

PREPARE
FOR
VICTORY

VEGPOWER

itv

4

sky

CALLING PARENTS and CARERS

**The award-winning campaign
to get kids eating more vegetables
is coming to your school from 20th February.**

**This is a guide for parents and carers
to help you make the most of this campaign
to get your kids eating more veg.**

**STARTS
20TH
FEBRUARY**

80% DON'T EAT ENOUGH VEGETABLES!



WELLBEING MATTERS!

If you are worried about your child's mood, behaviour and learning, a good place to start is their diet.

Studies have shown that the best diet for good mood, behaviour and learning is one that includes a regular eating pattern and a variety of food with 2-3 handfuls of vegetables per day.

**48%
of Parents**

Tell us they struggle to get their kids to eat vegetables.



EAT THEM TO DEFEAT THEM

EAT THEM TO DEFEAT THEM is a campaign created by Veg Power and ITV to encourage kids to eat more veg. It is award winning and proven to work. Last year over half of parents reported that their kids ate more vegetables as a result— even those with fussy eaters!

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HOW IT WORKS

1

TV ADVERTISING

Look out for the Eat Them to Defeat Them TV adverts.



2

CELEBRITIES

Checkout the celebrity support on social media.



3

VEG AT SCHOOL

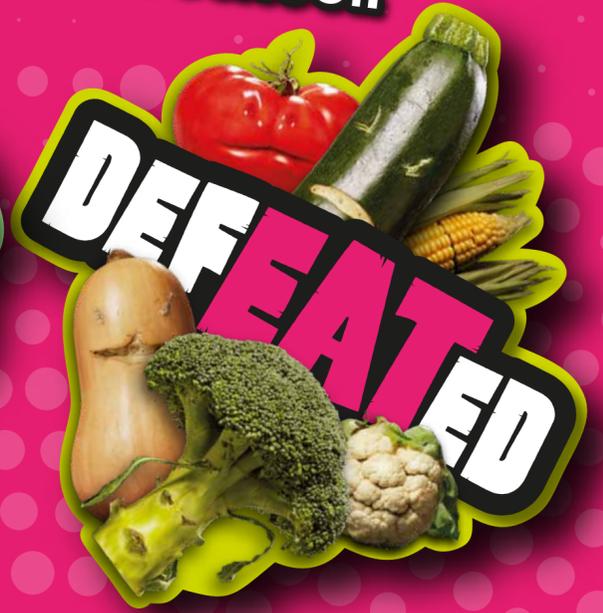
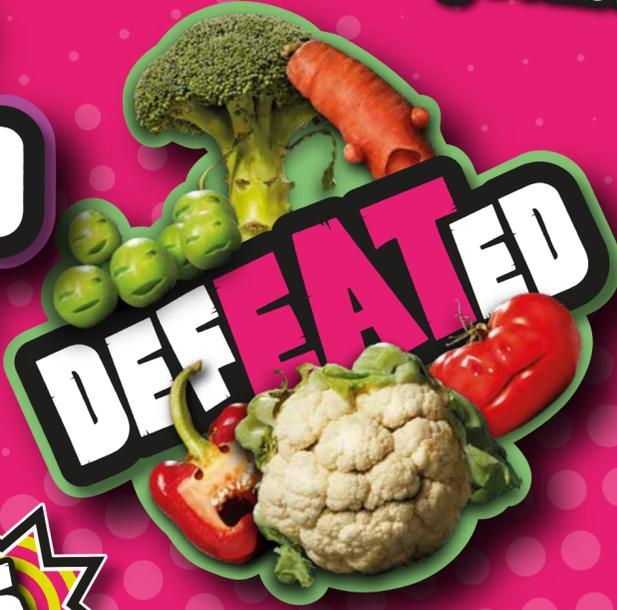
Your schools will have themed fun days.



4

STICKERS

If you see these stickers, it means your kids have tried vegetables in school.



5

REWARD CHART

Stick up this chart, encourage kids to hunt down and defeat the veg on their plate and then celebrate with a sticker on their chart.



6

REWARD AND PRAISE

If you can, pick a reward you know they will enjoy, such as a trip to the park or a toy as their prize for defeating the veg – check out our guide to using reward charts online.



SIMPLY VEG

Struggling to get your kids to eat vegetables?
Worried by the increasing cost of food?



Simply Veg is packed full of tips, hacks, advice and giveaways to make it as easy as possible for you to serve affordable veg-packed meals that your family will love

100% FREE 100% SIMPLE

simplyveg.org.uk

RECIPES



Our chefs have created a series of family favourite recipes which are simple, affordable and with extra fun packed in to engage the kids.

CHILLI QUEST

PASTA POWER PLAY

CURRY CRACKDOWN

Dig-Down Pie

Rumble in the Jungle

PIZZA HUNT

COUSCOUS CLASH

CARIBBEAN CHALLENGE

SOUPA DODGER NOODLE SHOWDOWN

REBEL ROASTS

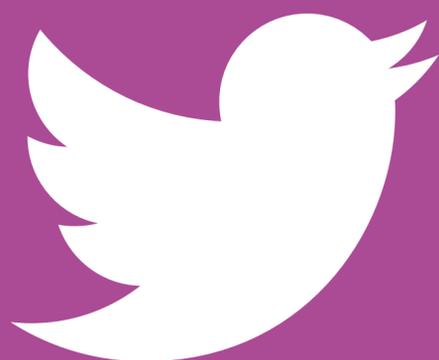
EatThemToDefeatThem.com

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#EATTHEMTODEFEATTHEM

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