



**CREATING CHANGE:**

# WHAT NOT TO EAT

April 2026



### Nutrition Facts

Preservatives

Antioxidants

Emulsifiers

Stabilizers

Flavour Enhancers

*with  
Tim Spector*

What Not to Eat helped viewers to rethink their relationship with ultra-processed foods, increasing understanding of how widespread they are and the potential effect they have on our bodies.

The series reached **5.7m viewers across streaming and linear within 28 days.**

## Direct impact

The four-part series prompted meaningful behaviour change – from taking greater control of their health, to checking ingredient labels and food choices and seeking professional medical advice.

**8 in 10 (77%)**

viewers said they are more aware of the serious health issues linked to consuming UPFs (e.g. gut issues, stroke, cancer).

**7 in 10 (66%)**

viewers said they were inspired to eat more whole foods after watching.

**1 in 10 (14%)**

viewers said they plan to or have reached out to a medical professional about their own diet and lifestyle as a result of watching.

## Challenging with purpose

Channel 4 is committed to engage mass audiences and challenge them to think differently. At their most impactful, Channel 4 shows act as a powerful catalyst for social change.

**9 in 10 (86%)**

agreed Channel 4 brings issues affecting the whole of the UK to light with its programming.



It makes you think differently of the food the UK consumes on a regular basis. It puts into perspective what we are putting in our bodies, and also what we should rather switch to."

F16-24



**What Not to Eat**  
Stream free on Channel 4

*Channel 4 'What Not to Eat' Social Impact Study based on 256 viewers of the programme via a bespoke online study.*