

Supplemental Table: outcome measures used in the study questionnaire

Outcome measures used in evaluation study	Response options	Scoring and interpretation
Parent attitudes and intention to change child behaviours		
Rating of importance/ ease/ intention to change ¹ : Limit high-fat foods eaten at mealtimes Limit number of sugary drinks Avoid sugary breakfast cereals Snack mainly on healthy foods Not to eat too much food Eat 5 or more portions of fruit and vegetables Eat 3 meals at regular times Eat no more than 2 snacks Spend at least 60 minutes being active Limit time spent watching TV/ on computer	Each item on a five-point Likert scale ('not important' to 'very important'; 'difficult' to 'easy'; 'definitely do not intend to do' to 'definitely intend to do')	Each item had a possible score of 1-5, a higher score indicated greater importance, ease and rating of intention to change
Child behaviour		
Intake of ¹ : Snacks Sugary drinks Fruits Vegetables	Frequency that child typically has each food and drink ('less than once a week', '1 a week', '2-3 times a week', '4-6 times a week', '1 a day', '2 a day', and '3 or more a day')	Each item had a possible score of 1 to 7, mean score calculated to create an overall healthy eating score (snack and sugary drink items reversed). A higher

		score indicated healthier eating.
Number of days child is physically active for at least 60 minutes in a typical week ¹ (This did not need to be in one go and a definition of physical activity with examples was given)	Number of days child is active ('less than 1 day a week', '1 day a week', '2 days a week', '3 days a week', '4 days a week', '5 days a week', and '6 or more days a week').	For analysis, an average of the daily hours of activity was calculated.
Hours of TV/ video/ computer on a typical weekday/ weekend day (including evenings) ¹	Media viewing in a typical weekday and weekend day ('none', less than 1 hour a day', '1-2 hours a day', '2-3 hours a day', '3-4 hours a day', and 'more than 4 hours a day').	For analysis, an average of the daily hours of viewing was calculated.
Parent behaviour		
Monitoring of food intake ² : Snack foods (e.g. crisps, cheesy crackers) High fat foods Sweet things (e.g. sweets, ice-cream, cake, biscuits, chocolate)	Frequency that parent keep track of each food type ('never', 'rarely', 'sometimes', 'often', and 'always').	A higher mean score indicated more monitoring.
Modelling healthy eating by ³ : Eating healthy foods Eating healthy foods in front of child even if not favourite	Parents' agreement over doing each behaviour ('disagree', 'slightly disagree', 'slightly agree', and 'agree').	A higher mean score indicated more modelling.

Showing enthusiasm about healthy foods Showing how much enjoy healthy foods		
Monitoring of physical activity ⁴	Frequency that parent tracks how much physical activity child does ('never', 'rarely', 'sometimes', 'often', and 'very often').	A higher score indicated more monitoring
Modelling of being active ⁵ : Being active Being active in front of child even if prefer not to Showing enthusiasm about being active Showing how much I enjoy being active	Parents' agreement over doing each behaviour ('disagree', 'slightly disagree', 'slightly agree', and 'agree').	A higher mean score indicated more modelling.

¹Questions developed for study; ²Taken from the Child Feeding questionnaire (Birch et al, 01); ³Taken from the 'Comprehensive Feeding Practices Questionnaire' (Musher-Eizenman & Holub, 07); ⁴Adapted from the PACE physical activity measure for adolescents (PACE, 01); ⁵Adapted for physical activity from the 'Comprehensive Feeding Practices Questionnaire' (Musher-Eizenman & Holub, 07)