

**EAT THEM
TO DEFEAT THEM**

As seen
on TV

**PREPARE
FOR
VICTORY**

VEGPOWER

itv



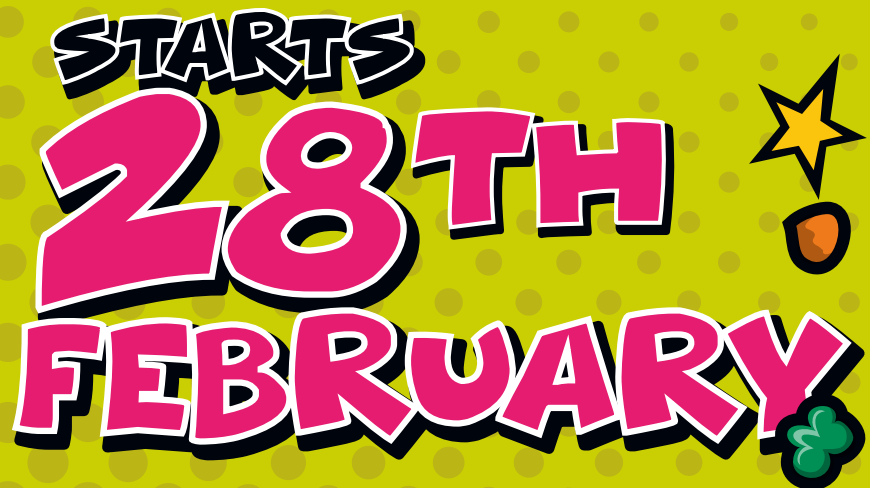
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CALLING PARENTS & CARERS

The award-winning campaign to get kids eating more vegetables is coming to your school from 28th February. It really works.

This is a guide for parents and carers to prepare for victory!



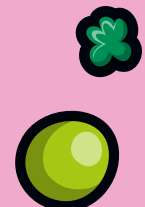
STARTS
28TH
FEBRUARY

80%
DON'T EAT ENOUGH
VEGETABLES!



VEG MATTERS!

BAM!



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.

45% 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 59% of parents reported that their kids ate more vegetables as a result. It's all here to help you on your mission to raise healthy, happy kids.

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HOW IT WORKS

1. TV Advertising

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



2. Celebrities

Check out the celebrity support on social media.



3. Veg at School

Your school will have vegetable-themed days, fun and tasting activities.



4. Stickers

If you see these stickers it means your kids have tried these 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 together with a sticker on their chart.



6. Reward & 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.



COOK 'EM!



Looking for simple recipes?

Get the kids helping in the kitchen.

We've got great, low-hassle recipes designed specifically for kids to get them eating more veg including recipes from:

Jamie Oliver

Prue Leith

Tom Kerridge

Marcus Rashford

& many more.



HELP!

BAM!



Don't let anybody tell you that getting kids to eat healthy veg is easy, it isn't! So, we've collected together the top experts to support your team with their top tips.

- How to get kids cooking
- Making veg fun
- Great snack ideas
- 60-second lunch-box hacks
- Winning with reward charts
- Top tips for fussy eaters



EatThemToDefeatThem.com



NEED **FREE** VEG?

The Healthy Start scheme provides funds to support pregnant women or those with children aged under 4. If you live in England, Wales, or Northern Island you may be able to claim free vouchers, or payments every 4 weeks. In Scotland, the scheme is known as Best Start Foods.

OVER **200,000** UNCLAIMED

Eligible families can receive £4.25 per week to spend in over 30,000 shops on healthy food. Yet over 50% of eligible families don't claim these vouchers - that's over 200,000 people!

ENDCHILDFOODPOVERTY.ORG

SHARE YOUR VICTORIES

#EATTHEMTODEFEATTHEM

Follow all the excitement:

@VegPowerUK



MASSIVE THANKS TO OUR GENEROUS SPONSORS



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