

The Vegemi Method: Nutrition & Health Education for Early Years & Primary Settings

Dr Laura Holland PhD - laura@vegemi.com

Why What Children Eat Is Every Educators's Business

Most children aren't getting the nutrition they need, and it shows up in the classroom.

- In the GCC, 93% of children fall short on eating their recommended daily portions of vegetables
- By age 5, up to 70% of a child's diet is ultra-processed food

This leads to:

- Fatigue, low focus, behaviour issues
- Weaker academic performance
- 48-53% higher risk of ADHD and anxiety
- Obesity, diabetes and 50% higher risk of future heart disease

The Good News?

- Children with better diets perform better academically at school
- Nutrition education improves class behaviour and engagement
- Habits taught in school shape lifelong health
- Schools with nutrition programs report improved engagement, behaviour and results.



*Nutrition Situation Analysis in the UAE: A Review Study, Jan2023

**World Obesity Data

***Florence et al., 2008

****Contento, 2012

*****BMJ

The Educational Burden & Vegemi's Solution

The problem for teachers...

- ✗ Overwhelmed and under-resourced
- ✗ Little training in nutrition and health
- ✗ Limited time
- ✗ Expected to teach health without clear support or materials
- ✗ No age-appropriate nutrition and health resources for 3-11 year olds



Vegemi to the rescue — simple, fun, and teacher-friendly!

- ✓ No Planning Needed
Ready-to-use resources — no prep required.
- ✓ Whole-Child Focus
Connects food with emotions, focus, and learning.
- ✓ Flexible Delivery
Use weekly, daily, or during meals/snacks.
- ✓ Cross-Curricular
Supports literacy, numeracy, science, environmental education & more.
- ✓ Curriculum-Aligned
Fits PSHE, SEL, MSCE & more — real-world impact at school and home.

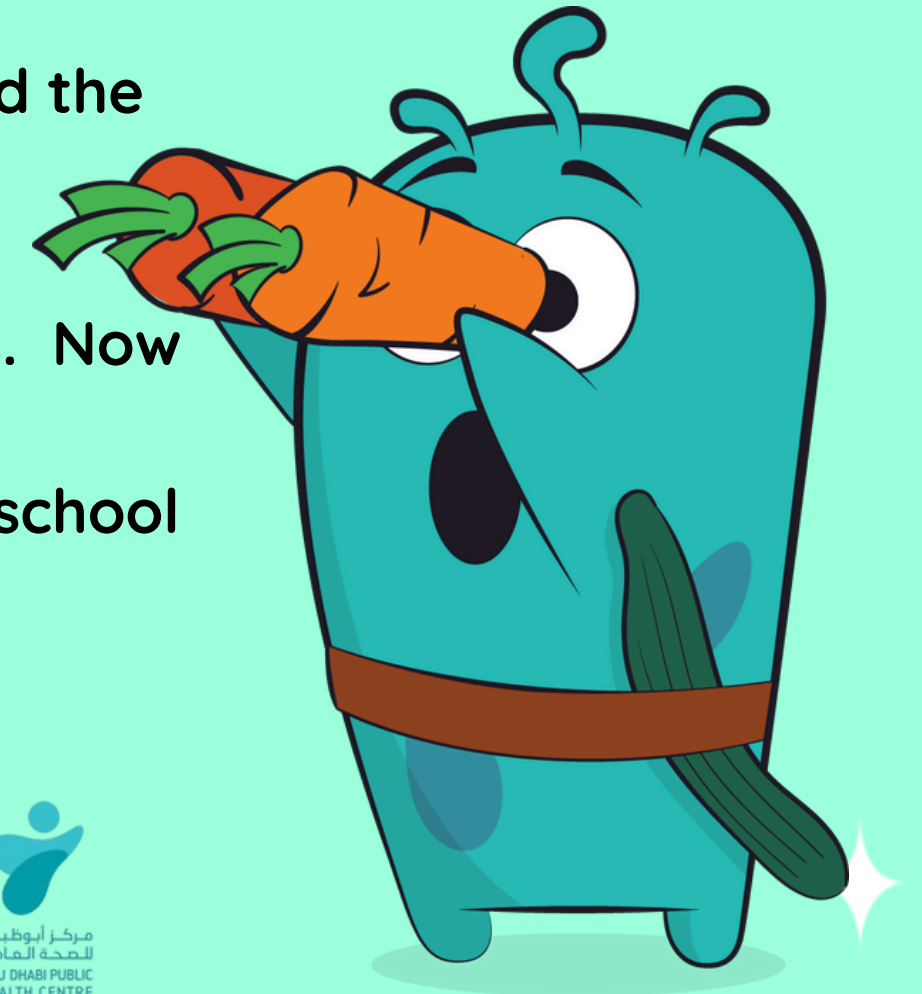
Meet Vegemi

Vegemi is a good stomach bacteria who lives inside of children, and is part of their microbiome!

Vegemi gets superpowers when fruits, vegetables and healthy foods are eaten, getting children excited to eat the recommended daily portions of fruits and vegetables, whilst learning about nutrition, health and sustainability.

Vegemi helps children to understand the direct link between food, their wellbeing and the environment.

Vegemi was originally co-developed with Finnish Education and Public Health experts. Now adapted to suit all curricula. Vegemi is already deployed in schools across GCC, and additionally has now been selected by the WHO-backed Weqaya initiative for public school deployment across the MENA region.



Based on Proven Pedagogical Strategies

Play-Based Learning

Gamification

Characterisation

Sensory Food Education

Social Learning

Active Agency

Self-Efficacy

Why Kids Engage With Games & Stories -

- Children learn best through play and immersive storytelling and gamification boosts learning retention by up to 60% (Sitzmann, 2011)

The Power of Characterisation -

- Research proves characterisation influences children's perception of foods, and character-driven learning increases recall & behaviour change (Calvert, 2017)

Vegemi's Winning Formula -

- Character-driven storytelling: Kids build bonds with Vegemi characters, and have fun whilst learning
- Gamified elements: Challenges, rewards & interactive learning make healthy habits stick, whilst connecting the home environment



Support in the Classroom. Impact at Home.

The Vegemi Method makes it easy for teachers to deliver meaningful health education, while the home app reinforces learning with fun, family-friendly activities.

At
Nursery/School



Ready-made program for ages 3-11,
designed for easy implementation into all
curriculums for delivery by school teachers.



At
Home



Gamified Vegemi app with parent resources to extend
learning to home & support family nutrition &
wellbeing - Free for families to download!

Just open and teach — Vegemi has done the lesson prep for you!

The Vegemi Method Program Modules

Recommended teaching time 4 hours/module - flexible to shortening or extension!

HEALTH MODULES

Brilliant Eyesight

Clever Brain

Happy Heart

Invincible Immunity

Peaceful Stomach

Strong Bones

Strong Muscles

Vegemi's Plate

WELLBEING MODULES

Hydration

Dental Health

Good Mood

Fantastic Focus

Vegemi & Friends

Nature & the Environment

VEGEMI ACTIVITIES

Experiential Learning

Stories & Adventures

Play & Movement

Songs & Games

Crafts & Worksheets

Comic-style Play Books



Teachers Toolkit

What's included...



Fully Scripted Lesson Plans



Printable Activity Sheets



Cross-Curricular Extension Ideas



Progress Chart



Classroom Artwork



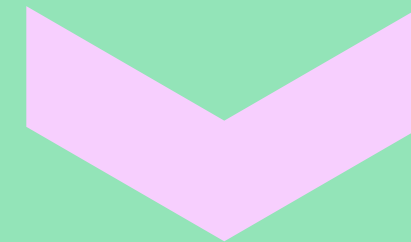
No Prep or External Resources Required



Easy Implementation

How to deliver...

Choose what to learn -
pick and play style



Choose when to learn -

- Daily Bite-Size Class; 10-20 minutes
- Weekly Class; 20-30 minutes
- Half/Termly; Longer Workshop Style
- During Snack & Meal Times



Choose how to learn - flexible and
variable methods/activities



A Holistic Package For Educators

The Vegemi Method goes beyond student impact, it's a comprehensive package that supports teachers through:

- ✓ Professional Development Training - Practical onboarding in Vegemi delivery and key nutrition concepts.
- ✓ Curriculum Confidence - Simple, evidence-based nutrition education that aligns with wellbeing goals.
- ✓ Teacher Wellbeing Resources - Self-care guides and nutrition support to help teachers stay healthy, energised, and present.

Designed to reduce planning load, build staff confidence, and support whole-child learning, without adding pressure on teachers.

Why Vegemi Engages Parents/Carers

- 72% of eating habits are shaped at home — parental influence is key (Scaglioni et al., 2018)
- 90% of parents want simple, accessible nutrition support (AFHK, 2021)

Vegemi extends learning beyond the classroom, with;

- Take-Home Printables
- Parent & Caregiver Resources
- Simple, culturally sensitive guides to support awareness of nutrition and wellbeing
- The Vegemi App game-based learning
- Parent mode in the Vegemi App with meal tips, recipes & food education

One method. School and home, working together.



Real Results. Whole-School Impact.

Vegemi App is engaging families

- <25,000 downloads (500K app events in UAE since Spring '25 launch)
- 19 million app events
- 815,000 fruits and vegetables eaten
- DAU/WAU Ratio - 23.8% - This ratio shows healthy daily engagement among users who are active on a weekly basis.



“I have no idea how you do it, but my child asked for broccoli for breakfast, because ‘Vegemi likes it so much’” - Parent reaction



100% of teachers said they would recommend the Vegemi Method to colleagues



100% observed increased interest in vegetables after using Vegemi



100% reported children gained a better understanding of vegetable health benefits



92% saw children more willing to actually eat vegetables

Co-created with educators, public health leaders, and healthcare professionals to ensure classroom success and real-world impact.

A widescale pilot launches in Autumn 2025 across MENA, in collaboration with WHO and Weqaya — bringing trusted, teacher-friendly nutrition education to the world stage.

What People Are Saying

Teachers....

“Throughout the journey our students have showcased their commitment to healthy eating during lunch and snack times. Many have tried new vegetables and encouraged each other, all while discussing how these foods help them feel energised and ready to learn. Parents have expressed great appreciation, noting the positive change in their children.”

“The resources are easy to take and the material supports that it can be quickly implemented and can be applied according to the needs of the group of children.”

“The Vegemi character and the app make many children join in, who otherwise wouldn't get excited. Children also play with Vegemi at home, and choose Vegemi if they have the chance to play here.”



*More case studies and data available upon request!

Parents...

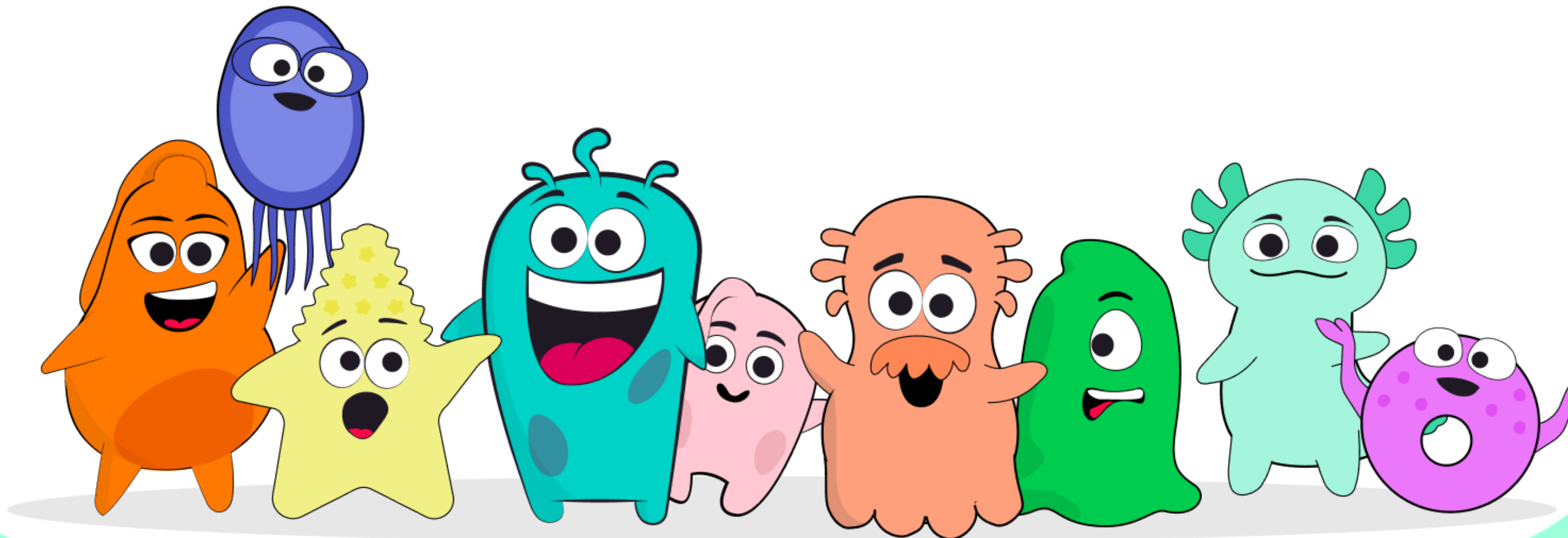
“My kids competed at home to see who could eat their apples first and get the superpowers.”

“My daughter had a mini tantrum at home as we had no kale to feed vegemi. Since when did she know what kale is?!”

“My child has started to eat carrots in soups!”

“I HAVE NO IDEA HOW you do it, but my child asked for broccoli for breakfast, because ‘Vegemi likes it so much’”

Dr Laura Holland PhD
Cofounder
laura@vegemi.com
+447490113841 / +966593752300



may the
VEGGIE FORCE
be with you

