

VEGPOWER



Llywodraeth Cymru
Welsh Government

Report on Eat Them to Defeat Them 2022 In Wales

About Veg Power

Veg Power was founded in 2018 to turn around vegetable consumption in the UK. 80% of our children are not eating enough vegetables, with a third eating less than one portion a day. Perhaps the most alarming statistic is that 50% of parents say they have given up even trying. Our mission is to inspire kids to veggie loving habits they will share with their parents today and their own children tomorrow.

Eat Them to Defeat Them 2022

In 2018 we formed a key partnership with ITV and together created the Eat Them to Defeat Them campaign which first ran in 2019 making veg fun for kids. In 2022, the campaign's fourth year the programme extended to a TV advertising campaign reaching 36m people and a schools' programme reaching over 1 million children in 3,845 primary schools, including every school in Wales thanks to a grant from Welsh Government.

£3.5M
ADVERTISING
donated
to **our**
campaign



36M
PEOPLE
REACHED
via ADVERTISING



51% PARENT &
CHILDREN
RECALL
SEEING
THE AD



30%
PARENTS
WHO
SAW THE
ADVERT
said their children
ATE MORE VEGETABLES

3,845 SCHOOLS
took part in
OUR SCHOOLS'
PROGRAMME
in **2022**



1M CHILDREN
TOOK PART IN
SCHOOLS WITH
TASTING EVENTS
AND REWARD
CHARTS



57% PARENTS
of children who took part in
schools said those children
ATE MORE VEGETABLES



74% CHILDREN
said it made eating vegetables
MORE FUN



85% said they would like
to **DO IT AGAIN**
NEXT YEAR
CHILDREN



The Advertising Campaign

Once again, the campaign was supported by £3.5m of advertising led by ITV, Channel 4 and Sky Media as well as 12 other media partners. The TV campaign reached 36.2m individuals with a frequency of 6.8, including 50% of those with children in their home (Source: TechEdge/Barb). All the TV advertising featured our main sponsors on the end screen. Our post campaign independent survey of 3,000 parents of primary school aged children showed that 51% of both parents and children recalled seeing the advert. This figure rises to 55% in Wales thanks to the wider support of the school’s programme.



Our survey of 100 parents and children in Wales showed a very positive response to the advertising campaign.

TV Advertising (Parents)

My child enjoyed watching this advert	78.05%
The advert made my child want to eat more vegetables	56.09%
The advert made me want to eat more vegetables	34.15%
My child ate more vegetables as a result of this advert	36.58%
My child tried a new vegetable as a result of this advert	36.58%
My child played back the “Eat Them to Defeat Them” line	63.41%

TV Advertising (Children)

This advert makes eating vegetables seem more fun	77.96%
I enjoyed watching this advert	91.53%
I have talked with my friends and family about this advert	54.23%
The advert made me want to eat more vegetables	71.19%



I ate more vegetables because of this advert	54.23%
I have tried a new vegetable because of this advert	57.63%

The Schools' Programme

In **2020** we received a grant of £28,719 from Welsh Government to translate and redesign our schools programme to be bilingual. Working closely with Castell Howell, Food Sense Wales and the local authority catering teams in Cardiff, Caerphilly and the Vale of Glamorgan, we took the campaign to 27,000 kids in 100 schools across South Wales with 66% in participating schools in saying it made veg more fun and 57% saying they had eaten more vegetables as a result.

In **2021** we extended the programme to 165 schools in 16 local authorities reaching 29,878 pupils. Again, we were supported by Castell Howell, Food Sense Wales and the local authority catering teams in those 16 local authorities, as well as funding and support from Tilda and a grant of £9,500 from Welsh Government to cover the cost of evaluation. 72% of children in participating schools in Wales reported it made vegetables more fun with 55% saying they had eaten more vegetables as a result.

In **2022** thanks to a grant from Welsh Government of £165,659 we extended the programme to 264,923 pupils in 1,139 schools across every county in Wales. 78% of children in participating schools in Wales reported it made vegetables more fun and 72% saying they had eaten more vegetables as a result.

To each school we provided:

- Take-home rewards & sticker packs for each child
- Posters & bunting to promote the campaign in school
- Stickers for every child for each featured vegetable (all stickers are plastic free)
- A guidebook to support school and catering teams to make the most of the campaign
- A school assembly to kick the campaign off in schools
- The weekly campaign emails to all schools
- A briefing for parents called "Prepare for Victory" so they can make the most of the campaign in their home
- Supporting website with inspirational blogs from schools and parents as well as tips, recipes, and further activities including lesson plans, arts and crafts and growing projects.

These assets were all provided as bilingual.



Our survey of 100 parents and children in Wales

Schools Programme (Parents)

Were you aware of the Eat Them to Defeat Them programme in your child's school in recent weeks?	75.51%
The children really enjoyed it	69.39%
It made my child talk more about veg	63.26%
It has made my child eat more vegetables	43.87%
It has made my child try new vegetables	46.94%
It made my child more enthusiastic about vegetables	58.16%

Schools Programme (Children)

I really enjoyed it	81.32%
It had a lot of support from the school	75.83%
It had a lot of support from parents	53.85%
It had a lot of support from the lunchtime team	71.43%
Lots of people were talking about it	64.84%
I talked more about veg	69.23%
I ate more vegetables	72.52%
I tried new vegetables	68.14%
It made me more enthusiastic about vegetables	71.42%
I have been eating more vegetables at school than usual	65.31%

We were joined by Lynne Neagle MS Deputy Minister for Mental Health & Wellbeing to visit Ysgol Y Graig Primary in Merthyr Tydfil. We also met with a group of parents to discuss and better understand the challenges they face getting their kids to eat more veg.



Here is a short video of our visit: <https://youtu.be/3ogCB6UF-WM>



Caterers Challenge

Each week featured a rally cry around one of Britain's family-favourite vegetables. We asked school caterers to lay out tasty sample dishes of each week's veg. Some schools really went for it! The best were entered our hall of fame and awarded cash prizes to the catering teams as part of our Caterers' Challenge, kindly sponsored by Tilda.

Two schools in Wales made our Hall of Fame this year:



Ysgol Cynfran in Llysfaen in Conwy Ffladau Primary in Pontycymmer, Bridgend

Reward Charts & Sticker Packs

All of the children in every school received a take-home dual-language wall chart and sticker pack in a branded envelope which featured Welsh Government branding on the front. We asked parents in Wales how the campaign made them feel towards our supporting partners, and 63.4% report that they were more positive with none reporting negatively.



In our survey of 100 parents and children in Wales, we asked them what they did with these packs:

	Parents	Children
Used it and really enjoyed it	32.65%	55.56%
Used it and somewhat enjoyed it	30.61%	25.93%
Used it but didn't enjoy it	2.04%	2.47%
Didn't use it	13.27%	13.58%
not sure if I used it or not	21.43%	2.47%

We also asked them about its impact on their home:

Wall Chart & Sticker Pack (Parents)

My child ate more veg because of it	40.81%
My child ate a wider variety of veg than usual because of it	40.82%
My child was more likely to finish their veg, which reduced waste, because of it	29.59%
It made my child more enthusiastic about vegetables	53.06%

Wall Chart & Sticker Pack (Children)

I ate more veg because of it	54.32%
I ate a wider variety of veg than usual because of it	53.09%
It made me more enthusiastic about vegetables	64.20%
I was more likely to finish my vegetables because of it	54.32%

Promoting the Welsh Language

Our extra efforts in 2022 had a positive result.

In our survey each year we ask parents: *Did your child learn any new words in Welsh as a result of the Eat Them to Defeat Them activities, either at home or at school?*

Each year more are answering "yes"

2020	16%
2021	42%
2022	45%

We hope to continue that good work with all assets bilingual in 2023.



Appetite for More

In our family survey we asked parents and children in Wales: *If it was your decision, how likely would you be to run the Eat Them to Defeat Them programme in your/ your child's school again next year?*

	Parents	Children
Very likely	54.08%	53.85%
Quite likely	23.47%	24.18%
Neither likely nor unlikely	13.27%	9.89%
Quite unlikely	3.06%	1.10%
Very unlikely	1.02%	3.30%
Don't know	5.10%	7.69%

Additional Insight

Our family survey of 100 parents and children in Wales also offers some additional interesting insight in attitudes to vegetables:

Attitude to Vegetables (Parents)

My child thinks eating vegetables is fun	36.73%
I think my child needs to eat more vegetables	63.26%

Attitude to Vegetables (Children)

I think vegetables are good for me	92.86%
I think eating vegetables is fun	58.16%
I have been eating more vegetables at home than usual	52.05%
I have been eating more vegetables at school than usual	65.31%
Lots of people are talking about vegetables at the moment	61.22%
I want to eat more vegetables than I do now	53.06%
My parents struggle to get me to eat vegetables	31.64%
I like to try new vegetables	67.34%

Conclusions

We believe the programme continues to work well supported by both the UK wide survey data and the Welsh family survey.

Our econometric analysis of retail sales data provided by IRI Worldwide shows that the 2019-2021 campaigns directly generated an additional £92m of vegetables sales. Our 2022 schools' campaign was bigger than these three years put together, so we are expecting a good lift in these numbers when we do the 2022 econometric analysis in October.



VEGPOWER



We are very proud that the campaign stands to win advertising and marketing's most rigorous and coveted award, the IPA Effectiveness Awards 2022. You can feel confident in our impact claims, as they have been thoroughly interrogated by the IPA judges – in October we'll discover whether we've won bronze, silver or gold. The campaign is also a finalist for the Effie Awards 2022.



At the same time, we've also been noticed by the very different judges at the Royal Society of Public Health. Their awards are just as rigorous and coveted but rather than looking at marketing effectiveness they look for lasting and meaningful impact on public health. We're delighted to be selected as finalists, and have fingers crossed for the final, also in October.

