



**EAT THEM  
TO DEFEAT THEM**

## Encouraging kids to eat more vegetables!

We're pleased to announce that we have partnered with Public Health England, Channel 4, Sky, Veg Power, Coop, ASDA and Sainsburys on a **NEW Eat Them to Defeat Them** campaign. The campaign aims to encourage children to eat more vegetables as research shows that 33% of children (5-10 years) are eating less than one portion of vegetables per day

(source: NDNDS, waves 5-9 (2012-2017))

## To learn more, scan the below QR code...





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## What is the campaign?

- A fun activity book with delicious recipes available as a printed copy in select supermarkets across the country or as a digital download
- A selection of engaging cook-along videos from Chef Andrew in The Super Yummy Kitchen supported by Nutritionist Meg and Ken Tee

## How can you support?

We would love for you to help promote our new Eat Them to Defeat Them campaign to encourage more children to eat their veggies, fuelling them for a day of fun and learning.

## To help share the message you can:

- Distribute the digital activity booklet released on Monday 5th October and available to download [here](#) to parents via your school newsletter or email distribution list
- Promote The Super Yummy Kitchen Youtube channel ([link](#)) on your school website and social media channels as this is where the fun cook-along videos will be hosted
- Re-tweet and re-share The Super Yummy kitchen social media posts

### Follow us!

