



**EAT THEM  
TO DEFEAT THEM**

# **FIVE YEARS EVALUATION**

How a radically fun idea  
got kids eating vegetables

**"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!"**



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*Eat Them to Defeat Them* is the multi-award winning campaign from ITV and Veg Power to get kids eating more vegetables. It combines the power of advertising with a schools' programme and moves away from traditional five-a-day messaging to a concept designed for children – one which is fun and, critically, puts the parents and kids on the same side.



Sainsbury's



TESCO



WAITROSE  
& PARTNERS



adam&eveDDB°

# EXECUTIVE SUMMARY

**Our mission is to inspire kids to love vegetables and to share that joy with their parents today and their own children tomorrow. In 2018 Veg Power partnered with ITV to take on the challenge.**

The traditional wholesome and healthy formula for promoting vegetables had been failing for years. We knew we'd need to do something different to succeed. So, after five years of *Eat Them to Defeat Them*...how are we doing?

## AWARD WINNING ADVERTISING

The foundation of the campaign is a genius idea from advertising agency adam&eveDDB. An idea that turned traditional convention on its head, finally putting kids and adults on the same side and actually making vegetables fun.

Today, over half of parents and children in the UK know this ad. For those families, the parents report that 45% of the kids and 31% of the parents are eating more vegetables as a direct result of the advert. That equates to 1.36m children eating more vegetables from the 2023 TV advertising campaign (see page 11). 46% of parents also report that their children are repeating back the "Eat Them to Defeat Them" line as this silly idea becomes part of a generation's food culture.

Analysis of retail sales data show that as of August 2022 the campaign has directly generated an additional £132m in vegetable sales, equivalent to 1.4bn additional children's portions.

The campaign was recently awarded the highly prestigious IPA Gold Award and the IPA President's Award for Behaviour Change.

## MASSIVE SCHOOLS' PROGRAMME

However, the brilliant advertising campaign is only half the story. To support the advertising campaign, we have developed a programme in primary and special schools which may be the largest of its kind. In 2022 over 1 million children took part in the schools' programme and to date over 1.5 million different children have taken part with thousands on their fifth year of the campaign.<sup>2</sup>

77% of parents aware of *Eat Them to Defeat Them* in their school say their child ate more vegetables as a result. And it lasts - over half of parents whose kids have taken part three times report that it is making

a positive long-term improvement in the volume and variety of vegetables their child consumes<sup>3</sup>.

As this report will show we are maintaining these impressive figures across the whole range of household incomes.

## BUT I DON'T LIKE VEGETABLES

The National Diet and Nutrition Survey reports that 29% of children eat less than one portion of vegetables per day. This is the group that really concerns us, as poor diet in childhood is likely to disadvantage that child today and on into their adult life. Our country faces ever increasing healthcare costs and lower productivity much of which is as a result of poor diet. For us a good positive attitude to vegetables in childhood is the start of a good healthy attitude to food for life.

Our research shows that we are even getting through to the most "veg resistant" kids with 66% of parents of children who vocally dislike vegetables saying their children also ate more vegetables because of our schools' programme<sup>4</sup>.

## INTEGRATED CAMPAIGN

*Eat Them to Defeat Them* is a perfect example of a big bold advertising idea coming to life on the ground in schools and homes. Our research (see page 20) shows that where families are aware of both the TV advertising and the schools' programme the children are more likely to eat a greater variety and volume of vegetables and have a more positive attitude to trying new ones.

## LOOKING AHEAD

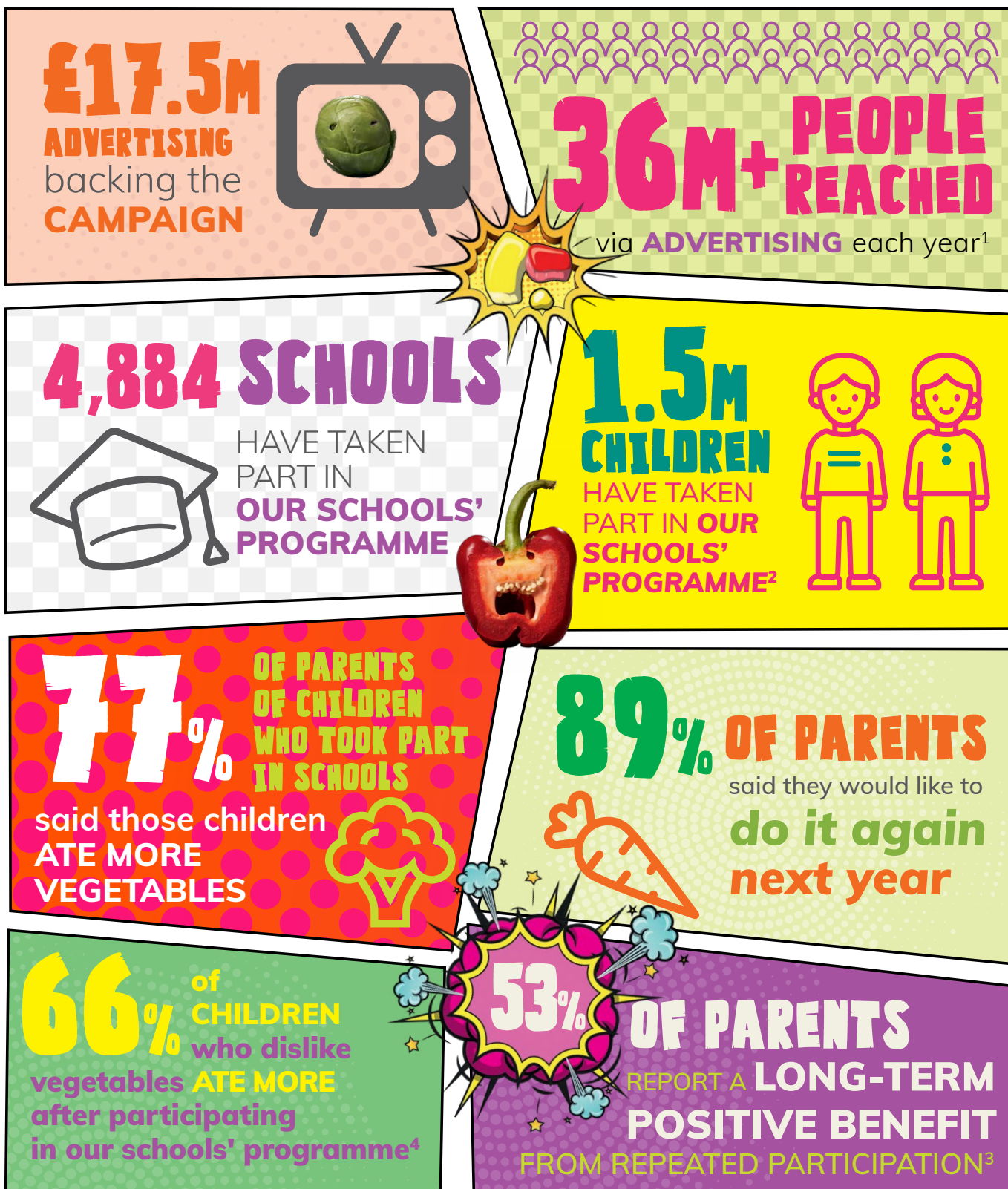
It's no surprise that 89% of parents and 85% of children ask for the programme to return again next year. It's fun. It's easy. It works.

## EVALUATION METHOD

Unless otherwise stated all the data in this report is from a national online survey of 3,000 demographically and geographically representative parents & their child of primary school age conducted on behalf of Veg Power in March/April 2023 by Monkey See, and versions of the same from previous years.



# IN NUMBERS 2019-2023



<sup>1</sup> BARB 2023

<sup>2</sup> This is an estimation based on actual pupil numbers over five years allowing for a 14% annual turnover of pupils for returning schools

<sup>3</sup> Based on those who have taken part this year and at least once before.

<sup>4</sup> Based on respondents where the child stated that they dislike vegetables and their parents claim the child has been eating more vegetables as a result of the schools' programme.

# THE CHALLENGE

Vegetables are good for us. They are at the heart of a healthy diet and a healthy life.

We all know this and that we should eat them regularly. Despite this and over £222m spent by the UK Government on recent campaigns telling us to eat more of them, Brits are now eating fewer vegetables than in the 1980s.<sup>5</sup>

Kids are the most notorious vegetable dodgers of all. 89% fail to eat the recommended daily intake of veg and 29% eat less than a single portion daily.<sup>6</sup>

93%

of parents agree that it is important for a child to eat **LOTS OF VEGETABLES**

In 2018 ITV and Veg Power joined forces to do something about it – inviting advertising agency adam&eveDDB and media agencies Goodstuff, and now Essence, to complete the team. The challenge? Develop a strategy and creative idea that would get primary school kids eating more veg.

We weren't the first to try to get kids eating vegetables. We reviewed decades of well-intentioned public service campaigns which often focused on telling parents and children to eat vegetables because they were good for them.

This message had landed: everyone knows vegetables are good. However, the behaviour and perceptions those campaigns sought to challenge had worsened.

80% OF CHILDREN

agree that it is important for a child to

**EAT LOTS OF VEGETABLES**



## VEG MATTERS

Getting kids to eat veg plays a number of crucial roles in keeping them healthy. Veg supports children's growth and development, immune system function to help them fight illnesses and infections and also aids digestion due to their fibre content.<sup>7</sup>

Research has also found that children hitting their 5-a-day target (for both fruit and veg) had improved mental wellbeing highlighting that veg consumption supports both our physical and mental health.<sup>8</sup>

Children who consume sufficient veg and fruit also have a lower risk of obesity and obesity-related illness and are more likely to continue with a healthy dietary pattern throughout their life.<sup>9</sup>

<sup>5</sup> ONS/DEFRA

<sup>6</sup> National Diet and Nutrition Survey Rolling 2016-2019

<sup>7</sup> Appleton KM, Hemingway A, Saulais L, Dinnella C, Monteleone E, Depeyay L et al. Increasing vegetable intakes: rationale and systematic review of published interventions. *Eur J Nutr* 2016; 55: 869. PMID:26754302

<sup>8</sup> Hayhoe, R. et al. (2021) Cross-sectional associations of school children's fruit and vegetable consumption, and meal choices, with their mental well-being: a cross-sectional study.

<sup>9</sup> Te Velde S, Twisk J, Brug J. Tracking of fruit and vegetable consumption from adolescence into adulthood and its longitudinal association with overweight. *Br J Nutr* 2007, 98(2), 431-438. PMID:17433126



**89%**  
OF CHILDREN  
eat **less than**  
3.5 portions  
per day<sup>6</sup>

**29%**  
OF CHILDREN  
eat **less than**  
1 portion per  
day<sup>6</sup>

**77%**  
OF ADULTS  
eat **less than**  
3.5 portions  
per day<sup>6</sup>





# EAT THEM TO DEFEAT THEM

In 2019 ITV, Veg Power and  
adam&eveDDB developed the  
**EAT THEM TO DEFEAT THEM**  
advertising campaign

**VEGPOWER**

itv



sky

# A SILLY IDEA



**This is the story of a big, silly idea that is helping to solve a big, serious problem.**

It's the story of 'Eat Them to Defeat Them': a 5 year-long effort (so far) to succeed where half a century's worth of British public service advertising had failed: get kids eating more vegetables. By choice.

It's a story of flipping conventional wisdom, getting people to do the right thing for the wrong reason and, above all, the disproportionate power of a brilliantly counter-intuitive creative idea to create positive behaviour change.

How? Not with a campaign that reminded kids that veg was good. But with a campaign that confirmed what they'd suspected all along: that veg were really evil.

So to ensure we didn't repeat previous mistakes, we invited ourselves to family mealtimes across the country.

We heard of relentless parental struggles, fear of friction, stress and worry about food waste. In too many homes vegetables had become a currency in a war of wills with parents and children on opposing sides.

Thankfully, we also observed some more successful parent strategies. They involved encouraging play and naughtiness – giving vegetables rude names and roaring like dinosaurs destroying 'Broccoli Trees'. We dug into the psychology behind these approaches and discovered why they were succeeding.

## SERVING UP FUN

Kids don't care about nutritional content, calories or health benefits. Kids care about finding imposters

on spaceships, stealing their best friend's turtle and making loud fart noises. Fun is crucial in engaging and encouraging them.

## THEY PUT KIDS IN CONTROL

Crucial to the formation of long-term healthy eating behaviours is what psychologists call 'autonomy promotion': the healthy habits we maintain are the ones we feel in control of and bring us the most joy, as opposed to the mildly coercive ways in which most parents get veg down their kids.

It was clear we needed a new approach that was full of fun and put parents and kids on the same side.

## A BIG SILLY IDEA

But something niggled. Making vegetables fun & likeable comes with risks. Anthropomorphising food can have the opposite effect: give food a likeable personality and kids can develop emotional attachments to it. And the last thing kids want to do is eat their new-found pals. At least not all of them.

We had to ensure we weren't inadvertently giving those crafty veg-dodgers another reason to push their peas to one side.

As we worked through our niggles, we unearthed an approach that started to work: What if we embraced how kids really feel about vegetables? What if we turned the good guys into dastardly, bad guys? This strategic approach was radical.

It flipped the conventional thinking that vegetables are 'good' on its head. It embraced how many kids felt towards vegetables – particularly those kids who most

need our help. It confirmed they were right all along: vegetables are evil.

The brilliant creative team at adam&eve DDB soon found our big, silly idea: **"Eat Them to Defeat Them"**.

A direct call to action for kids to play the role of hero against those wicked veggies until they were wiped from the face of planet Earth. To do this, they would need to crunch, bite & swallow every last one of them – as there is only one way to defeat them.

## CAMPAIGN TO COALITION

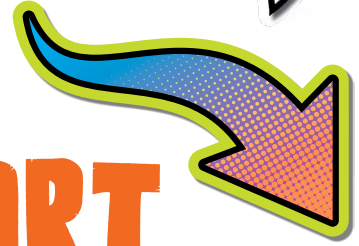
To achieve behaviour change at scale, we knew we couldn't do it alone. Veg Power and ITV would need a coalition, so we took our idea to supermarkets, media owners, influencers, schools and food brands – with a plea to support *Eat Them to Defeat Them* and give kids a healthier future. We emerged with a vegetable coalition consisting of:

- 11 major supermarkets
- Britain's largest vegetable brand, Birds Eye
- 8 media owners, who were subsequently joined by both Channel 4 and Sky and 30 other media owners
- 100+ influencers (including Jamie Oliver, Stacey Solomon and Tom Kerridge)
- 1,000 primary schools (that became 3,850 by year 2022)

And so with a little trepidation, and to the surprise - sometimes shock - of many, *Eat Them to Defeat Them* premiered on the 25th January 2019 on Coronation Street on ITV ...we knew the kids would laugh, but would they eat the veg?



# ADVERTISING & CELEBRITY SUPPORT



**£17.5m**  
ADVERTISING  
backing the  
campaign<sup>10</sup>

The daring and multi-award winning advertising campaign from adam&eve DDB has been supported by over £17.5m of media. After a year of proven impact, ITV invited Channel 4 and Sky to join, alongside 34 other media partners who have kindly donated their inventory, all planned and managed by Good Stuff and more recently by Essence. The advertising has been strongly supported by ITV editorial and talent and the many celebrity supporters of the campaign.

Thanks to our generous media partners 8 Outdoor Media, Acast, Ad Media, Beano, Blow Up Media, Boomerang, Captify, Clear Channel, Daily Mail, DCM, Executive Channel Network, First News, Global, Google, The Guardian, Hearst, The I, Immediate Media, JCDecaux, LadBible, Maxx Media, Metro, News UK, Mumsnet, Ocean Outdoor, Open Media, Outdoor Plus, Pearl & Dean, PopJam, Primesight, Spotify, Super Awesome, The Telegraph, Twitter, and Verizon.

**36m**  
or more people  
reached  
each year<sup>10</sup>



<sup>10</sup> 2023 campaign BARB

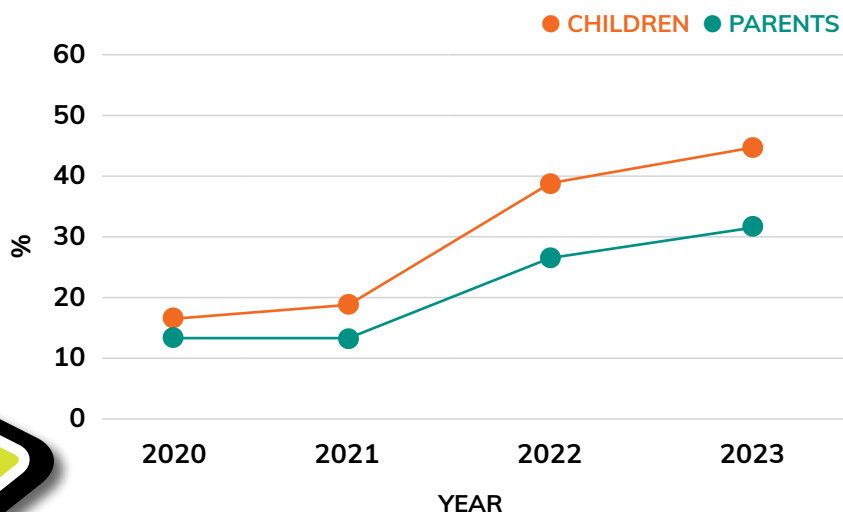


# GROWING IMPACT

**I ate more vegetables as a result of this advert**

The increasing effectiveness of the TV advert over time reflects the power of repeat exposure, growing affection for the campaign and the growth of the schools' programme<sup>11</sup>.

**55%** of children recall the advert



<sup>11</sup> Chart data based on parents who are aware of the TV advertising campaign Total children eating more vegetables estimated as 5,494,541 primary schools aged children in the UK (National Statistic 2022) 55% recall TV advert = 3.02m children, 45% of those ate more vegetables = 1.36m children



**36%**  
I have talked with friends and family about this advert

**46%**  
My child repeated back the Eat Them to Defeat Them line<sup>12</sup>

**49%**  
I have talked with friends and family about this advert

**74%**  
This advert makes eating vegetables seem more fun



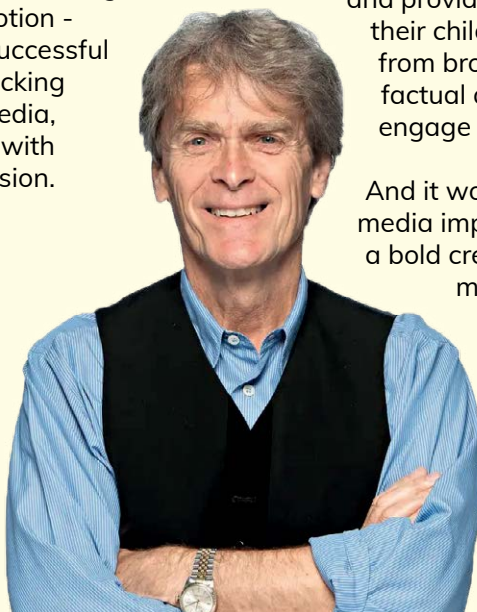
# CHANGING MINDS FOR THE BETTER

## Sir John Hegarty

Over the last 20 years the world of marketing has confused persuasion and promotion - two very necessary functions of a successful brand campaign. By focusing on tracking their potential audience on social media, marketers have become obsessed with promotion at the expense of persuasion.

One without the other won't work.

Driven by so called efficiency, this strategy, which could be likened to stalking, is failing to build big



successful brands, and increasingly turning people against advertising.

The campaign by Veg Power and ITV to encourage children to eat more vegetables starts with persuasion. And does so on broadcast TV. ITV, Channel 4 and Sky.

'But no one watches TV, especially young people', I hear the marketing community say. Evidently, they do. And evidently it proves to be very effective. By employing a bold creative idea. Evil veg are trying to take over the world, the only way to beat them is to eat them.

The campaign captures the imagination of children and provides parents with a tool to persuade their children to eat more veg. It then moves from broadcast to narrowcast providing factual and fun ways for schools to further engage with the veg message.

And it works. Old media thinking with new media implementation bound together with a bold creative idea is getting children to eat more veg.

Proving the seemingly impossible is possible.

<sup>12</sup>Data based on parents (52%) and children (55%) who recall seeing the TV advert.





**VEGPOWER** **itv**

ITV and Veg Power thank our 2023 main sponsors...

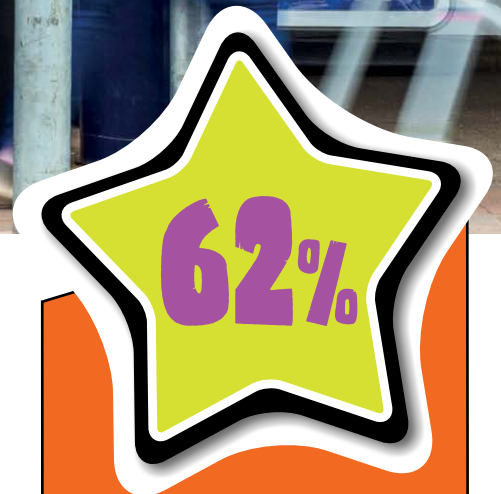


Sainsbury's



WAITROSE  
& PARTNERS

Thanks also to our sponsors from previous years  
Birds Eye, Iceland, Morrisons, M&S & Ocado.



**62%**  
**OF PARENTS**  
who saw the  
TV advert  
FEEL MORE  
POSITIVE  
TOWARDS OUR  
SPONSORS





# SCHOOLS

The advertising, editorial coverage on ITV daytime, regional news and lifestyle shows and strong celebrity support creates a huge buzz, the schools' programme uses classroom activities and tasting events to turn that buzz into sampling and the reward charts help families repeat, reward and normalise the new vegetable consumption at home.

Each school received printed and digital resources that follow the theme and branding from the advertising campaign. Within schools a series of activities are run including growing, cooking and

play to turn the buzz from the TV advertising into a positive peer environment in schools. We work with most major school caterers to present the kids with themed vegetable tasting events with (plastic free) stickers to reward children for trying.

Those stickers also work as a letter home telling the parents/carers that the child has tried that vegetable. We supply every child with a reward chart and sticker pack that encourages them to repeat, reward and normalise the new behaviour at home. We support parents/carers with expert tips, techniques and recipes online.



## REACHING ACROSS THE UK



### GEOGRAPHICAL REACH

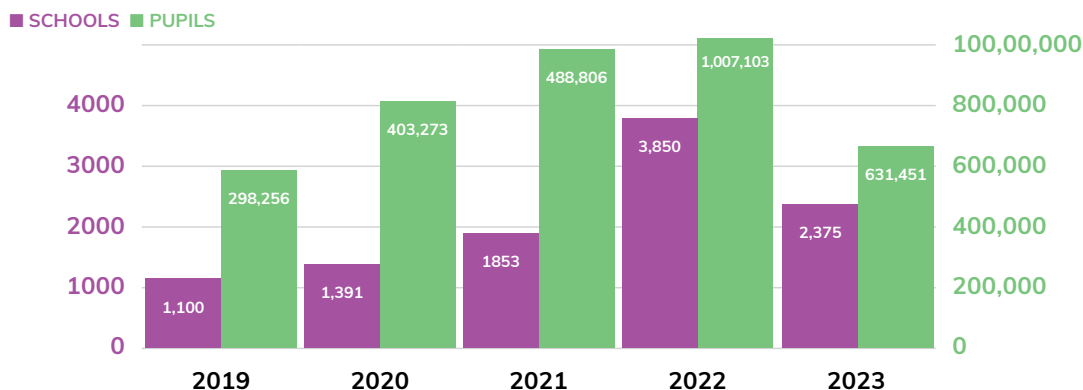
This year's Eat Them to Defeat Them schools' programme reached an impressive 631,451 pupils from 2,364 primary schools across the UK. These figures suggest Eat Them to Defeat Them is one of the largest campaigns of this type currently running and, importantly, it reaches every corner of the UK.

In 2023 this involved coordination with 79 local authorities and 111 catering companies ranging from the smallest who were responsible for implementation in one school to the largest, responsible for over 200 schools.

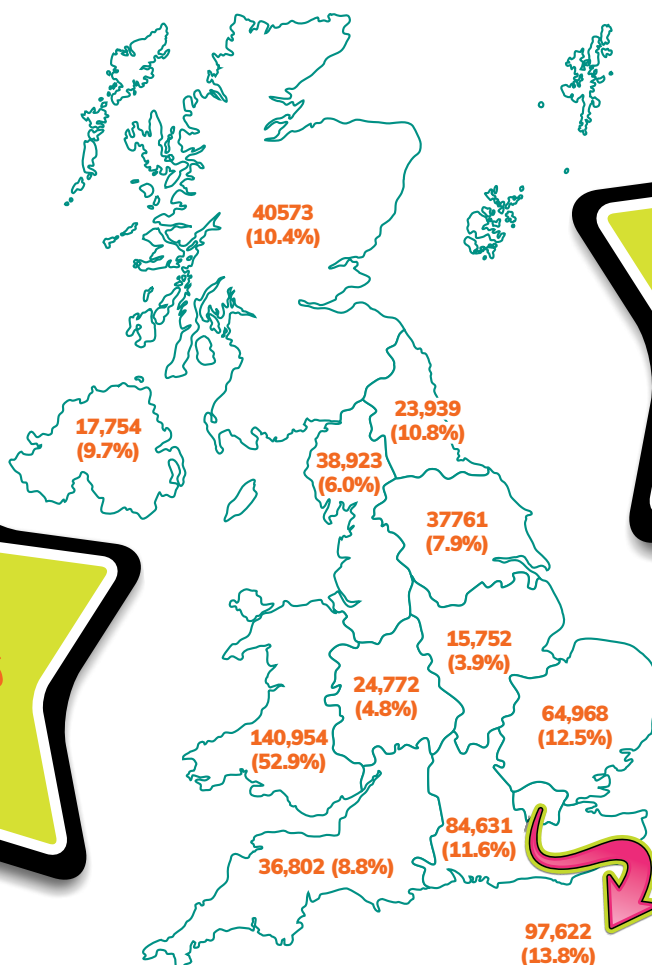
### DEMOGRAPHIC REACH

Eat Them to Defeat Them was developed to support an increase in vegetable consumption in all children but with a particular focus on children from lower income communities because their need was deemed to be greatest. It is often easier for us to find funding and support schools in wealthier areas but despite that recent analysis kindly conducted by the Consumer Data Research Centre (CDRC) at Leeds University has provided reassurance that our schools' programme is reaching children across all demographic groups.

## PROGRAMME REACH



Please note: 2019 schools count is an estimate based on the national average number of pupils per school. We had a notably lower budget in 2023 and had to turn away schools hence this smaller number + the 639 Welsh schools ran a digital only programme.



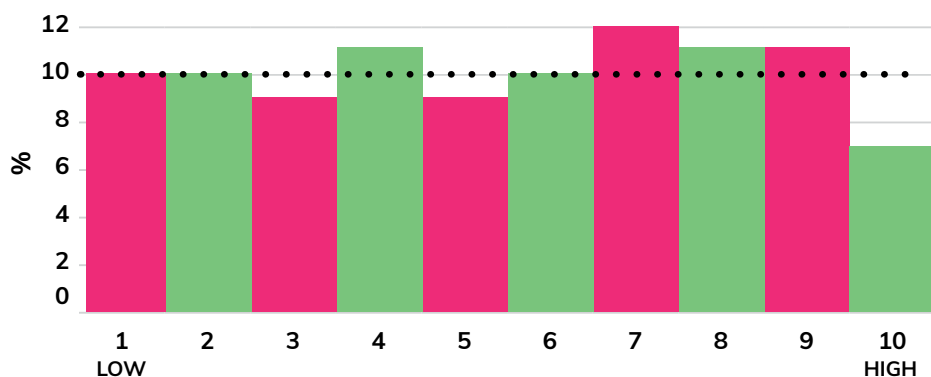
### REGIONAL REACH

Shows the total number of pupils in each region who participated in 2022 with the percentage of overall primary school population (National Statistics 2022) +780 pupils in Guernsey

## DEMOGRAPHIC REACH

Analysis of pupils based on postcode deprivation indexing of schools shows an even spread across the deciles

The data for this research have been generously provided by the Consumer Data Research Centre, an ESRC Data Investment, under project ID CDRC, ES/L011840/1; ES/L011891/1. The Priority Places for Food index was developed by the Consumer Data Research Centre at the University of Leeds in collaboration with Which?



<sup>13</sup> This is an estimation based actual pupil numbers over five years allowing for a 14% annual turnover of pupils for returning schools

<sup>14</sup> Based on analysis of 2021 to 2022 participating schools. In 2023 we had to turn schools away due to lack of funding/resources.



# EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

Sponsored by

*Tilda*



School caterers have a vital role to play in the health of the children under their care. We are also aware that Eat Them To Defeat Them's success would not be possible without the involvement and support from the school catering teams, bringing the campaign to life for kids within schools. For example, through the creation of amazing spreads and dazzling displays which make the veg the hero of lunch and create a perfect opportunity for kids to give them a taste.

In recognition of this support, 'Caterers' Challenge' was introduced in 2020 with the aim of acknowledging and celebrating the school catering teams. Entries submitted were evaluated for their creativity, enthusiasm and commitment to encourage children to try more veg during the campaign.

**Our special thanks to Tilda for sponsoring Caterers' Challenge in 2022 & 2023, and to both Tilda and Quorn for sponsoring our meal themes in 2023 and to LACA for their ongoing support.**

## THE CATERERS' EXPERIENCE

Amanda Whatley, HC3S

HC3S views the Eat Them to Defeat Them campaign as a catalyst for social change. Building on four years of data, we have positive results in Hampshire that we hope will continue. 100% of schools in our 2023 survey believed the campaign was successful in getting children to eat more veg, with over half stating children ate more vegetables at school. Almost a third of schools believed it helped children learn about why eating vegetables is good for them. Parents surveyed reported their child was more open to eating different vegetables.

In Hampshire, the schools' programme has also enabled us to increase meal numbers and reduce food waste which is a winning formula for a responsible local authority caterer. Rather than the imposition of top-down rules, the premise that kids take control with parents on the same side instead of than having to battle at mealtimes, encourages behavioural change in a way that is empowering and extends to the home environment too. The wider impact is evident where 83% of families surveyed reported it encouraged them to eat more and different types of vegetables as family.



Having fun with vegetables during school lunch and interacting with our catering teams and their peers is an appealing format and makes the most of social influence. Overall, the evidence strongly suggests that HC3S' involvement has been proven to remove barriers in the fight to get children eating vegetables. Over time, there has been a positive shift towards children and families improving their food choices and helping them to live a healthier lifestyle.



**2020  
WINNER!**



**STEPHENSON WAY ACADEMY, NEWTON AYCLIFFE**

**TAYLOR SHAW**

**2021  
WINNER!**



**ST MARYS RCVA PRIMARY SCHOOL, BARNARD CASTLE**

**TAYLOR SHAW**



**2022  
WINNER!**

**ENDEAVOUR PRIMARY SCHOOL, ANDOVER**

**HC3S**



**CARRYDUFF PRIMARY SCHOOL, BELFAST**

**EDUCATION AUTHORITY**

**2023  
WINNER!**

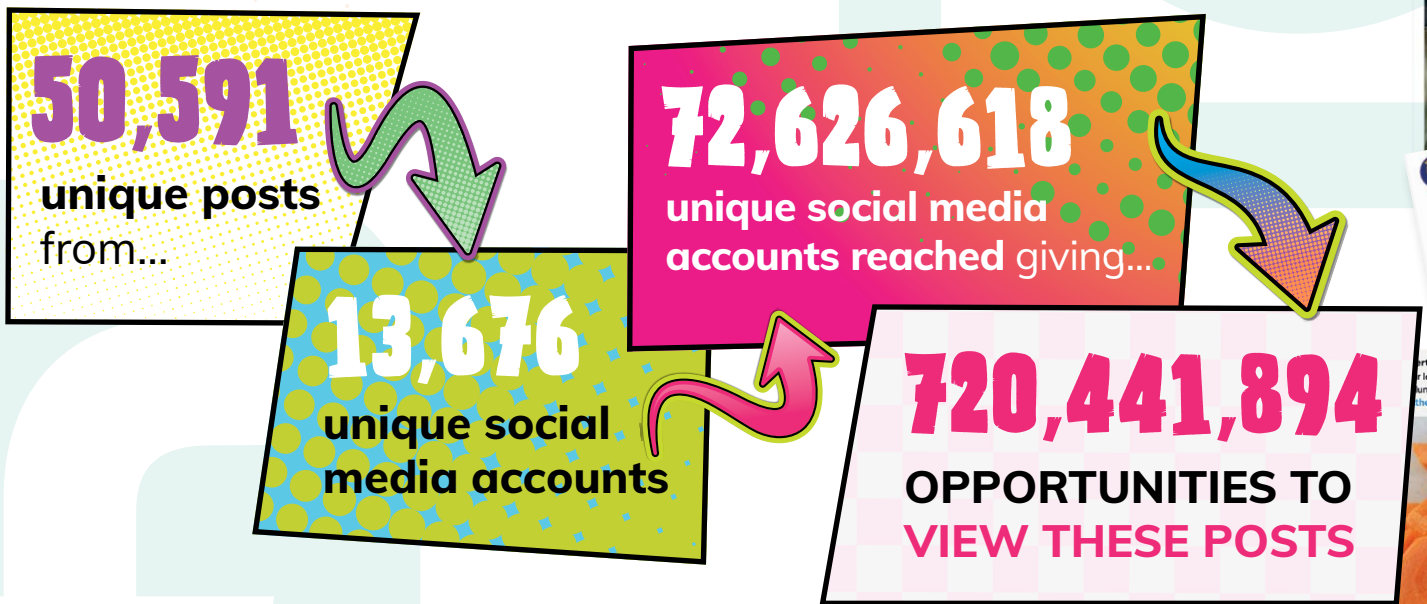




# SOCIAL MEDIA



The whole community comes together on social media sharing their activities and ideas inspiring each other under the hashtag **#EatThemToDefeatThem**



**#EATTHEMTODEFEATTHEM**  
**@VegPowerUK**

Thanks to all the chefs, celebrities, sponsors, nutritionists, NGOs, and, of course, caterers, schools and families who have supported the campaign on social media. In particular **HC3S, Veg Cities, Washingborough Academy, Pip Moreton, Food for Life, Hull Food Partnership** and **Tony Mulgrew** for being our most active supporters on social media.







rhian collins RD @CollinsRhian · 17h  
#EatThemToDefeatThem gveurd yn ddall!

... thumbs up for our carrot tasting today as part of the #EatThemToDefeatThem programme! I wonder what vegetable we'll be tasting next week? @PruLoth

Adamsdown Healthy Schools @AdamsdownHSch · Feb 15  
@AdamsdownPm will be taking part in the 'Eat Them to Defeat Them' campaign, to increase children's vegetable awareness & intake. Look out for the information pack being sent home with your children this week. 🥕🥦🥦🥦 #VegPower #EatThemToDefeatThem @VegPowerUK @CdfHealthySch

Stanton Road Primary 1/2 @StantonRdY1and2 · 21h  
Time to defeat tomatoes 🍅 this week @StantonRoadps Don't let the vegetables win! #EatThemToDefeatThem @VegPowerUK

Eat Culture - Education Catering @EatCultureNotts · Mar 11  
Victory for the children at Springfield Primary School crunching their sweet peppers for #EatThemToDefeatThem Share your wins with us @eatculturenotts @SpringfieldPri1 🍅🥕🥦

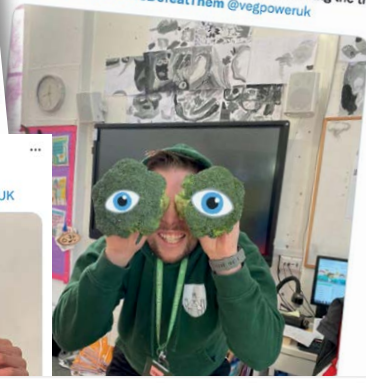
...lutely destroying it's time we turn e brave out there ers to defeat the ToDefeatThem @ ePS



Riversdale Primary @RiversdalePS · 3h  
Ohhh noooo, we need your help to identify the teacher who has transformed into a broccoli monster! Apparently he's left a trail of Broccoli has left! #EatThemToDefeatThem @vegpoweruk



St Frideswide Church of England Primary @FrideswideOf  
Our first Eat them to Defeat them challenge success. @VegPowerUK



FIONA @doubleFF79 · Mar 18  
Peppers 🍅 & onions 🧅 with teriyaki beef & egg noodles tonight #EatThemToDefeatThem @highbiantyreprs1 #boyoftwitter



Alice Hoyle @AliceHoylePSHE  
Replying to @wallace\_harriet @NewbridgePri and @VegPowerUK  
It really is a genius campaign. My 4year old was shouting "take that peas!" at her dinner last night.  
9:01 AM · Feb 28, 2020 · Twitter for iPhone



John Donne School @JDPSoffice · 19h  
This week we have signed up to #EatThemToDefeatThem so that we as a school can tackle vegetables!!! Our campaign will kick-start on Monday 28th February where we will be trying new ways to eat our veg of the week. Look out for more info in our newsletter this week. @VegPowerUK

MissEmma @Teaching\_Miss\_P · 2h  
YOU'RE GOING DOWN PEAS!!!  
Attenborough Class took on the mighty peas . . . and demolished the lot!!!  
Peas DEFEATED!! 🍅🥕🥦🥦  
#EatthemtoDefeatthem @VegPowerUK @DEMAT\_@HolyCrossCofE @fowler\_af @jalee2210



Alice Short @AliceShort83 · 18h  
Go Darcey! 🍅 #EatThemToDefeatThem @GotheringtonP



Co-op Academy Portland @coop\_portland · 15h  
A couple of weeks ago all our pupils received their #EatThemToDefeatThem veggie diary. Today she brought her completed diary into class - so proud of herself and her healthier eating. #Veggie #HealthyEating



Cheadle Catholic Infant School @CheadleRCInfSch · 1h  
We are squashing the tomatoes this week! #EatThemToDefeatThem



Beacon Primary Academy @BeaconAcad · 18h  
Who in Y4 is eating pepper tonight? This young lady tried pepper for the first time last night and has encouraged the rest of the class to do the same with the Zombie Peppers recipe. We can't wait to find out tomorrow! #EatThemToDefeatThem @VegPowerUK #healthy #SuperYummyKitchen



Kathryn Styan @Kathrynstyan  
#eatthemtoDefeatthem LOVE IT Let's get kids eating more veg! #tvadverts  
9:01 PM · Feb 15, 2022 · Twitter for iPhone





# GROWING IMPACT



The campaign is getting progressively more effective.

Every year we commission a large (3,000 parents and their primary school children), independent, anonymous and demographically and geographically representative online survey of parents or carers and their primary school aged children immediately after the campaign.

We ask parents or carers with children in schools who have participated in the programme and who are aware of the programme whether they feel the programme has made their child eat more vegetables. In 2023 that was 77%, up from 63% in 2022.

Our analysis of recall, attitudes and claimed behaviour below shows that the greater the exposure children have to the campaign the greater the impact. The TV advertising and schools' programme working together gives the maximum impact.

**77%**  
MY CHILD  
ATE MORE  
VEG

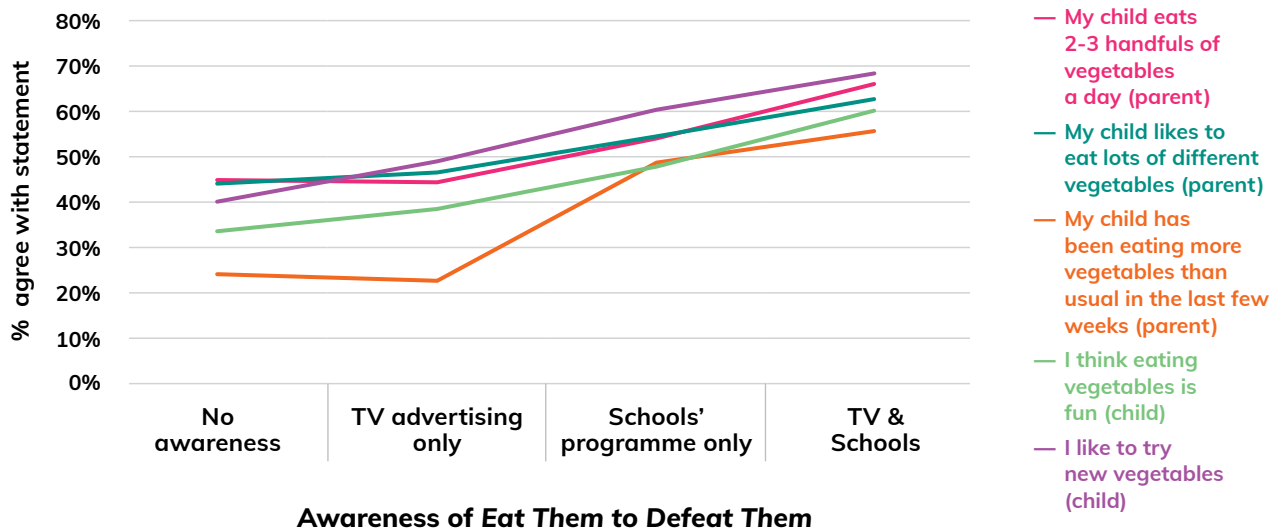
We have similar figures for trying new veg (77%) and the programme making it easier to get children eating more vegetables (76%) . Data is based on parents in participating schools where the parent is aware of the programme.



## GROWING IMPACT

This analysis compares the effect at different levels of awareness of the campaign comparing the impact on key claimed behaviour and attitude measures for those who only saw the TV ad alone, compared to those who only recall the schools' programme and the major boost where both the TV and schools' programme work together.

Impact on key measures by exposure to Eat Them to Defeat Them







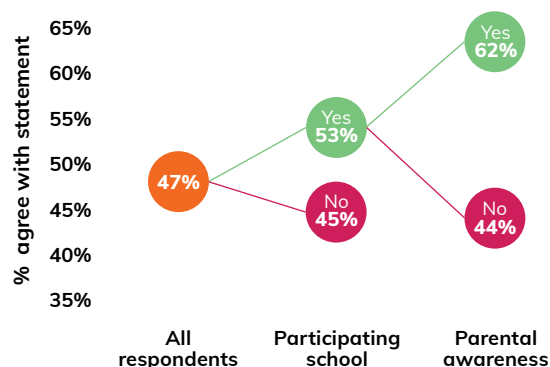
# EFFECTIVE ACTIVATION

Like any programme we have a wide difference in the manner and effect of activation across the thousands of schools taking part. Many go to extraordinary lengths, as celebrated in our Caterers' Challenge, others may only be in a position to do much less.

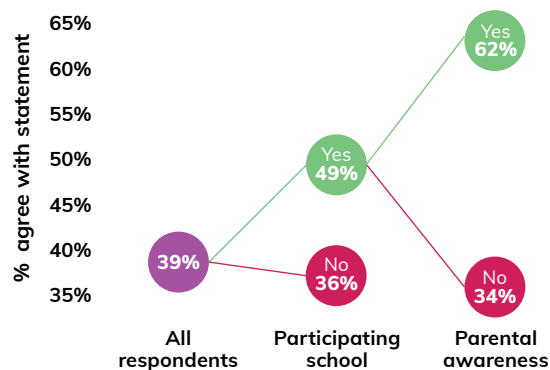
The best measure we have of effective activation is parental awareness of the campaign in schools. Ideally the campaign sends home the reward charts and sticker packs, communicates the campaign directly to parents and where there are classroom activities, tasting events, stickers and progress charts in school these soon filter home.

These two charts show firstly the impact of the programme in schools which we know have participated in the programme and then comparing results with where the parents know it has been activated. The data highlights that engaging parents and communicating the campaign into homes is essential for the most effective use of the campaign. Schools are a great place to encourage new behaviour but habits form at home. We'll be doing more to support schools to effectively activate the programme.

**My child eats 2-3 handfuls of vegetables a day (parent)**



**I think eating vegetables is fun (child)**







<sup>15</sup> Based on respondents where the child stated that he/she dislikes vegetables and their parents claim the child has eaten more vegetables as a result of the schools' programme.





















# LOWER INCOME FAMILIES & SELECTIVE EATERS

Research shows that low vegetable consumption amongst children is a challenge across all household income brackets (HHI).

Families with higher incomes can afford the financial risk of wasted food and may have more available time and resources to meet the challenge. Just having a kitchen table is a factor people don't appreciate unless they don't have one.

We are also particularly interested in kids who really don't like vegetables. 29% of children eat less than one portion per day<sup>15</sup>, we're concerned about their development and future health and above all our mission is to get these kids eating more vegetables. Our best method to identify these children is those who say they do not like vegetables. That makes up 32% of our respondents, in line with the National Diet and Nutrition Survey results of 29%.

How did we do? 66% of children who dislike vegetables, and have such poor scores on sense of fun, trying new vegetables and vegetable consumption, have eaten more vegetables as a result of the combined TV and schools' programme. It's perhaps the most exciting statistic in this report - clearly Eat Them to Defeat Them can resolve this critical concern in many childrens' dietary health.

	HHI <£30K	HHI >£30K	Selective Eaters
"My child eats 2-3 handfuls of vegetables a day" (parent)	 42%	 50%	 17%
"My child likes to eat lots of different vegetables" (parent)	 46%	 49%	 11%
"I think eating vegetables is fun" (child)	 39%	 40%	 7%
"I like to try new vegetables" (child)	 46%	 49%	 13%
"My child ate more vegetables as a result of this advert" (parent) <sup>17</sup>	 32%	 40%	 25%
"The schools' programme made my child eat more vegetables" (parent) <sup>17</sup>	 69%	 81%	 66%

% agree with statement

<sup>16</sup> National Diet and Nutrition Survey Rolling 2016-2019

<sup>17</sup> Based on parents in participating schools who were aware of the programme

# LASTING IMPACT



Research shows *Eat Them to Defeat Them* keeps kids eating veg long after the campaign.

*Eat Them to Defeat Them* is five. We now have many thousands of children who have taken part multiple times.

The data below compares attitudes and claimed behaviour by parents/carers and their child who participated for the first time this year with those who have taken part this year and once before or more than once before.

The impact of repeat exposure shows a significant and growing improvement in claimed vegetable consumption for children and their parents and carers from repeat exposure. We also see improving underlying perceptions around fun and willingness to try new vegetables which we believe are the core foundation values which drive consumption.

We want to make a lasting cultural change. This data suggests that's exactly the impact we are having with half the children, and parents

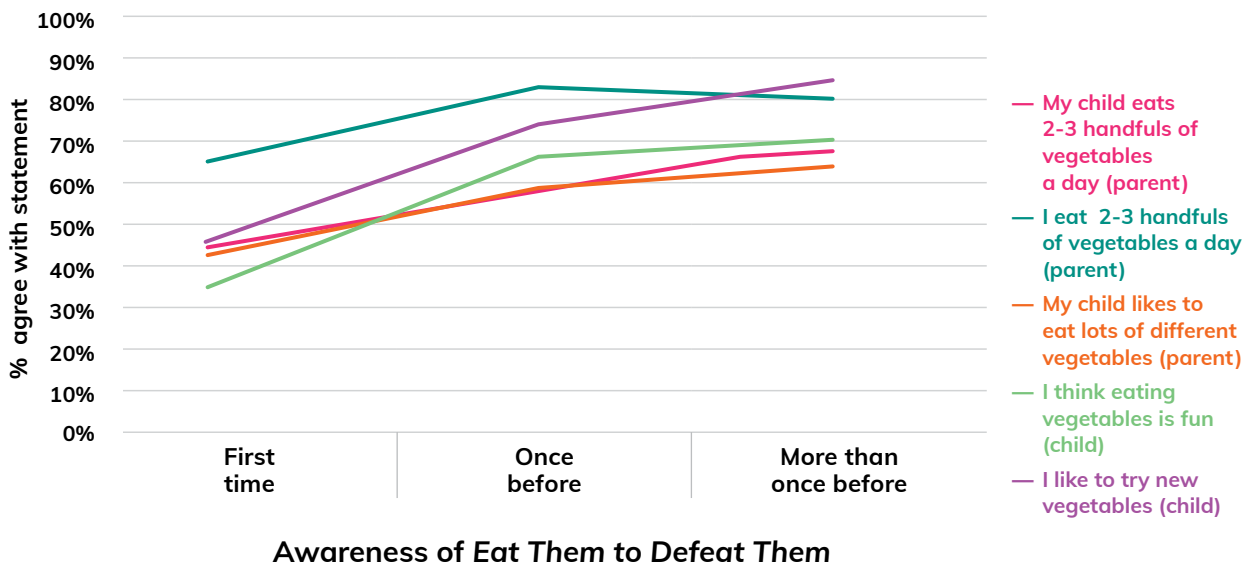
agree even after 2 years 44% of parents report a positive long-term effect on the number or variety of vegetables their child eats. This increased to 53% with three or more years participating in the campaign.

Schools also agree. 76% of schools who have participated in the programme multiple times confirm children eat more veg when they have done the programme a few times.

This is amazing. However, we feel there is more growth to come. We have another two years before we have a generation of primary school children who have experienced *Eat Them to Defeat Them* every year of their primary school life. Furthermore, we are seeing a steep improvement in response from the older children who grew up with the campaign compared to those in the same age groups in our first couple of years. There are, of course, very many ways we can further improve the programme, and that will remain our focus.



## IMPACT OF REPEAT EXPOSURE

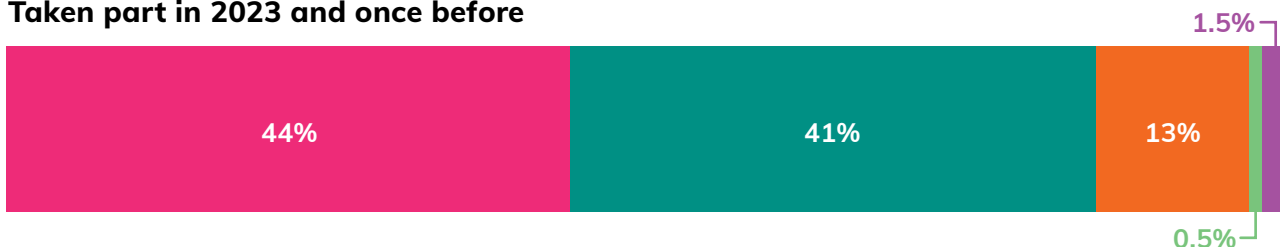




## LASTING IMPACT

What sort of impact has the *Eat Them to Defeat Them* programme had on your child's likelihood to eat vegetables?

Taken part in 2023 and once before



Taken part in 2023 and more than once before



It has had a positive long-term effect on the number/variety of vegetables my child eats

It has had a positive short-term effect on the number/variety of vegetables my child eats

It has had no effect on the number/variety of vegetables my child eats

It has had a negative effect on the number/variety of vegetables my child eats

Don't know

**53%** POSITIVE LONG-TERM EFFECT

53% of parents who have had repeated exposure to the schools' programme feel it has had a positive long-term effect on the number and variety of vegetables their child eats. A further 39% say it has only had a positive short-term effect and only 7% report no effect from repeated exposure.

Only 18% of parents who have repeated exposure to the schools' programme say their children eat less than 2-3 handfuls of vegetables per day this increases to 42% with parents who have not taken part in our programme.



# SCHOOLS LOVE IT TOO



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

89%

AGREE THAT **CHILDREN ATE MORE VEG** AS A RESULT OF THE PROGRAMME



75%



AGREE IT WAS **MORE POPULAR** THAN OTHER HEALTHY EATING INITIATIVES



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

HEADTEACHER, LONDON



Great resources; excellent ad - really made an impression on the children -hard hitting and persuasive."

ASSISTANT HEAD, WALES



It was amazing how children that would usually say they didn't like a certain type of veg would try different things and discover that they actually liked them."

SENIOR LUNCHTIME SUPERVISOR, HAMPSHIRE

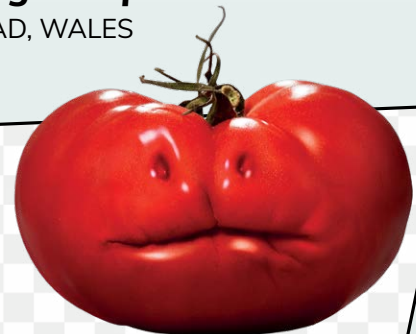


The programme created a real buzz in the school."

TEACHER, SOUTHWICK

89%

confirmed they were likely to **RUN THE PROGRAMME AGAIN** next year







# WIDER IMPACT


Increasing vegetable consumption in children has a positive effect on our economy, health and environment.

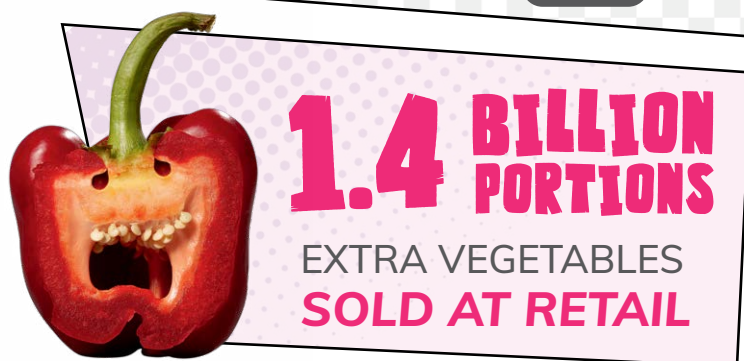
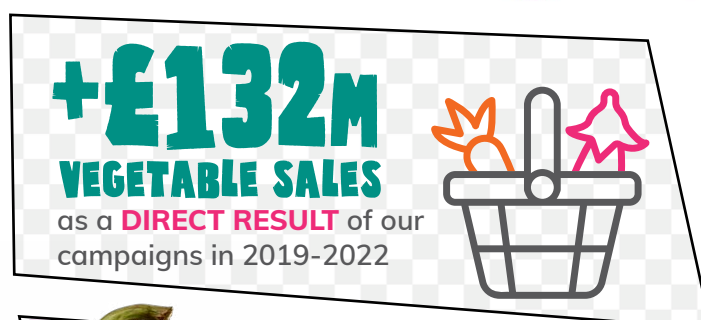
## GROCERY SALES

In the autumn of each year we commission a detailed econometric analysis of Eat Them to Defeat Them. Using actual retail sales data kindly donated by Circana, the team at Pearl Metric model the direct impact of the campaign along with the other forces influencing vegetable sales.

At the end of August 2022 they calculated that the campaign directly generated an additional £132m of retail vegetable sales at the large grocery multiples, equivalent to 1.4bn additional children's portions.

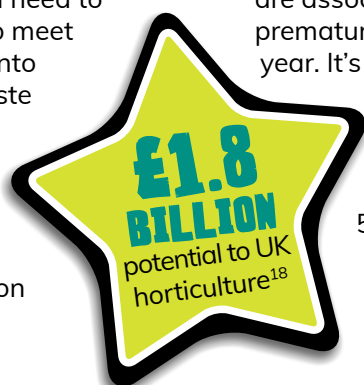
Furthermore, each year the sales show an ever longer tail after the end of the campaign confirming the lasting change identified in attitudes and claimed behaviour analysis on pages 24 & 25.

Retail data kindly provided by  Circana.



## ECONOMIC

In 2020 The Food Foundation Veg Facts report estimated that if the UK ate the recommended seven portions of veg per day and the import vs home production ratio remained the same, then the UK horticultural production would need to grow by 84.3% to meet demand (taking into account food waste at current levels), creating £1.18 billion in value to the British economy. We've had a little inflation since then.



## HEALTH

We all know that vegetables are good for our kids. As part of a balanced diet they will benefit the children today and in future life.

Diets that are low in vegetables are associated with almost 21,000 premature deaths in the UK every year. It's estimated that each additional portion of veg consumed can reduce the risk of mortality by between 5% and 16%.<sup>19</sup>



## ENVIRONMENTAL

Vegetables as a food group almost always have the lowest carbon footprint, particularly those grown here in the UK. As a society we need to eat less meat, and that meat should be replaced with veg including beans and pulses.

Our role in this great challenge of our time is to make those veggies as appealing and exciting as possible.

<sup>18</sup> England (Defra 2019, Horticulture stats 2018, Table 1), Scotland (June Agriculture Census 2019, Table 1b and 1c), Wales (Data from WG Stats Dept Direct for 2019), Northern Ireland (NI Statistical Review of Northern Ireland Agriculture 2018, p.34)

<sup>19</sup> The Food Foundation Veg Facts 2020

**BROCCOLI!!**





# AWARDS



**IPA  
EFFECTIVENESS  
AWARDS 2022**  
Single Market  
GOLD WINNER  
President's Prize for  
Behaviour Change  
WINNER

**EFFIE  
AWARDS**  
Social Good –  
Brands 2022:  
GOLD WINNER

**THIRD  
SECTOR  
AWARDS  
2022**  
Corporate  
Partnership of  
the Year 2022:  
WINNER

**The Drum.  
Social Purpose  
Awards**  
The Drum Social Purpose  
Awards 2022  
HIGHLY COMMENDED  
Best Integrated Campaign

**The Drum.  
Social Purpose  
Awards**  
The Drum Social Purpose  
Awards 2022  
HIGHLY COMMENDED  
Best Social Media Campaign

**RSPH**  
ROYAL SOCIETY FOR PUBLIC HEALTH  
HEALTH & WELLBEING  
AWARDS 2022  
HEALTHIER LIVES AWARD  
FINALIST

**Royal Society of Public  
Health Awards 2022**  
FINALIST  
Healthier Lives Award 2022

**CEA** The Corporate  
Engagement  
Awards

**The Corporate  
Engagement Awards 2022**  
HIGHLY COMMENDED  
Most Effective Long-Term  
Commitment

**PURPOSE  
AWARDS**  
PR Week Purpose  
Awards 2020  
WINNER  
Best Health Cause  
Campaign (Collaboration)

**IGD WINNER  
Awards  
2019**

**The IGD Awards 2019**  
WINNER  
Health & Well-being

**shots awards  
Europe  
2019**

**Shots Awards Europe 2019**  
WINNER  
Best TV Commercial  
(under 60")

**THE UK  
FRUIT & VEGETABLE  
AWARDS**

**UK Fruit & Vegetable  
Awards 2019**  
EDITOR'S AWARD

**The Drum.  
Social Purpose  
Awards**  
The Drum Social Purpose  
Awards 2019  
WINNER  
Best Video Campaign

**UK Social Media  
Communications  
Awards 2019**

**Social Media  
Communications Award  
2019**  
WINNER  
Charity/Not for Profit

**LPS19**  
londonproduceshow.co.uk

**The London Produce  
Show 2019**  
WINNER  
Best Healthy Eating  
Initiative

**ThirdSector  
Awards**

**Third Sector Awards 2019**  
HIGHLY COMMENDED  
Communications Campaign  
of the Year

# ACKNOWLEDGEMENTS

Eat Them to Defeat Them is an incredible alliance united by a common goal.

Veg Power and ITV would like to thank everyone who has made Eat Them to Defeat Them such a success over the first five years. Our partners Channel 4, Sky Media, adam&eve DDB and Essence. Thanks also to the other media partners who have kindly donated their media space. Thanks to our sponsors for their financial support without which this simply would not happen.

Thanks also to the thousands of schools, teachers, caterers, public health professionals, chefs, celebrities, campaigners and veg lovers who support us on social media, in schools and communities and to the millions of parents and kids tucking in to all those lovely veg.

# ITV SOCIAL PURPOSE

ITV's Social Purpose is to shape culture for good, using our our content and reach to inspire positive change in the world. It is an integral part of how we set and deliver our business goals, and has four focus areas: Better Health, Diversity & Inclusion, Climate Action and Giving Back. Eat Them to Defeat Them is part of ITV's mission to encourage the public to take 200 million actions to support their mental and physical health by 2023.

[itvplc.com/socialpurpose](http://itvplc.com/socialpurpose)

# VEG POWER

Veg Power, a not-for-profit alliance, was founded by the Food Foundation, Hugh Fearnley-Whittingstall, Sir John Hegarty and Baroness Boycott to turn around vegetable consumption in the UK. It uses advertising and communications to inspire kids to eat vegetables and create life-long good food habits that they will, in turn, share with their children.

[vegpower.org.uk](http://vegpower.org.uk)



Sainsbury's



TESCO



WAITROSE  
& PARTNERS



adam&eveDDB°



**"HI, I JUST WANTED TO LET YOU KNOW THAT MY 10 YEAR OLD SON, WHO HAS AUTISM AND REALLY STRUGGLES TO TRY NEW THINGS, IS FULLY INVESTED IN THE EAT THEM TO DEFEAT THEM CAMPAIGN. HE HAS TRIED LOTS OF NEW VEGETABLES IN HIS QUEST TO DEFEAT THEM AND HAS DISCOVERED A NEW FOUND LOVE FOR PEAS, SWEETCORN AND PEPPERS! HE SAYS HE LIKES THAT THE VEGETABLES AREN'T THE GOOD GUYS LIKE THEY ARE USUALLY MADE OUT TO BE. I'M A HAPPY MUM! WELL DONE!"**

**EAT THEM  
TO DEFEAT THEM**

**[EatThemToDefeatThem.com](http://EatThemToDefeatThem.com)**