

**Supplementary Table S2.** Selected quotes from survey responses illustrating themes generated by stakeholders.

Themes	Sub-themes	>19 years*	Parent (+)†	Parent (-)*	Health Care Professional
<b>Food Guide Content</b>	Plate	<i>I like that it shows a variety of foods in each category. [Saskatchewan]</i>	<i>[I like the] variety of foods. Lots of color options. Lots of easily accessible foods. [Saskatchewan]</i>	<i>I like that there are examples of what you can use for each section and how much of it should fill the plate. [Nova Scotia]</i>	<i>[Important] to show the variety but the volumes seem overwhelming to a child. [RD, Alberta, 30y§]</i>
	Food Selection	<i>Also, even though...macaroni noodles are not necessarily the best nutritional choice if you are trying to appeal to youth it is an absolute must! [British Columbia]</i>	<i>Surprised red meat is not included in the photo. [Saskatchewan]</i>	<i>There could be beef in the protein section. [Quebec]</i>	<i>The North has limited supply of fresh fruit and vegetables - if there was a way to have a picture of frozen vegetables or fruits ...it would be more realistic here. [RD, Yukon, 29y]</i>
	Key Messages	<i>...I'm really glad to see "Enjoy your food" as a key message! [Ontario]</i>		<i>I like that there is specific information about dietary needs for children with celiac. [Manitoba]</i>	<i>I'd like to see more emphasis/mention on calcium rich foods. [RD, British Columbia, 6y]</i>
	Language	<i>If this is for children, the text [for the key messages are] a little too "adult" based. [Manitoba]</i>		<i>They are easy to read, in plain language. [New Brunswick]</i>	<i>Whole foods likely doesn't mean much to most people. [RD, Alberta, 6y]</i>
<b>Food Guide Layout</b>	Food Groups	<i>[Needs] better spacing between the segments on the plate. More "white space" to clearly show the division. [Ontario]</i>		<i>Each section is clearly divided. [Prince Edward Island]</i>	<i>...I really like the visual and how it incorporates the current food guide. [RD, Ontario, 20y]</i>
	Design	<i>I like that it is colourful. That makes it engaging. [Ontario]</i>	<i>Very colourful and eye catching especially for kids. [Saskatchewan]</i>	<i>Colourful with clear and easy descriptions. [Alberta]</i>	<i>Pictures are clear, I would like to see the font larger if possible. [RD, Ontario, 1y]</i>
		<i>...It is very "kid" friendly, such that the foods are easily identified. [Saskatchewan]</i>	<i>I like the layout, but I don't know what all of the foods are. [British Columbia]</i>	<i>It's not too much information. Layout is clean and doesn't distract</i>	<i>The bottom left corner [of the guide] seems empty compared to the rest -- is there a way to balance this without making</i>

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		<i>Small thing to consider, the plate and glass of milk are not proportionate. The glass is quite small in comparison. Just a thought. Otherwise appealing diagram. [Alberta]</i>	<i>Photo is a bit too busy. [Quebec]</i>	<i>from the points provided. [Saskatchewan]</i>	<i>the image too busy? [RN, Ontario, 16y]</i>
<b>Ethnicity</b>	Language			<i>The issue we face as a francophone family is having access to recent information in French. ...Even if they're only available in web format (not printed), it would be very helpful. [New Brunswick]</i>	
	Cultural Inclusion	<i>...can't cover everything, just keep it basic and simple. [Saskatchewan]</i>		<i>I don't think these handouts are culturally adept... [British Columbia]</i>	<i>Very westernized diet; it would be beneficial to include traditional food and more cultural foods... [RD, Yukon, 1.5y]</i>
<b>Feasibility</b>	Realistic	<i>Seems realistic, not too exciting but I would've eaten most of that as a child. [Nova Scotia]</i>		<i>These are basic foods that are easily accessible and typically are pleasing to children. [New Brunswick]</i>	<i>Will they think they have to eat all of this food at one meal? [RD, Nova Scotia, 20y]</i>
		<i>Not all children/youth want to have a full plate - sometimes a variety of nibbles is the way to get them to eat. [British Columbia]</i>		<i>It might be overwhelming for caregivers new to celiac disease. [Ontario]</i>	

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	Additional Supports	<i>Really like the idea of cooking demonstrations [from videos], making them fun and easy to follow for kids to learn along with their parents. [Ontario]</i>		<i>...I wonder to add some example meals for children to model? What would breakfast, lunch and dinner look like per the plate idea. [Alberta]</i>	
	Overall Guide Messaging				
<b>Educational Material Content</b>	Existing Handout Considerations	<i>[Handouts] might be a bit old for some kids, maybe too mature, but not horrible. [Alberta]</i>		<i>I like that there are examples of what a meal might look like. I also like how it gives you an idea of what things you need to make a well balanced meal. [Nova Scotia]</i>	<i>More kid friendly examples [needed]. [RD, Alberta, 16y]</i>
	New Topic Suggestions	<i>Eating on vacation/travel. Provide tools for families on how to eat healthy and stay mindful of their gluten free choices when away from home. [Alberta]</i>	<i>Grain identification. [Saskatchewan]</i>	<i>...pointers on how children can navigate social situations on their own. This may include birthday parties, sleepovers, camps, visits with family members for large meals, etc. [New Brunswick]</i>	<i>Gluten-free kitchen (how to set up to avoid cross-contamination). [RD, Manitoba, 30y]</i>
<b>Educational Material Layout</b>	Design	<i>Simple but I would add pictures of the suggested breakfast. [Quebec]</i>	<i>Reduce the size of the green boxes as they are hiding the food pictures. Kids will more look at the picture than read at first. [Quebec]</i>	<i>Message is strong, but the dark font is difficult to read. [British Columbia]</i>	<i>It would be helpful to have the plate image here [in handouts] to frame how all of this fits together. [RD, Alberta, 6y]</i>
			<i>It's hard to read the black font on the purple/burgundy color and on the green boxes. But the content is good. [Saskatchewan]</i>		

Themes	Sub-themes	>19 years <sup>*</sup>	Parent (+) <sup>†</sup>	Parent (-) <sup>‡</sup>	Health Care Professional
	Organization	<i>I don't like the layout at all. It's a bit busy and the colours used makes the text hard to read. [Manitoba]</i>	<i>It's easy to follow and not overwhelming. [Alberta]</i>	<i>Simple and clear layout. [Ontario]</i>	<i>Easy to read. [RD, Ontario, 18y]</i>
Useability	Usefulness	<i>I have been celiac for 11yrs already. I know what I can eat already. [Alberta]</i>	<i>It would be a great tool for my 12 year old celiac as [they are] becoming more independent. [Saskatchewan]</i>	<i>I think these handouts would be very helpful ...I am now used to the diet but would even appreciate some of these handouts even now! [Alberta]</i>	<i>Yes, they would be helpful and provide a great and simplified visual. [RD, Yukon, 1.5y]</i>
	Format	<i>Use YouTube and other social platforms. [Saskatchewan]</i>	<i>Something to hang on the fridge is great for home and access electronically when out. [Saskatchewan]</i>	<i>Most people get their information online these days. [Ontario]</i>	<i>Nice to have both options - most families I use a combination already i.e. handout when ...in clinic, and email electronic to them as well. [RD, Ontario, 30y]</i>
Other	Serving Size	<i>Would also need [the guide] to be paired with a serving size explanation. [Ontario]</i> <i>Should add amounts i.e. 1 cup veggies. [British Columbia]</i>			

RD: Registered Dietitian; RN: Registered Nurse.

<sup>\*</sup>≥19 years: an adult with celiac disease but who does not identify as a parent of a child/youth with celiac disease. Few notable comments were made by the 15-18 year old respondents who completed the survey (n=3).

<sup>†</sup>Parent (+): a parent with celiac disease who has a child/youth with celiac disease.

<sup>‡</sup>Parent (-): a parent without celiac disease who has a child/youth with celiac disease.

<sup>§</sup>[Role, province, years of practice].