# Online Supplementary Material

# Supplemental Table 1

Promoted Products Per School

|  |  |  |
| --- | --- | --- |
| Schools | Promoted item | Nutritional value |
| Control | Apple | High |
|  | Chicken pastry | Moderate |
|  | Fruits salad | High |
|  | Ham and cheese pastry | Moderate |
|  | Fresh orange juice | High |
| Intervention 1 | Apple | High |
|  | Chicken pastry | Moderate |
|  | Fruit salad | High |
|  | Ham and cheese pastry | Moderate |
|  | Fresh orange juice | High |
| Intervention 2 | Whole-grain cookie | Moderate |
|  | Burger on a whole-grain bun  | Moderate |
|  | Chicken pastry | Moderate |
|  | Fruit skewer | High |
|  | Cheese and tomato pastry | Moderate |
| Intervention 3 | Chicken and cheese pastry | Moderate |
|  | Fruit skewer | High |
|  | Fruit salad | High |
|  | Low fat, low sodium popcorn | High |
|  | Fresh orange juice | High |

# Supplemental Table 2

Hierarchical Linear Models with Main and Alternative Outcome Variables

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | N. of products | BRL | Choices | Proportion |
| Effect of interest (n) |  β | SE |  β | SE |  β | SE |  β | SE |
| *Within subjects model for intervention schools (n=208)* |  |  |  |  |  |  |  |  |
| During Intervention |  0.060\*\*\* | 0.011 | 0.167\*\*\* | 0.033 | 0.059\*\*\* | 0.011 | 0.051\*\*\* | 0.013 |
| Post-intervention |  0.008 | 0.011 | 0.025 | 0.033 | 0.009 | 0.011 | 0.010 | 0.013 |
| *Difference-in-Differences model (n = 208)* |  |  |  |
| Treatment | 0.023 | 0.032 | 0.053 | 0.075 | 0.024 | 0.030 | 0.037 | 0.039 |
| During Intervention | 0.007 | 0.013 | 0.015 | 0.039 | 0.005 | 0.012 | 0.000 | 0.013 |
| Post-intervention | 0.042\*\* | 0.013 | 0.121\*\* | 0.039 | 0.040\*\*\* | 0.012 | 0.056\*\*\* | 0.013 |
| Treatment x During | 0.054\*\* | 0.017 | 0.153\*\* | 0.051 | 0.054\*\*\* | 0.015 | 0.051\*\* | 0.018 |
| Treatment x Post | -0.033 | 0.017 | -0.096 | 0.051 | -0.031\* | 0.015 | -0.045\*\* | 0.018 |
| *Heterogeneous treatment effects by age (n = 208)* |  |  |  |
| During Intervention |  0.018 | 0.023 | 0.053 | 0.068 | 0.020 | 0.022 | 0.021 | 0.026 |
| Post-intervention |  0.007 | 0.023 | 0.015 | 0.068 | 0.005 | 0.022 | -0.011 | 0.026 |
| Age |  0.007 | 0.022 | -0.004 | 0.064 | 0.009 | 0.021 | 0.007 | 0.023 |
| Age x During |  0.056\* | 0.027 | 0.150 | 0.078 | 0.051\* | 0.025 | 0.039 | 0.030 |
| Age x Post |  0.001 | 0.027 | 0.013 | 0.078 | 0.005 | 0.025 | 0.027 | 0.030 |
| *Heterogeneous treatment effects by sex (n = 208)* |  |  |  |
| During Intervention |  0.032 | 0.018 | 0.094 | 0.052 | 0.034\* | 0.017 | 0.030 | 0.020 |
| Post-intervention |  0.014 | 0.018 | 0.041 | 0.052 | 0.013 | 0.017 | -0.004 | 0.020 |
| Sex | -0.011 | 0.019 | -0.041 | 0.055 | -0.009 | 0.018 | -0.010 | 0.020 |
| Sex x During |  0.047\* | 0.023  | 0.123 | 0.068 | 0.042 | 0.022 | 0.035 | 0.026 |
| Sex x Post | -0.009 | 0.023 | -0.026 | 0.068 | -0.006 | 0.022 | 0.024 | 0.026 |
| *Heterogeneous treatment effects by past behavior (n = 208)* |  |  |  |
| During Intervention |  0.058\*\* | 0.015 | 0.164\*\*\* | 0.043 | 0.056\*\*\* | 0.014 | 0.085\*\*\* | 0.016 |
| Post-intervention |  0.025 | 0.015 | 0.068 | 0.043 | 0.024 | 0.014 | 0.039\* | 0.016 |
| Past Behavior |  0.075\*\*\* | 0.019 | 0.206\*\*\* | 0.055 | 0.068\*\*\* | 0.018 | 0.096\*\*\* | 0.020 |
| Past Behavior x During | 0.005 | 0.023 | 0.008 | 0.068 | 0.008 | 0.022 | -0.085\*\*\* | 0.026 |
| Past Behavior x Post | -0,043 | 0,023 | -0.107 | 0.068 | -0.038 | 0.022 | -0.074\*\* | 0.026 |

Note: \**p* < 0.05, \*\**p* < 0.01 , \*\*\**p* < 0.001; During Treatment (1 = during the intervention period; 0 = before the intervention period), Post-treatment (1 = after the intervention period; 0 = before the intervention period); Age (< 13 years old/children = 1, ≥ 13 years old/adolescents = 0); Sex (1 = female; 0 = male); Past Behavior = (1= purchased promoted products before the intervention, 0 = did not consume promoted products before the intervention); HLM (hierarchical linear model); BRL (Brazilian Reais). Alternative outcome variables are: (a) Brazilian Reais (BRL) spent per day per student; (b) number of choices of promoted products per day per student (this metric does not consider the number of items bought in each purchase, but only if they were bought or not in a given purchase); and (c) proportion of choices of promoted items over total choices per day per student.