



Healthy Snacks 2025 – School Briefing

Veg Power's 2025 Healthy Snacks Campaign aims to make fruits and vegetables the preferred snacks for children in busy families. The campaign will launch with a summer social media initiative partnering with NetMums and Veg Power ambassadors to reach millions of parents and caregivers. In September, the program will extend to primary and special schools, providing resources like lesson plans and activities to promote healthier snack choices among families.

The Importance of Healthy Snacking

Children typically consume at least three unhealthy snacks daily, often high in sugar, fat, and salt, particularly in the afternoon and after school. This results in children consuming three times the recommended amount of sugar. Veg Power seeks to change this by promoting enjoyable, fresh, healthy, and tasty vegetable and fruit snacks like salad wraps, British apples, crunchy peppers, and juicy berries.

Attack The Snack - September/October 2025

The snack campaign will start over the summer holidays on social media and press with schools joining at the start of the next term.

A six-week program commencing on September 8th will feature weekly themes centred around different healthy snack ideas. These themes will explore balanced snack selections, snack platters, incorporating simple dips, and highlighting British apples and pears. Each theme will be supported by new content across Veg Power's and partner social and digital channels, as well as through their network of influencers and ambassadors.

Schools Programme Toolkit

Veg Power will provide schools with a free digital toolkit designed to help schools, children, and their families adopt healthier snacking habits. These resources are designed for Reception/P1 and KS1/P2&3 students and include:

- Lesson plans on healthy snacking, aligning with vegetables and British fruit provided by the School Fruit & Veg Scheme.
- Downloadable activity sheets focused on healthy snacking.
- A digital flyer with healthy snacking ideas and strategies for parents.

- A downloadable chart to encourage frequent healthy snacking, for use in the classroom or at home.

NB: The team Veg Power includes a registered nutritionist and former primary school head teacher so you can be assured that the resources will be useful and compliant on both nutrition and the curriculum. You can get a sense of the quality of what we produce from the lesson plan resources we have produced for our tomato growing project: <https://vegpower.org.uk/growing-to-love-teaching-resources/>

Meanwhile, our social media influencers will continue to support by sharing simple ideas for dips, fruit salads, and other quick and easy fruit and vegetable snacks for after school.

Partnerships

We are running this campaign in alignment with the **British Nutrition Foundation's 'Snack-tember'** initiative. They will be providing amazing activity ideas and teaching resources for primary and secondary schools. More information can be found at: <https://www.nutrition.org.uk/snack-tember-2025/>

Additionally, NetMums, with a monthly reach of over 3 million parents, will feature snack-related content aligned with the Veg Power campaign.

Next Steps

All campaign resources are digital and free for schools. To register interest, please visit <https://partners.vegpower.org.uk/> or contact hello@vegpower.org.uk with any inquiries.