

**EAT THEM
TO DEFEAT THEM**

As seen
on TV

**THE BIG
HOMP**

**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 19th 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
19TH
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!

RETURNS 19TH FEBRUARY 2024



HOW IT WORKS

ADVERTISING

A £3m TV advertising campaign gets the kids excited about veg.



SCHOOLS

Schools turn all that excitement into children trying more veg. Look out for the stickers.

FAMILIES

Your school will send home a reward chart to help you turn that behaviour into lasting habits.



**EAT THEM
TO DEFEAT THEM**



This year we'll be encouraging kids to get those gnashers to work defeating those veg one big bite at a time. So encourage them to munch, crunch and chomp. Great for raw vegetable snacks and good for their dental health too.



FEATURING:



ARE YOU STRUGGLING TO GET YOUR KIDS TO EAT MORE VEG?

We all know that vegetables are important. Every parent wants the best for their children, and to give them the best start to a healthy life.

But raising healthy kids is hard, even harder if you are short of time, feeling the squeeze of the cost of living, or facing other challenges.

Simply Veg from Veg Power is here to help.

SimplyVeg.org.uk



SIMPLY VEG

**SHARE
YOUR
VICTORIES**

#EATTHEMTODEFEATTHEM

Why not share your best comic veg eating chomps!

Follow all the excitement:

@VegPowerUK



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