

FEBRUARY 2021



Veg Power is an alliance united by a common goal - to get our kids eating more veg. Organisations and individuals all over the UK generously provide funding, free media, goods and services as well as thousands joining in online and in their schools and communities.

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Our schools' programme is funded by local authorities, caterers & horticulture



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