



# LACA Spring Seminar April 2024

## Marketing Case Study

### How HC3S successfully persuaded children to eat more veg



Hampshire  
County Council

Education Catering



# The challenges

**FOOD** TO  
**FLOURISH**

- Address the challenge of knowing Hampshire children do not eat enough vegetables!
- Influence behaviour about pupils' food choices by championing veg in the school and home environment – knowing families on low incomes eat even less veg and by the time children leave primary school, 33.7% are overweight.
- Break through the negativity towards vegetables that has been passed down by generations.
- Demonstrate that children can have access to freshly prepared great tasting nutritious school meals, in line with LACA's goal.



# Reason for campaign

Hampshire County Council has a statutory duty to improve health and well-being and reduce health inequalities.

We want children to eat a school meal that helps them to **flourish!**

We want to help children make positive choices around food.

We know that children:

- Don't eat enough vegetables in Hampshire
- Waste vegetables at lunchtime
- Eat a limited choice of vegetables.



**EAT THEM  
TO DEFEAT THEM**

# Our marketing strategy and objectives

**FOOD**<sub>TO</sub>  
**FLOURISH**

- Encourage pupils with healthy eating and lifestyles whilst having fun at lunch time.
- Encouraged meal uptake, central to business continuity.
- Researching if the intervention of the campaign could make a difference to plated lunch waste and thus changing behaviour.



We planned and delivered eat them to defeat them marketing communications to reach a wide audience on our social media channels, with hints and tips for families and showcasing proactive activities we were taking in schools.







→ ETTDT recipes from around the world were tweaked to work for our pupils' tastes and food plops. Teams used 7 out of 10 possible recipes.

# FOOD TO FLOURISH



## Scribble Wall Creation

- This year we would like every participating school to produce a scribble wall so that children can interact while they are queuing for lunch.
- Ask your school for paper and pens or ask your local supermarket if they could donate anything.
- Or to be sustainable, why not try reusing paper? Small pieces of paper taped together to make one large piece.
- Building on the success by Endeavour Primary school we know adding their own comments and doodles about veg in an engaging way.
- Share your photos with the name of your school on Team Hants and e-mail [hc3sbusinessdevelopment@hants.gov.uk](mailto:hc3sbusinessdevelopment@hants.gov.uk)



## Sharing Your Campaign Success

We want you to share all of your success during the campaign with us so we can shout about the amazing work you're doing to change the eating habits of children across Hampshire, Wiltshire and Dorset.

You can do this in several ways:

1. Share your photos on our Team HC3S Facebook group. Remember to include as much detail about the event and pupil reactions. ALWAYS include the full name of your school.
2. Or e-mail us at [hc3sbusinessdevelopment@hants.gov.uk](mailto:hc3sbusinessdevelopment@hants.gov.uk)
3. Ask your school to take photos and send them to us on the above e-mail address
4. Ask your school to post your successes on their own social media pages and tag us so we can either share them or retweet. Ask them to use the below hashtags.



@hc3seducation



@hc3s6

#FoodToFlourish #YourCateringExpert #eatthemto defeatthem #yourvictories #stopthetakingovertheworld

SHARE YOUR VICTORIES



### CHILLI QUEST

**Ingredients (12 portions)**

**Chilli**  
 15ml oil  
 250g beef or vegan mince  
 1 onion, chopped  
 150g carrots, diced  
 150g butternut squash, diced  
 ½ red pepper, diced  
 250ml water  
 1 clove garlic, crushed  
 800g tomatoes, chopped  
 250g kidney beans, drained  
 1 tsp chilli powder  
 45g tomato puree  
 15g vegetable bouillon

**Cauliflower Vegetable Rice**  
 300g Tilda Brown & White Rice  
 100g cauliflower, chopped  
 ½ red pepper, diced  
 100g garden peas

**FEATURING:**

**Method**

1. Place a suitable pan on the stove to heat, add the oil, mince, onion, carrot, squash, and red pepper. Cook until the vegetables begin to soften.
2. Add the water, garlic, tomatoes, kidney beans and chilli powder to the pan and reduce the heat to a simmer and continue to cook for 20 – 25 minutes to allow the chilli to cook out and thicken before finishing with the tomato puree and vegetable bouillon.
3. Whilst the chilli is cooking, place another suitable pan of water on the stove to heat.
4. When the water has come up to the boil add the Tilda Brown & White Rice to the pan. Continue to cook for 15-20 minutes until the rice is just about cooked through. At this stage stir in the chopped cauliflower, red pepper, and peas.
5. Continue to cook until the rice softens, and the vegetables are cooked through, remove from the stove, and drain in a colander.

### REBEL ROASTS

**Ingredients (12 portions)**

**Bubble & Squeak**  
 800g potatoes, cooked, mashed  
 50g sweetcorn  
 70g green cabbage, cooked, shredded  
 15ml oil  
 80g peas  
 80g carrots, diced

**Method**

1. Pre heat oven to GM4/350°F/180°C
2. In a bowl mix together the cooked mashed potatoes, sweetcorn, and green cabbage, make into 10 balls of equal amounts and place onto a greased baking sheet making sure they are flattened to form a puck shape.
3. Place a suitable pan on the stove to heat and add the oil, peas, carrots, squash, red onion, courgette, broccoli, and cauliflower, continue to cook until the vegetables begin to soften and colour then add the vegetable bouillon and remove from the heat.
4. Evenly portion the vegetable mix onto the potato cakes and place into the pre heated oven and cook until golden brown and core temperature is reached.
5. Remove from the oven and serve as an accompaniment to a roast dinner.

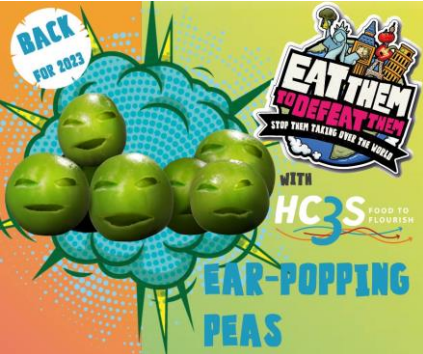
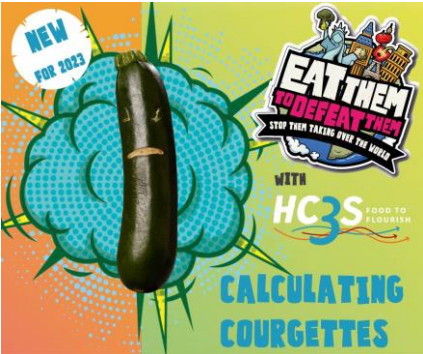
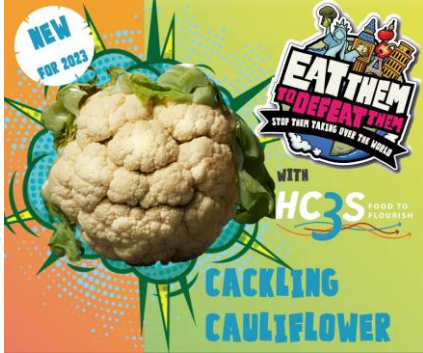
**FEATURING:**



# Engagement at school and at home

# FOOD<sup>TO</sup> FLOURISH

With Veg Power’s permission, we created our own veg names and social media assets using the strong Eat Them to Defeat Them branding and catchy and empowering slogans.



# Engagement at school and at home

We created fun veg-related word searches, literacy and numeracy games for older children plus colouring sheets for the younger age group to get them excited and involved.





# Engagement at school and at home

We drove engagement in the virtual space with the refreshed dedicated website that meant parents and children could take advantage of resources such as online quizzes and cooking videos at their leisure.

Provided new exclusive activities for participating schools to access too!

## EAT THEM TO DEFEAT THEM

**In schools**

Schools will hold veg assemblies, using veggie lesson plans and decorations to help bring it all together. Every child in a school taking part will receive a fun activity book to take home. We've also provided participating schools with quizzes aimed at children in Year R to Year 2 to extend their learning.

**Get scribbling!**

We are encouraging each school to have a scribble wall close to their serving hatch for children can interact while queuing for school lunch. Building on the success of our primary school team in Andover, we Endeavour Primary in Andover, we know that children enjoy adding their own comments and doodles about veg!

**Recipes**

Watch our fun featuring children Primary Academy defeat the veg! It's a great v involved!

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**YOU'RE STUFFED PEPPERS!**

**YOU'RE COOKING DOWN!**

### Eat Them To Defeat Them!

From Monday 20 February through to Friday 24 March, our primary schools are again taking part in the Eat them to defeat them national campaign

hello@vegpower.org.uk

VegPower's YouGov Survey demonstrated that more children in Hampshire found the campaign fun than the national average. This motivator helped make the programme a success.

The aim of the campaign is to encourage children to eat their vegetables by defeating them and hope they want to continue eating veg at home and at school!

Follow us on Facebook and Twitter for more ideas on how you can encourage your...



**60%** of children said they were more likely to eat their veg in school lunch

### Games and quizzes

Remember to play in all forms and help your child play out fun games. And why not play our What Am I game as a bonus? It also encourages thinking and communication skills.

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Quiz 1 Quiz 2 Quiz 3 Quiz 4 Quiz 5 Quiz 6

**FUN FAMILY FRIENDLY ACTIVITIES! WITH FOOD TO FLOURISH**

**EAT THEM TO DEFEAT THEM CATERING PARTNER**

Welcome to our HC3S and Tilda cook along

HC3S Eat Them To Defeat Them recipe in partnership with Tilda - Pea Week

# School assemblies, chatting about their veg learning and eating lunch with children

**FOOD** TO  
**FLOURISH**

We teamed up with one of our greengrocers to delivered three 45-minute whole school assemblies in deprived areas focusing on the 10 campaign vegetables, where they come from and how they would be good for their bodies to show how they can flourish.

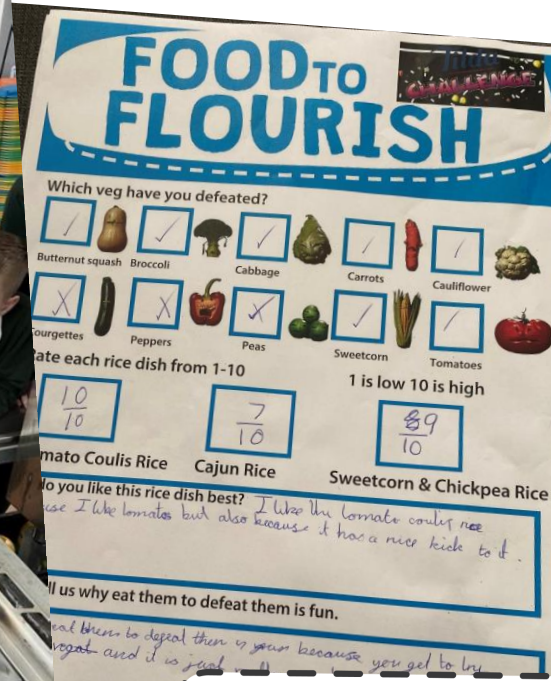


The chopstick challenge adds excitement and fun to help retain children's engagement.



# Catering team and Cllr engagement with children in schools with high free school meals

## FOOD TO FLOURISH



Filmed pupils' views on veg tasters with our Cllr for Education. Watch the video.

Children evaluated the veg and rice dishes they tried.

We held hands-on veg cooking events to involve older, KS2 children, who are harder to engage in ETTDT.



# Empowering our teams

We asked our onsite catering teams to make appealing tasting tables and round the world vegetable dishes to tempt pupils.

**Rumble in the Jungle**



Rumble in the Jungle

“It was fun to get the whole school involved, and pupils responded really well to trying new things that they would normally avoid.”  
St Albans CE Aided Primary School

“A fun way to engage with the kitchen team and encourage healthy eating.”  
Chilmark and Fonthill Bishop School



Tasting table

“It was a fabulous idea to help children with their eating, and also to encourage healthy eating.”  
Manor Field Junior School

# Internal recognition

**FOOD** TO  
**FLOURISH**

We gave our catering teams lots of suggestions to get fully involved and rewarded teams who made the most effort with a competition with **7** categories from best dining hall display to best pupil interaction.



Best hall display

Best veg characters

# Internal recognition

**FOOD** TO  
**FLOURISH**



Best use of the  
VegPower theme

# Internal recognition

# FOOD TO FLOURISH



Best counter display



Best pupil interaction



WINNER

# National recognition

Our chef who won the Caterers' Challenge in 2022 and three pupils were given the unique opportunity of appearing as guests on James Martin's Saturday Morning on ITV1.

Appearing on prime-time TV showed the nation just how good school meals can be, not just for HC3S but for all schools.



Pupils enjoying roasted broccoli cooked in front of them by James Martin.



Pupils taste testing the "disgusting" parsnips to Discover they actually liked them!



Pupils getting a veg cookery lesson from Chef James Martin watched by millions of viewers





# Exploring the impact of plate waste

We devised a project that examined whether the Eat Them To Defeat Them (ETTD) Schools campaign is associated with a reduction in food waste in the school dining environment.

The data was collected from a sample of HC3S eco schools and non-eco schools before, during and post campaign.

Results from an independent evaluation by Loughborough University showed that the campaign is associated with a reduction in plate waste.



Watch our waste video?



# Social media activity and impact



Facebook Page reach ⓘ  
57,117 ↑ 139.9%



### Highest reach on a post ⓘ



Facebook post  
Watch James Martin's Saturday Morning on ITV...  
24 Mar 2023, 12:53

This post reached **602%** more Accounts Centre accounts (31,170 Accounts Centre accounts) than your median post (4,438 Accounts Centre accounts) on Facebook.

### Highest reactions on a post ⓘ



Facebook post  
Watch James Martin's Saturday Morning on ITV...  
24 Mar 2023, 12:53

This post received **4,433%** more reactions (272 reactions) than your median post (6 reactions) on Facebook.



Post Reach



Post Engagement

**13,111**

impressions on LinkedIn for the piece about appearing on James Martin's Saturday Morning, raising awareness of the campaign and school meals.

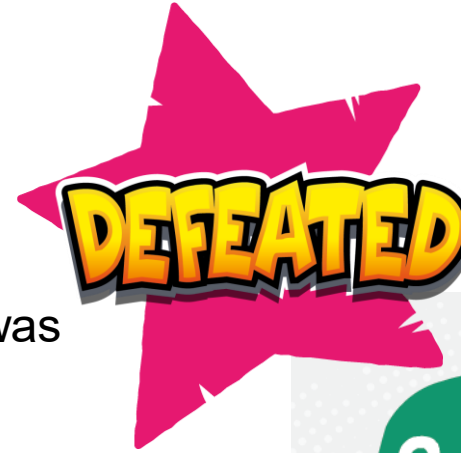


# Outcomes

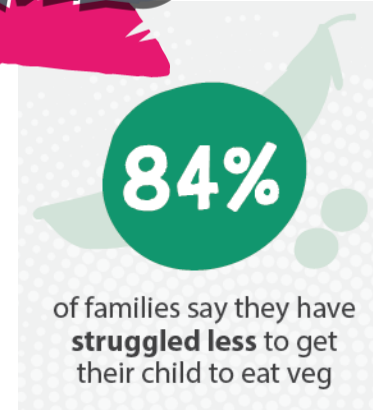
The team's ability to lead and make the campaign a success was challenged throughout, yet we overcame hurdles.

Our campaign has reached **201K** children via the schools' programme, reduced waste and boosted children's perceptions about vegetables to support longer term improvements in children's diets.

HC3S' clear goal for primary school pupils to increase vegetable consumption was achieved with an innovative marketing approach, built with excellent levels of support for all stakeholders.



## FOOD TO FLOURISH



**100%** of children in our sample told us that, when eating a school lunch, they are more likely to try vegetables!



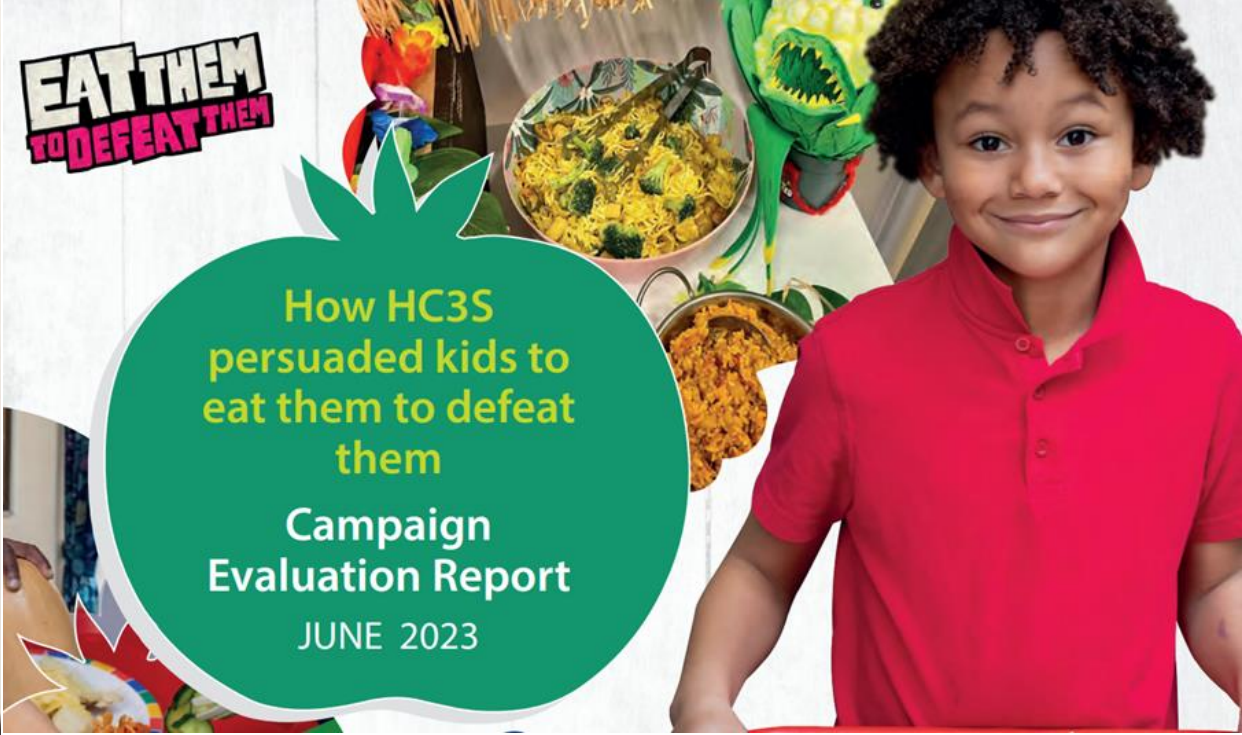
# 2024 Campaign – The Big Chomp

**FOOD** TO  
**FLOURISH**

For this year's campaign we embarked to 'squash the myths about veg' before the campaign started at three of Hampshire's largest libraries. In collaboration with Bidfood and VegPower, we took the fight out of the classroom and into the community, with tasters and fun interactive crafts to start conversations about healthy diets that include defeating the veg.

We also invested time in creating interactive Facebook filters and quizzes for families. Not only so they could have some fun, but so parents and carers could use the time to embed the key campaign messages. The most popular were our selfie frames and veg faces. These reached nearly **30,000** users.





How HC3S persuaded kids to eat them to defeat them

Campaign Evaluation Report

JUNE 2023

HC3S' VegPower campaign webpage and ETTDT resources and report.

