



EAT THEM TO DEFEAT THEM



A quick guide to how The Eat Them to Defeat Them programmes works in primary and special schools.

Most of our kids don't eat enough vegetables.

We're Veg Power and we're on a mission to fix it. Our research showed that kids just don't respond to conventional messages around good health, and we needed something they would find both fun and engaging.

So we created a campaign that rethought how we talk about vegetables. We put kids and adults on the same side and we made vegetables fun.

The excitement starts in schools. We supply you with a box or two of printed resources. This includes mission packs, decorations for the lunch area, participation stickers to support children to try something new, and posters to put up in reception.

As well as the physical resources you have free access to our online resources packed full of lesson plans, teaching resources, craft projects and more. Our team includes a retired primary head, a registered nutritionist as well as specialists on behaviour change, child psychology and children's entertainment.

Above all the whole thing is modular, we provide resources and creative ideas, and you can shape the programme to suit your school. There are only two things we ask that you do - send the Mission Packs home and complete our feedback survey please, the rest is up to you.

Extending it into homes

The positive energy in schools encourages kids to try something new, but to make lasting changes, we need the support of parents and carers to reinforce those behaviours at home.

So we supply a Mission Pack and Sticker Sheet for each child for you to send home in school bags. These packs help parents to repeat, reward and normalise new vegetable consumption habits. To support them we give them access to our online portal packed full of expert tips and advice. We supply you with posters for receptions and a digital flyer to send to your families so they can get the most from it.

Over two million different children have enjoyed Eat Them to Defeat Them in over 6,000 primary and special schools, with some only taking part once and others having taken part as many as seven times.

Eat Them to Defeat Them has proven that it helps 86% of families, including those on the lowest income and those with children who are most resistant to vegetables, including many children with autism and other special education needs.



WHY ARE YOU MAKING VEG SCARY?

We're not, it is subtler than that and carefully crafted by behavioural experts. *Eat Them to Defeat Them* is fun, it's a story, a game. We don't use words like kill and there is no implied threat to people or property. Children understand it is a ruse to get them to eat veg, but they play along because it's fun. Here's the secret, most children don't actually dislike veg, our society has just conditioned them to think they don't - this programme reboots that thinking.



IT REALLY WORKS!

Children love it because it makes adults play. To get the best results keep it fun, play along, use the catchphrases, steer the children towards defeating by eating rather than anything more violent or "war-like" and don't burst the bubble by mentioning nutrition. Above all, don't create any pressure for any children to eat anything.



For more details, a full impact evaluation and to register to participate go to

Vegpower.org.uk/eat-them-to-defeat-them/

