Supplementary Material

Table S1. Percentage of participants receiving dietary advice for specific target nutrients at baseline

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| **Message** | Responders | Non-responders | p-value \* |
| **Nutrient** |  |  |  |
| Salt | 73% | 59% | 0.073 |
| Saturated fat | 37% | 33% | 0.575 |
| Fibre | 32% | 29% | 0.690 |
| Carotenoids | 28% | 30% | 0.765 |
| Folate | 26% | 27% | 0.893 |
| Cholesterol | 24% | 23% | 0.816 |
| Unsaturated fat | 21% | 19% | 0.810 |
| Omega 3 | 18% | 23% | 0.453 |
| Reduce total fat | 14% | 11% | 0.611 |
| Increase calcium | 6% | 16% | 0.056 |
| **Body weight** |  |  |  |
| Increase PAL | 56% | 73% | **0.027** |
| Bodyweight & cholesterol | 55% | 65% | 0.229 |
| Reduce BMI | 31% | 43% | 0.113 |
| Reduce waist circumference | 18% | 34% | **0.022** |

\* P-values were obtained from logistic regression models including responder group as a factor. Bolded p-values are significant at the 5% level