



**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: NDNS, waves 5-9 (2012-2017)).

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



Or click [here!](#)





The
Super Yummy
Kitchen

Chartwells | Chartwells
EAT LEARN LIVE | INDEPENDENT

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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 get involved?

We want to help bring some fun into our schools and bring the Eat Them to Defeat Them campaign to life for children to really encourage them to eat more veggies. To help promote the campaign and raise awareness of eating more veggies you can support by:

- Asking your clients to add a link to [The Super Yummy Kitchen Youtube](#) channel and [Eat Them To Defeat Them](#) website in their school newsletters
- Provide the digital activity booklet to your clients so that they can distribute via newsletters and email distribution lists
- Re-tweet and re-share The Super Yummy Kitchen social media posts on your personal accounts
- Re-share LinkedIn posts from Chartwells_UK relating to the partnership on your personal accounts
- Use the posters (in the resource section) to display around your dining halls and counters
- Create fun food displays using the veg of the week

Follow us!

 @TheSYKitchen
 The Super Yummy Kitchen

 @thesuperyummykitchen
 @thesuperyummykitchen





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Creating Fun Food Displays

The below are some inspiration images of really exciting food displays that were made to support previous campaigns. Please make sure that any displays are on or around the counter and cannot be touched by children for COVID safety.



Resources

The below resources can be used to help raise awareness of the Eat Them to Defeat campaign.

Client One-Pager document

Available to download from the Chartwells Primary Marketing Teams group

Activity Booklet - soon!

Available to download from the Chartwells Primary Marketing Teams group

Eat Them to Defeat Them posters

Available to download from the Chartwells Primary Marketing Teams group and MyDesign

Follow us!





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Don't forget!

Show us how you have launched the
Eat Them to Defeat Them campaign in your
school by sending a **picture** to us...



Post on **Compass Workplace**

or



Share a pic on **Twitter** and tag
@TheSYKitchen and **@Chartwells_UK**



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