JOIN THE FIGHT

EAT THEM TO DEFEAT THEM

#EatThemToDefeatThem

As seen on TV

LAUNCHES IN SCHOOLS
24 FEBRUARY 2020

Your SCHOOL Guide

itv 4 sky VEGPOWER
Veg Power was founded by the Food Foundation, Jamie Oliver, Hugh-Fearnley-Whittingstall and Baroness Boycott for a ten-year mission to turn around vegetable consumption in the UK. We use advertising and marketing to inspire kids from early years through primary school and into their teens to veggie loving habits they will keep for life and in turn share with their children.

Veg Power has partnered with ITV, Channel 4, and Sky to create Eat Them to Defeat Them, an advertising campaign and schools programme to encourage primary school kids to eat more vegetables. It’s award-winning and proven to make eating vegetables more fun.

Our alliance is supported by these major sponsors, and by celebrities and chefs, local authorities, farmers, communities, schools, carers and children across the UK. Thank you for your support.

Find out more: EatThemToDefeatThem.com
Veg Power was set up to see what would happen if we used the creative minds of the advertising industry to promote the humble vegetable.

The 2019 Eat Them to Defeat Them campaign we launched in partnership with ITV was brave and bold. For many years we had been telling kids that eating veg was good for their health, as cartoon carrots danced under rainbows to repetitive jingles. We wanted to do something new and ambitious which went right to the core of how kids actually think, and to try different levers for influencing meaningful behaviour change.

The subsequent Eat Them to Defeat Them narrative saw the rise of evil vegetables plotting to take over the world and cast kids as heroes marching into battle to save humanity from the veg – they had to eat them to defeat them. Our 60 second ad was a mini spoof-action-horror movie. The campaign was seen by over 38 million people. Kids loved it, those that saw the ad were twice as likely to eat more vegetables. Our campaign for 2020 will be even bigger as Channel 4 and Sky join ITV as our partners.

In 2019 we also pilot-tested a programme in schools and communities with exciting results. This year, with the support of outstanding educators, school caterers and public health experts who kindly volunteered their time, we have developed this Eat Them to Defeat Them Schools Power Pack. Our schools programme focuses on the fun and great taste of vegetables.

Our packs are, err, packed? We hope you’ll do it all and let the veg invade your schools for the second half of the spring term. The important thing is to do what you feel will work well in your school, and we’ll try our best to support you.
EAT THEM TO DEFEAT THEM 2019

Veg Power formed a partnership with ITV and together they created the Eat Them to Defeat Them campaign to engage primary school-aged kids.

- ITV donated £2m of TV advertising
- Every major national grocer supported in-store or online
- Outdoor poster companies, cinemas and newspapers donated another £3m of advertising
- We distributed 300,000 veggie reward charts in school bags
- Our network of social influencers engaged with over 3m people
- Support from celebrities including Ant & Dec, Jamie Oliver, will.i.am and Team GB

Our campaign reached into the homes of 38m people, including 65% of parents and 44% of kids. Independent surveys show that 69% of kids liked the campaign, 57% said it makes vegetables more fun and 46% of kids who have seen the advert said they recently tried more vegetables. Sales data confirms a 2.3% positive impact on sales and 1.7% increase in consumption by kids. A great start.

Read the full campaign evaluation report: EatThemToDefeatThem.com
In February 2020 ITV and Veg Power are launching another, even bigger, Eat Them to Defeat Them campaign focussed once again at primary school age kids.

- ITV, Channel 4 and Sky have committed £3.6m of advertising plus celebrity support
- Our adverts will run across cinemas during half term and you’ll see our posters across the UK
- Our creatively acclaimed ad will again engage kids. This year it will be supported by six 10 seconds ads challenging them to eat that week’s featured veg
- Supermarkets across the UK will be supporting the campaign in-store and online
- Our new programme for schools will reach 400,000 children in 1,500 schools

VEG OF THE WEEK

Each week of the campaign will feature a rally cry around a family favourite vegetable. Each vegetable comes with a fun real vegetable image and catchphrase. Please focus your activities around that schedule. We want to encourage children to try each of these vegetables three times so all six become part of their daily diet.

You’re making veggies the baddies, are you mad? Want to know why this bold creative approach works? Head to:

VegPower.org.uk
**QUICK GUIDE**

This is a multi-faceted and modular programme. Ideally, all the elements work together but you can select just the parts which work for your school. Timing is critical as the schools programme syncs with activities on TV, advertising, celebrity support and supermarket promotions. The most important element is the reward charts and we’d be grateful if you can get those out to the kids as soon as possible.

**START WITH AN ASSEMBLY**
A great way to kick off Eat Them to Defeat Them in your schools is with an assembly. Check out our assembly plan.

**DATES**
Week of 24 February

**LESSONS PLANS**
Veg themed numeracy & literacy plans create familiarity through learning.

**DATES**
24 February – 3 April

**CUT OUT, COLOUR AND TASTE**
Cut out and colouring of veggies creates familiarity through learning & play. You can also use these to learn about vegetables through your different senses.

**DATES**
24 February – 3 April

**POSTER COMPETITION**
Creating posters helps children develop a love of vegetables through their love of art and imagination. We also have great prizes for the kids and schools.

**DATES**
Entry closes 3 April
HOW TO ENGAGE PARENTS

Engaging parents, carers and the broader community helps to reinforce a new love for veggies at home as well as school.

DATES
24 February

P 14

REWARD CHARTS & STICKER PACKS

Your packs contain reward chart and sticker packs for every child. These will encourage kids and their families to try and repeat vegetables at home.

DATES
24 February

P 15

WORKING WITH YOUR CATERERS

School caterers have such an important role to play in children’s development of a healthy love of vegetables. Our packs include activities, inspiration and prizes for caterers.

DATES
24 February – 3 April

P 16

SCHOOLS COMPETITION

Cash prizes to acknowledge those schools who really go for it.

DATES
Entry closes 3 April

P 18
To kick off the launch in schools

**DATES**
Week of 24 February

**ASSETS**
In your packs: A veg powered assembly plan
Look online: Assembly PowerPoint presentation & video links

A great way to kick off Eat Them to Defeat Them in your schools is with an assembly.

Here is an assembly plan written for you by Jason O’Rourke, Head of Washingborough Academy.

Ideally, we’d like you to run this assembly during the launch week of 24 February to inform and excite the pupils.

**JASON O’ROURKE**

Jason O’Rourke is the Headteacher of Washingborough Academy, a Nursery and Primary school in Lincolnshire. The school are the only in-house school caterer to have been awarded the Soil Association’s Gold Catering Mark, are one of 19 schools in the UK to have the Food for Life Gold School Award. Jason was the winner of the Educatering School Food Plan Awards in 2016 and the Caroline Walker Trust ‘Food Hero of the Year’ award in 2019.

Download the assembly presentation VegPower.org.uk
AIMS:
To introduce the children to the Eat Them to Defeat Them campaign and the vegetables that will be featured over the six weeks.

PREPARATION AND MATERIALS:
• Powerpoint of the Eat Them to Defeat Them Assembly
• Set your school’s progress chart mission, see page 16.
• Examples (optional as there will be pictures of these on the PowerPoint) of the six vegetables to be featured in the campaign:

ASSEMBLY:
1. Explain that you want to share with the children the 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.
3. Explain to the children that this year (2020) is going to be bigger and better and that there are lots of activities and challenges to complete which are all vegetable related.
4. Go through the Eat Them to Defeat Them PowerPoint which sets out these activities and gives the whole school challenge for the children to aim for with the progress chart (see page 16).
5. Explain to the children about the reward charts and stickers packs they can take home. (see page 15).

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.
LESSON PLANS
Familiarity through learning

DATES
Starts: 24 February
Ends: 3 April

ASSETS
In your packs: Lessons plans for each school year
Look online: Download additional copies

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

Your packs include lesson plans for all years from Reception through to Year 6. 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.

Don’t forget to share your feedback, page 19
For Reception and KS1 children your pack contains enough A5-size cut-out veggies to colour for every child for each week of the programme.

With each design there is a fun-filled fact sheet to share with the children. Also, for schools able to bring a few vegetables into class, we’ve included suggestions for learning through senses.

These fact sheets and Taste Education ideas have been created and kindly donated by Bee Wilson, journalist, author and co-founder of TastEd (TasteEducation.com).

After the kids have decorated these cut-outs you could adorn your school with their designs. They would look amazing with taster tables created by your caterers (see page 17) or with your school progress chart (see page 16).

Please note: these resources will only be sent to schools with Reception and KS1 classes.

Week of 24 February
CARROTS

Week of 2 March
PEAS

Week of 9 March
SWEETCORN

Week of 16 March
BROCCOLI

Week of 23 March
TOMATOES

Week of 30 March
PEPPERS

Share your creations #EatThemToDefeatThem
In 2019 we ran two pilot campaign poster competitions in Lambeth and Glasgow - the kids loved it. So, this year we are running a national competition for kids to encourage them to create and play with vegetables through their love of art.

We are challenging kids to create a poster bringing to life the ideas behind Eat Them to Defeat Them. We have prizes for kids and unrestricted cash awards for schools.

How to enter

We are running two identical competitions, one for Infant school years (Reception, Years 1&2) and one for Junior school years (Years 3-6).

1. Brief your pupils to create a winning poster – entries should be A4 portrait
2. Select one entry to represent your school from Reception and Years 1&2 pupils and another from Years 3-6 (only one entry from schools which are solely Infant or Junior)
3. Announce the winning entry/entries and award the winner the winner’s certificate (in your school packs)
4. You can also download our Mission Accomplished certificates from our website (VegPower.org.uk) to hand out as you wish
5. Keep the winning entry safe, we suggest putting it up for all the school to see
6. Make sure you have permission from the winner’s parent or guardian to enter the child’s poster and give them a copy of the terms and conditions (see below)
7. Take a photo or scan of the winning entry/entries and head to EatThemToDefeatThem.com to enter
8. Keep those winning posters safe until you hear from us
9. For the 25 shortlisted entries for each promotion schools will be sent a shortlisted certificate and prize and be asked to send the original poster to us using the paid delivery tube we will provide
10. Winners and highly commended will be notified through the school
Mission briefing

Here’s a few ideas to really engage the kids:

1. Remind children of the campaign and the posters you have up around the school (see page 14), maybe watch the advert again or look on our website for messages from celebrities.
2. Discuss the ideas behind the campaign – kids as heroes, working together to defeat the veggies by eating them – think of it as a game, a story or an adventure.
3. Challenge the kids to create a poster other kids would enjoy showing kids defeating the veg by eating them.
4. Focus on our featured vegetables. Posters can bring them to life with catchphrases for each vegetable (see page 5).
5. Where possible be part of the story: “kids we need you help to defeat the veg” “We are looking for a poster to encourage other kids to join the fight”

IMPORTANT: This campaign is fun-scary like Dr Who or Scooby Doo. We never use words like “kill”, there are no threats, no name calling, and we don’t encourage violence. We’d rather stick to fun and not talk about nutrition or health (as it’s a bit boring) and above all remember there is only one way to defeat them...

HOW TO WIN

This is all about kids having fun and engaging with vegetables. It’s important that every poster is celebrated and ever kid feels like a winner in their quest to defeat those veg (by eating them).

Our judges will be advertising executives, chefs, educators and vegetable lovers. They will be looking for posters which capture the core ideas behind the campaign, and which demonstrate creativity.

KIDS PRIZES

Winners: 2 x £100 arts and craft vouchers + large framed version of your poster
Shortlisted finalists: 50 x amazing art packs worth over £30 each

SCHOOL PRIZES

Winners: 2 x £500 unrestricted funds
Runners up: 4 x £250 unrestricted funds

RULES

1. Only participating schools may enter
2. Only one entry/school for Reception and Years 1 & 2 combined
3. Only one entry/school for Years 3-6 combined
4. Pupils cannot send in entries directly
5. Entry will only be accepted if entered via our online entry form
6. All entries must include a clear photograph or scan
7. Parents/guardians of shortlisted finalist will be asked to consent for their child’s name, image and image of their art to be used for publicity purposes
8. Schools must retain artwork and make it available if short listed
9. All artwork will be returned to the school
10. Judge’s decision is final, and no correspondence will be entered into

The promoter is Veg Power CIC. Full terms and conditions on the EatThemToDefeatThem.com website

How to create a winning poster: vegpower.org.uk
HOW TO ENGAGE PARENTS

We hope that the kids will convey the positive experience they have in school back home to parents and carers so they can repeat, reward and normalise good veg loving habits at home. (see The Essential Role of Schools on page 5)

POSTERS
Engaging the whole community

DATES 24 February

ASSETS In your packs:
Six different A4 posters
Look online: Different posters to download and print

In your packs you can find six bright A4 posters. These are a fun rally cry to parents, carers, kids, teachers and the team at your school.

Please put these up around your school, particularly in parent and carer drop-off and waiting areas. Ideally, they should go up on the day the programme launches – 24 February. The posters will help to build excitement and to advise parents and carers to look out for the reward and sticker charts in their school bag.

EMAIL
Keeping parents & carers informed

DATES 24 February

ASSETS See below for example email copy

Please schedule an email out to parents, ideally for the 24 February or shortly after. This will keep them informed and engaged and ensure that the rewards and stickers packs get well-used at home.

EXAMPLE EMAIL COPY

Our school is supporting the Eat Them to Defeat Them campaign to encourage kids to eat more vegetables. It’s award-winning and proven to make eating vegetables more fun. The campaign has been created by Veg Power in partnership with ITV, Channel 4 and Sky and is well-supported by celebrities and chefs.

Please look out for the reward charts and sticker packs in school bags. To find out more and for great recipes, and expert tips please go to EatThemToDefeatThem.com

Please support your supporters

Many of the resources for schools have been funded by farmers, local companies, school caterers and local authorities. Your school should have been sent an email from Veg Power with details of your supporter, please mention them in the email to parents. Thank you.
REWARD CHARTS & STICKER PACKS

Encouraging new veg at home

DATES
24 February

ASSETS
In your packs: Reward chart
Mission Pack for every child

ALL PUPILS

In 2019 over 300,000 kids enjoyed our reward chart and sticker packs. The charts are all fun and no pressure and really support parents to get their kids eating more veg at home. The 2020 charts have more emphasis on the six veg of the week encouraging kids to hunt down and try each of our six featured veg three times to earn a medal.

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

These are for taking home, for parents and carers to use with the kids to repeat and reward the veg victories they have in school.

In your school pack there will be one for each pupil. Please can these go out in school bags to take home as soon as possible in the first week of the campaign.

How we support parents & carers

We’ll be pointing parents towards our online resources about the campaign and how they can help their kids, even the fussy eaters and where budgets are tight. We’ve rallied the help of the leading experts on feeding children and many of the world’s best chefs...

Jamie Oliver
Hugh Fearnley-Whittingstall
Rangan Chatterjee
Melissa Hemsley
Tom Kerridge
Prue Leith
Bee Wilson

How else could we support schools and families? See page 19
CATERING

We believe that school caterers have an important role to play in children’s development of a healthy love of vegetables. We ask that they take up the challenge on the front line by inspiring and rewarding kids with their lovely veg.

**ACTIVITY** PROGRESS CHART

Building a sense of collective achievement

**DATES**
Starts: 24 February
Ends: 3 April

**ASSETS**
In your packs: A1 Progress Chart
Look in Your Caterers Guide: Tips on how to use this chart

In your school’s pack you’ll find a large A1 wall chart. We hope you’ll put this up on a wall in a central area, ideally where lunch is eaten. It could be part of display with all your veggie art.

Work with your catering to define a mission for the school – something fun the kids will understand. The goal might be to work together to eat a ton of vegetables, or vegetables the weight of an elephant.

Each week, your pupils can colour in the chart to show progress.

The wall chart is the focal point of activity, it creates a sense of collective endeavour and achievement which is highly motivating. We’d suggest rewarding the school at the end of term when they complete the chart. The important thing to remember is that it’s just for fun, the target doesn’t really matter, what matters is the joy of team effort.

For tips on using our progress chart go to VegPower.org.uk
Our school packs include rolls of stickers for each featured veg.

These veg stickers are a key part of the campaign. They serve two purposes. Firstly, the caterers and lunchtime team can give the kids stickers to reward them for trying that week’s featured veg – ideally these work alongside the taster tables. Kids love stickers. For kids who are not sure, then no pressure, a sniff or a lick of the veg will do. Their other role 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, praising the child using the reward and stickers chart. The child moves from sample at school, to repeat at home, then reward in order to normalise that veg in the child’s diet.

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.

Ideally, we suggest a day each week for the six weeks where the kids can try the featured veg of the week. The Caterer’s Guide is full of inspiration ideas for these tasting tables.

We love chefs. After all we were founded by Jamie and Hugh. In 2019 we were inspired by the many school chefs who created vegetable displays that can only be described as stunning. So, for 2020 we are challenging caterers in schools across the UK to wow us with their creativity and the inspiration they bring to the children they feed. We will be shouting about the best and handing out a few awards and cash prizes. Entry details and terms in the Caterers Guide.

See page 5 for the weekly veg schedule
In 2019 many of the schools we supported went further than we expected – some just blew us away with their creativity and the dedication of teachers, the whole school team and the kids. So, for 2020 we have a few cash prizes to acknowledge those schools who really go for it.

**Cash prizes for schools**

In 2019 many of the schools we supported went further than we expected – some just blew us away with their creativity and the dedication of teachers, the whole school team and the kids. So, for 2020 we have a few cash prizes to acknowledge those schools who really go for it.

**RULES**

Only participating schools may enter. Judge’s decision is final. Full terms and conditions on the website.

**How to enter**

1. Capture the great things your school does with veg on video or pictures
2. Head to EatThemToDefeatThem.com upload and tells us why your school should win

**How to win**

Our campaign is all about fun. Our judges love schools who wow us with creativity, inspire other schools on social media and capture the fun and great taste of veg.

**Prizes**

Star prize £1,000 • 4 x runners up £250

Prizes are unrestricted funds.

Enter online at EatThemToDefeatThem.com
SHARING IS CARING

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

And to follow this campaign and the ongoing work of Veg Power

@VegPowerUK
# MISSION CONTROL

Are you veg ready?

## LAUNCH
24 February 2020

- Brief colleagues
- School assembly
- Put up posters
- Email parents
- Distribute reward charts
- Set-up your progress chart

## KEY DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 February</td>
<td>Campaign starts</td>
</tr>
<tr>
<td>24 February</td>
<td>Schools programme launches</td>
</tr>
<tr>
<td>15 March</td>
<td>Entries close for Caterers Challenge</td>
</tr>
<tr>
<td>3 April</td>
<td>Entries close for poster competition</td>
</tr>
<tr>
<td>3 April</td>
<td>Entries close for school’s competition</td>
</tr>
<tr>
<td>5 April</td>
<td>Campaign ends</td>
</tr>
<tr>
<td>20 April</td>
<td>Feedback survey closes</td>
</tr>
</tbody>
</table>

## DEFEAT THE VEG
Every week!

- Lesson plans
- Cut-out & colour decorations
- Taster tables
- Hand out veg stickers
- Update school progress chart
- Share your victories on social
- Eat more veg

Week of 24 February
**CARROTS**

Week of 2 March
**PEAS**

Week of 9 March
**SWEETCORN**

Week of 16 March
**BROCCOLI**

Week of 23 March
**TOMATOES**

Week of 30 March
**PEPPERS**

#EatThemToDefeatThem