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Why Veggie Run

- Rising childhood obesity epidemic
- “Only 1.6% of pack lunches meet government standards for healthy school food”
- “Children influence lunch choices 95% of the time”
- Needed to sustain children’s engagement



10 Havering pupils have a chance to win...
£25 West Ham United Soccer Schools Vouchers

Prizes awarded to pupils at the top of the Veggie Run leader board at the end of every term

Don't forget to keep playing Veggie Run - many new prizes to be won!

HES catering services
 Making the difference

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Havering LONDON BOROUGH



Using Role Models as Veggie Run Advocates



<https://www.youtube.com/watch?v=N2CyCC1g--E>

Benefits to Schools



- Veggie Run branded dining area
- Visually appealing to children, plus themed days.
- Healthy cooking workshops

Campaign Outcomes

April 2018– March 2019

- 300,000 additional catered lunches eaten compared to the same period in 2017 (14% increase)
- £550,000 increased sales in primary, infant and junior schools
- Veggie Run app downloaded over 22,000 times
- 76% of schools endorse the campaign
- Winner at the Urban Food Awards, - Veg Champion.

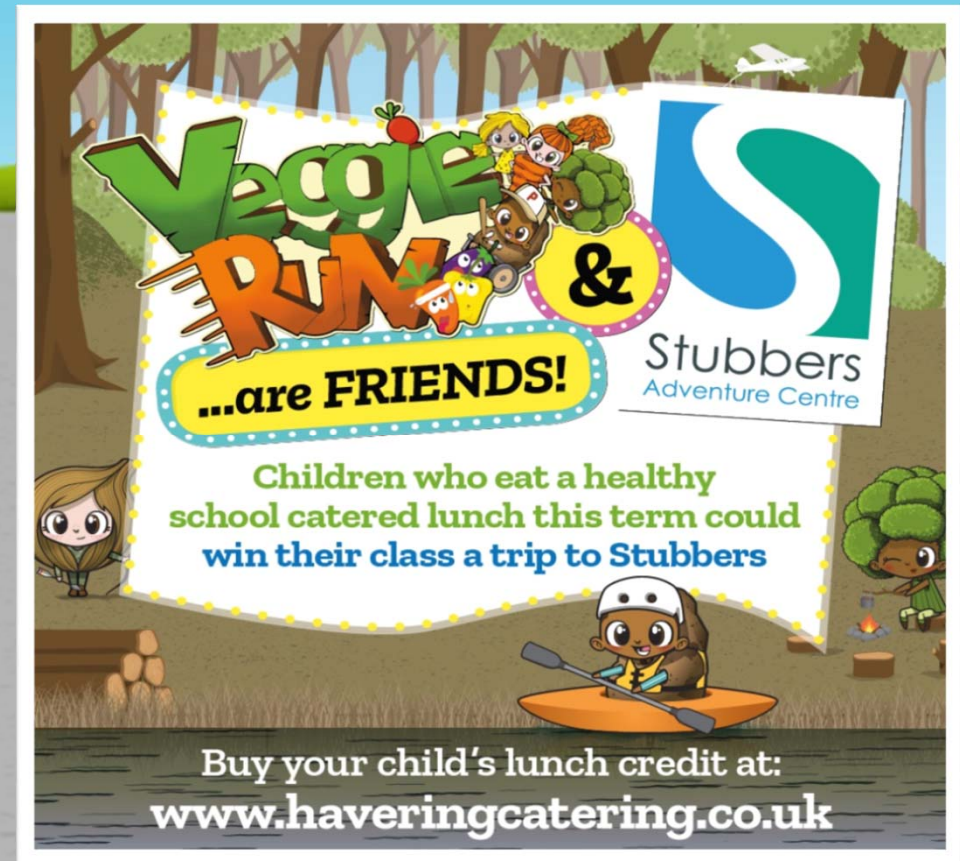


Veggie Run Achievements

- Increased access to sporting opportunities for thousands of children
- Veggie Run created national first partnerships
 - West Ham United Foundation
- Demonstrated behavioural change:
 - Reduced the amount of packed lunches
 - Increased the demand for healthier food options

Next Steps Locally

- Sustain growth
- Local partnerships
- One year anniversary
- Swimming lessons



A 3D rendered landscape featuring a bright sun in the top left corner, several white clouds scattered across a clear blue sky, and rolling green hills. A wide, grey road or path leads from the foreground into the distance. On the left side of the road, there is a single tree with a rounded green canopy. On the right side, two more trees are visible on a distant hill.

Thank you

Any Questions ?