Supplemental Table 1. Keywords generated from open-text responses to the question “Do you remember seeing any educational messages or campaigns on healthy eating from the government or health authorities in the past 12 months?” by country (weighted data, all respondents) (n=22,463)

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| --- | --- | --- | --- | --- | --- |
|  | **Australia (n=4,083)** | **Canada (n=4,238)** | **Mexico (n=4,064)****% (n)** | **UK (n=5,466)** | **US (n=4,612)** |
| Abdomen/gut | 0.2% (10) | -- | -- | -- | -- |
| Alcohol | 0.1% (5) | <0.1% (1) | 0.2% (8) | 0.3% (16) | <0.1% (1) |
| ‘App’ (i.e. smartphone app) | -- | 0.3% (13) | -- | 0.1% (3) | -- |
| Artificial sweeteners | <0.1% (1) | -- | 0.1% (2) | -- | <0.1% (1) |
| Balanced diet/meals or food groups | 0.3% (12) | 0.3% (14) | 1.6% (65) | 0.1% (6) | 0.6% (28) |
| Body fat *(inside body/around organs; excl. dietary fat and obesity)* | 0.9% (36) | -- | -- | -- | -- |
| Bone health | 0.1% (2) | 0.1% (3) | -- | -- | <0.1% (1) |
| Breakfast | -- | 0.1% (6) | 0.1% (5) | <0.1% (1) | <0.1% (1) |
| Caffeine | -- | <0.1% (1) | -- | -- | <0.1% (<1) |
| Calories *(excl. calorie labelling)* | 0.1% (2) | <0.1% (2) | 0.3% (10) | 0.4% (22) | <0.1% (2) |
| Cancer | 0.7% (29) | -- | 0.1% (6) | 0.1% (5) | -- |
| Carbohydrates | -- | 0.1% (3) | 0.2% (8) | <0.1% (2) | 0.1% (3) |
| Cartoon/plasticine/clay family/figures | -- | -- | -- | 1.1% (58) | -- |
| Check (in with) yourself *(Mexico: ‘chécate’)* | -- | -- | 6.0% (246) | -- | -- |
| Children/youth/girls, school, lunchboxes or school meal provision | 0.7% (27) | 0.5% (20) | 4.7% (193) | 1.8% (96) | 1.1% (49) |
| Colour *(incl. colour wheel)* | 0.3% (11) | -- | 0.1% (3) | -- | -- |
| Cooking | -- | -- | <0.1% (2) | 0.2% (8) | <0.1% (1) |
| Death | <0.1% (1) | -- | 0.2% (9) | 0.1% (3) | <0.1% (2) |
| Dental health | 1.0% (39) | 0.1% (5) | 0.1% (3) | 0.1% (5) | <0.1% (1) |
| Diabetes | 0.3% (11) | 0.5% (19) | 3.4% (138) | 0.5% (27) | 0.4% (18) |
| Diet/nutrition plan | 0.1% (3) | -- | 0.1% (4) | <0.1% (2) | <0.1% (1) |
| Dietary fat *(all types)* | 0.6% (26) | 0.2% (8) | 1.8% (71) | 0.7% (37) | 0.2% (10) |
| Doctor/surgeon *(Mexico: check in with the doctor/go to the IMSS)* | 0.4% (18) | -- | 1.5% (60) | 0.1% (3) | -- |
| Eat local/seasonal | -- | 0.1% (4) | <0.1% (2) | -- | <0.1% (<1) |
| Eating disorders | <0.1% (1) | -- | <0.1% (2) | -- | -- |
| Family | -- | -- | 0.4% (16) | 0.4% (23) | <0.1% (2) |
| Fast/junk/takeaway/unhealthy food | 0.8% (31) | 0.1% (2) | 3.0% (121) | 0.4% (24) | 0.2% (9) |
| Fibre/whole grains | <0.1% (1) | 0.1% (6) | -- | <0.1% (2) | <0.1% |
| Food guide *(incl. name of country-specific dietary guidelines; excl. Food Pyramid)* | 0.1% (6) | 1.0% (41) | 2.6% (105) | 0.5% (29) | 0.3% (14) |
| Food insecurity | -- | <0.1% (2) | 0.3% (11) | -- | 0.1% (6) |
| Food pyramid | 0.1% (5) | 0.1% (6) | 0.4% (16) | <0.1% (1) | 0.7% (31) |
| Food safety or food/lettuce recall  | 0.1% (3) | 0.1% (4) | 0.1% (4) | <0.1% (1) | 0.3% (13) |
| Fruits and/or vegetables  | 1.5% (59) | 0.7% (29) | 4.0% (161) | 2.3% (125) | 1.1% (52) |
| General healthy lifestyle | 1.3% (51) | 0.2% (7) | 0.6% (23) | 0.3% (17) | 0.2% (9) |
| Grains *(general; excl. whole grains)* | -- | 0.1% (3) | 0.3% (12) | -- | <0.1% (1) |
| Health Star Rating | 0.1% (5) | -- | -- | <0.1% (1) | -- |
| Healthy beverages or water | 0.2% (7) | 0.1% (2) | 1.5% (62) | 0.1% (8) | 0.3% (15) |
| Healthy choices *(when eating or grocery shopping, ‘breaking up with bad habits’)* | 0.5% (21) | <0.1% (2) | 0.4% (18) | 1.5% (85) | 0.2% (8) |
| Healthy eating *(generic)* | 1.0% (40) | 1.0% (44) | 8.6% (351) | 1.3% (71) | 1.2% (57) |
| Heart health *(incl. heart attack, stroke, hypertension, cholesterol)* | 0.3% (11) | 0.3% (14) | 0.7% (28) | 0.2% (10) | 0.1% (5) |
| Holiday eating | <0.1% (1) | -- | <0.1% (1) | -- | <0.1% (1) |
| Live longer | <0.1% (1) | -- | 0.1% (5) | <0.1% (2) | <0.1% (2) |
| Measure/weigh yourself *(Mexico: ‘mídete’ in the context of physical measurements)* | -- | -- | 8.7% (353) | -- | -- |
| Meat *(incl. seafood)* | 0.1% (5) | 0.2% (10) | 0.5% (22) | 0.2% (11) | 0.2% (9) |
| Mental health | <0.1% (1) | -- | 0.1% (2) | -- | 0.1% (3) |
| Menu/calorie labelling | -- | 0.1% (3) | -- | -- | <0.1% (1) |
| Milk or dairy | <0.1% (1) | 0.6% (24) | 0.1% (4) | -- | 0.3% (15) |
| Moderation/restraint *(Mexico: ‘mídete’ in the context of dietary moderation/restraint)*  | <0.1% (1) | -- | 0.6% (25) | -- | <0.1%(1) |
| Natural/whole foods | -- | <0.1% (1) | 0.2% (7) | <0.1% (1) | 0.1% (3) |
| Nutrition facts table or nutrition labelling *(excl. Health Star Rating)* | 0.2% (8) | 0.1% (5) | 0.1% (2) | <0.1% (1) | -- |
| Obesity *(incl. overweight, weight gain, being ‘fat’/‘chubby’)* | 0.7% (30) | 0.2% (10) | 7.9% (321) | 0.7% (36) | 0.4% (20) |
| Older adults/elderly people | <0.1% (<1) | <0.1% (1) | 0.2% (9) | -- | <0.1% (1) |
| Organs | 0.4% (15) | -- | -- | -- | -- |
| Parents/role modelling | 0.1% (3) | <0.1% (1) | 0.4% (17) | 0.4% (19) | 0.1% (3) |
| Physical activity *(incl. reducing sedentary behaviour, Mexico: ‘muévete, ‘actívate’)* | 1.7% (69) | 0.6% (25) | 16.1% (655) | 1.4% (75) | 0.7% (32) |
| Prevention *(Mexico: incl. PrevenIMSS, PrevenISSSTE)* | 0.1% (6) | <0.1% (<1) | 7.1% (288) | 0.1% (4) | <0.1% (1) |
| Processed/packaged/canned food | 0.1% (3) | <0.1% (1) | 0.3% (11) | 0.1% (5) | <0.1% (2) |
| Protein or meat alternatives *(excl. meat)* | <0.1% (1) | 0.1% (2) | 0.1% (5) | -- | 0.1% (3) |
| Quality of life *(incl. ‘live better’)* | 0.4% (17) | 0.1% (3) | 0.8% (34) | <0.1% (2) | 0.1% (3) |
| Quantity/portions *(incl. specific amounts, consume less in general, Mexico: ‘suficiente’)*\* | 1.1% (47) | 0.3% (15) | 1.4% (57) | 2.3% (126) | 0.4% (18) |
| Salt/sodium | 0.1% (3) | 0.1% (3) | 0.5% (21) | 0.4% (21) | 0.2% (9) |
| Snacks/snacking | 0.1% (2) | <0.1% (1) | 0.1% (2) | 0.8% (42) | -- |
| Song | -- | -- | 0.3% (14) | -- | <0.1% (1) |
| Sugar *(incl. sweets; excl. sugary drinks, sugar tax and carbohydrates)* | 1.8% (73) | 0.9% (37) | 3.1% (126) | 4.6% (251) | 1.0% (47) |
| Sugar tax | 0.2% (9) | <0.1% (1) | 0.3% (14) | 1.1% (60) | <0.1% (2) |
| Sugary drinks *(incl. sugary/soft/frozen drinks or soda/pop)* | 3.4% (137) | 0.4% (16) | 1.3% (52) | 1.8% (100) | 1.1% (49) |
| Take care of yourself/love yourself | -- | <0.1% (1) | 3.4% (136) | -- | -- |
| Toxic *(context ‘toxic fat’)* | 0.5% (20) | -- | -- | -- | -- |
| Variety *(eat a varied/diverse diet)* | 0.1% (3) | <0.1% (1) | 0.2% (10) | -- | -- |
| Vitamins, minerals or specific nutrients not listed above | -- | <0.1% (1) | 0.1% (3) | -- | 0.1% (3) |
| Weight loss/maintenance | 0.1% (4) | 0.1% (2) | 1.5% (60) | 0.1% (3) | 0.1% (6) |
| You are what you eat | -- | -- | 0.2% (8) | <0.1% (1) | -- |

\* *Quantity* code was not used for responses referring to reducing consumption of specific foods/nutrients (e.g., fat, sugar, salt/sodium, fast food, calories); in these cases, the specific codes for fat, sugar, salt/sodium, fast food, calories, respectively, were used. IMSS: Mexican Institute of Social Security, which provides public health care.