

Campaign Brief - Just One More



Campaign start/end date: 28th March – 27th April (Phase 1)
Campaign assets available at [Just one more](#) (Google Drive) and to be hosted on Food Wise Leeds by 1st April – www.foowiseleeds.org

Background

The National Diet and Nutrition Survey (2020) has shown an increase in adults and children who eat less than one or no portions of vegetables a day.

1 in 3, primary school children eat less than one portion of vegetables per day

1 in 4, high school children eat less than one portion of vegetables per day

1 in 8, adults eat less than one portion of vegetables per day

Vegetable consumption follows a strong income gradient, with the people living in the most deprived areas eating an average of one portion of veg less a day than people living in more affluent areas.

People from White, Asian and Asian British groups eat a greater amount of veg on average than people from Black, Black British and Mixed ethnicity groups. It is particularly concerning to see that the average number of portions eaten a day among those groups with the lowest levels of consumption decreased over the last two years.

In Leeds, data available is not broken down to provide a measure for vegetable consumption. However only 53% of the adult population in Leeds are meeting the recommended ‘5 or more portions of fruit and vegetables’ daily and the My Health, My School Survey highlights that the number of pupils reporting that, on an average day, they eat ‘5 or more portions of fruit and vegetables’ has dropped significantly (4%) to its lowest since 2010-11 at just under 20%.

5 reasons to eat fruit and vegetables taken from NHS Choices ([Why 5 A Day? - NHS \(www.nhs.uk\)](http://www.nhs.uk))

1. Vegetables are a good source of vitamins and minerals, including folate, vitamin C and potassium.
2. They're an excellent source of dietary fibre, which can help to maintain a healthy gut and prevent constipation and other digestion problems.
3. A diet high in fibre can also reduce your risk of bowel cancer. They can help to reduce your risk of heart disease, stroke and some types of cancer.
4. Vegetables contribute to a healthy, balanced diet.
5. Vegetables taste delicious and there's so much variety to choose from.

Campaign objectives

The campaign aims to encourage people to increase their vegetable intake by “just one more” portion per day.

The campaign objectives seek to:

- inspire the public to eat more vegetables
- educate on portion sizes
- share ideas to make eating vegetables exciting and accessible i.e., recipes
- offer support from One You Leeds to help eating well, cooking well and weight management support
- To monitor veg pledges via the Food Wise website

For more information contact Emma Strachan (Health Improvement Specialist):
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The campaign will provide ideas to help people eat more vegetables by:

- Consuming vegetables as snacks
- Adding more vegetables into meals
- Adding more vegetables when shopping
- Growing vegetables at home or in community spaces
- Sharing vegetables with friends and family
- Choosing more vegetables at school

Campaign assets and activities

- Just one more logo
- 6 x Just one more poster to be used across different settings
- 6 x Just one more social media images and facts about vegetables



Children and Young people competition – Design a poster to raise awareness of the “just one more” message prizes will be available and winning entries will be display in Council facilities across the city. For more information use the contact details below. The deadline for submitting entries will be on Friday 30th April 2022

Two workshops specifically on the “Just One More” campaign will also be running on:

Tuesday 29th March, 10 – 11am – Microsoft Teams - [Click here to join the meeting](#)

Thursday 14th April, 10 – 11am – Microsoft Teams - [Click here to join the meeting](#)

Want to know more sessions – Come along to this one-off session to find out more about the Leeds Food Strategy, Food Wise Leeds ambition to be a Silver Sustainable Food Place, and how to get involved in the “Just One More” campaign: Wednesday 27th April

<https://www.leeds.gov.uk/phrc/public-health-training/want-to-know-more-sessions>

How can you get involved in the campaign?

Thinking about your influence in the city – how could you encourage just one more portion of vegetables across your workplace, within your role working with communities or in your own home.

- Talk to people about the campaign
- Encourage entry into the children and young peoples competition
- Share social media assets and discuss the work you are doing locally to support the campaign, use #justonemore and tag @foodwiseleeds in
- Use Logo on publicity for complimentary activities i.e., cooking courses, lunch clubs, food access projects
- Display posters in public spaces – meeting rooms, community venues, eating spaces
- Promote the campaign in newsletters and provide ideas to help people incorporate one extra portion of vegetables into their diet
- Consider how you can make changes to the environment to encourage people to eat just one more portion of vegetables i.e., promote veg box schemes, make changes to menus,
- Pledge your support for the campaign at: [Take Action | FoodWise \(foodwiseleeds.org\)](#)

Other useful sources of information:

Eat the Seasons [Eat the Seasons](#), Peas Please - [Peas Please | Food Foundation](#), Eat Them to Defeat them [Eat Them to Defeat Them](#), British Dietetics Association – [Food Facts](#)

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