


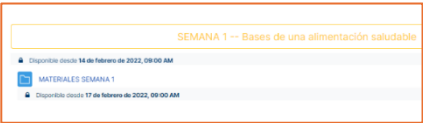
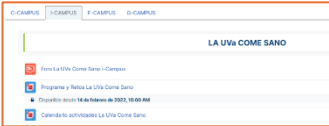


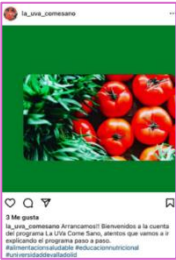





SUPPLEMENTARY MATERIAL

Table S1. Determinants of theory of planned behaviour (TPB), behaviour change technique and activities in the three intervention groups.

| Determinants of TPB | Behavior change technique | VC | Activities IG | FB |
|------------------------------|--|--|---|---|
| Attitude | Provide information about health benefits of eating FV. | Webinar 1: “Healthy eating”. | – Video “healthy eating”. Post- FV servings, FV consumption and health benefits. | – Video “healthy eating”. Post- FV servings, FV consumption and health benefits. |
| | Explaining the types of FV, its nutritional value, seasonality, places to purchase them. | Webinar 2 and 3: “FV best partners of your health” and “How to be a responsible consumer”. | – Posts: nutritional value of FV, places to buy FV, seasonal calendar of FV, places to buy FV and tips for FV conservation, to be a responsible consumer. | – Posts: nutritional value of FV, places to buy FV, seasonal calendar of FV, places to buy FV and tips for FV conservation, to be a responsible consumer. |
| Subjective norms | Propose healthy snacking ideas | Webinars 5 and 6: “Culinary techniques for FV” and “Healthy snacking ideas with FV”. | – Posts about FV snacks and recipes. | – Posts about FV snacks and recipes. |
| | | | – Videos of culinary techniques for FV and healthy snacking. | – Videos of culinary techniques for FV and healthy snacking. |
| Perceived behavioral control | Work on abilities such as healthy menu designing, batch cooking techniques, grocery list development | – Webinars 5 and 3: “Culinary techniques for FV” and “How to be a responsible consumer”. | – IG Live: “How to plan a healthy menu”. | – FB Live: “How to plan a healthy menu”. |
| | | – Webinars 4 and 9: “My Plate: Healthy menu planning” and “Batch cooking”. | – IG Live: “Batch cooking”. | – FB Live: “Batch cooking”. |

VC: Virtual campus, FV: fruit and vegetable, IG: Instagram, FB: Facebook

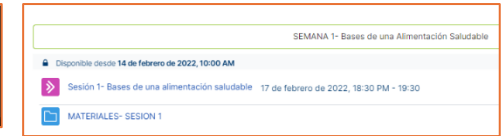
Table S2a. Topic, schedule, platform, activities, and materials for the first week of “The U. Valladolid eats healthy” program during week 1.

| GROUP | TOPIC | Platform | IMPLEMENTATION Activities | SCREENSHOTS, TOOLS, AND MATERIALS. |
|---------------|-----------------------------|----------|---|---|
| WEEK 1 | | | | |
| CONTROL | Healthy eating ¹ | VC | A document with information about foundations of healthy eating: nutrients, foods, energetic balance, and Mediterranean Diet pattern. |   |
| INTERVENTION | Program presentation | VC | <ul style="list-style-type: none"> - Webinars calendar. - Challenges and punctuation. - Welcome vídeo. |   |
| | | IG | <ul style="list-style-type: none"> - Welcome posts (2) - Post with the weeks and topics of the program. - Post explaining the challenges of each week. |     |
| | | FB | <ul style="list-style-type: none"> - Welcome post. - Post with the calendar of the program. - Post with video explaining the challenges of each week. |    |

Healthy eating^{1,2,3}

VC

Webinar 1 (recorded) and pdf document with the content: 1. Nutrients / 2. Food and group food / 3. Dietary patterns / 4. Diet and food guides.



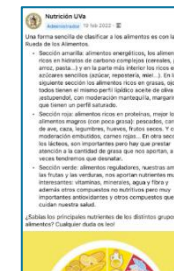
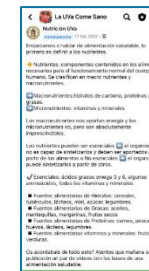
IG

- Post about the objective of the program: to increase FV consumption.
- Video about nutrients, food, and health.
- Post about food and nutrients classification.
- Post about MD pattern
- 3 stories to announce the posts and videos.



FB


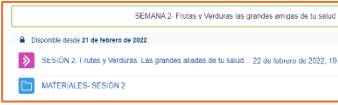



- Post about nutrients and food content in nutrients.
- Video about nutrients and foods
- Post about food classification
- Post about dietary patterns and MD food guide



Challenge nº1 Complete base-line questionnaire (10 points)

VC: Virtual campus, IG: Instagram, FB: Facebook, FV: Fruits and vegetables, MD: Mediterranean Diet.

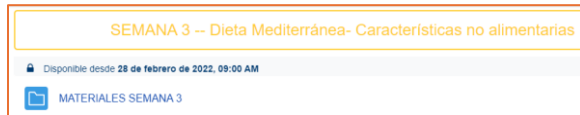
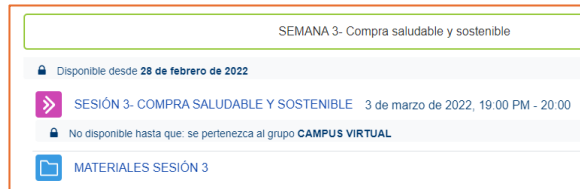


Table S2b. Topic, schedule, platform, activities, and materials for the second week of “The U. Valladolid eats healthy” program during week 2.

| GROUP | TOPIC | Platform | IMPLEMENTATION Activities | SCREENSHOTS, TOOLS, AND MATERIALS. |
|---------------|----------------------------------|----------|---|---|
| WEEK 2 | | | | |
| CONTROL | MD- principal foods ³ | VC | A document about the principal food characteristics in MD pattern. |      |
| INTERVENTION | FV: health benefits ¹ | VC | <ul style="list-style-type: none"> – Webinar n2 (recorded) about FV benefits, with the content: 1. FV definition / 2. Nutritional value of FV/ 3. Seasonality / 4. Portion size recommended / 5. Health benefits of FV. – Seasonal fruit and vegetable calendar". | |
| | | IG | <ul style="list-style-type: none"> – Post about vegetables: types, definition, nutritional content. – Post about fruits: classification, definition, nutritional content. – Post about seasonality and seasonal calendar of fruits and vegetables. – Post about portion size recommended for vegetables. – Post about portion size recommended for fruits. – Post about FV consumption and benefits for health. | |
| | | FB | <ul style="list-style-type: none"> – Post about vegetables, types, classification, and its nutritional value. – Post about fruits: types, classification, and nutritional value. – Post with seasonal FV calendar. – Post about seasonality of FV. – Post with video about FV portion size recommended. – Post about health benefits of consuming enough FV. | |

Challenge n°2 Simple recipe of F or V (10 points)







VC: Virtual campus, IG: Instagram, FB: Facebook, FV: Fruits and vegetables, MD: Mediterranean Diet.

Table S2c. Topic, schedule, platform, activities, and materials for the third week of “The U. Valladolid eats healthy” program during week 3.

| GROUP | TOPIC | Platform | IMPLEMENTATION Activities | SCREENSHOTS, TOOLS AND MATERIALS. |
|---|--|----------|---|--|
| WEEK 3 | | | | |
| CONTROL | MD-A lifestyle ³ | VC | A document about the non-nutritional characteristics of MD pattern. |  |
| INTERVENTION | Shopping FV: tips, places, conservation methods ¹ | VC | <ul style="list-style-type: none">– Webinar nº 3 (recorded): “How to be a responsible consumer”. Content: 1. Food waste, 2. Responsible consumer (tips before, during and after shopping food), 3. FV conservation.– Shopping list model |  |
| | | IG | <ul style="list-style-type: none">– Post with tips of how to be a responsible consumer.– 4 stories about food waste with a questionnaire.– 3 stories about FV conservation. |  |
| | | FB | <ul style="list-style-type: none">– 4 posts with a questionnaire about food waste– Post about food waste, and tips on how to be a responsible consumer.– 2 infographics about FV correct conservation. |  |
| Challenge nº3 Recipe using processed F and/or V (15 points) | | | | |


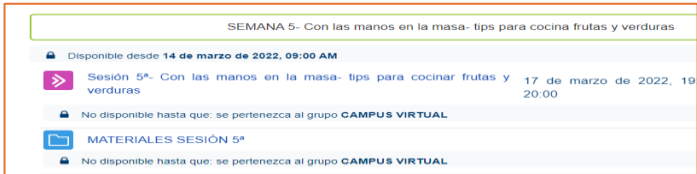


VC: Virtual campus, IG: Instagram, FB: Facebook, FV: Fruits and vegetables, MD: Mediterranean Diet.

Table S2d. Topic, schedule, platform, activities, and materials for the fourth week of “The U. Valladolid eats healthy” program during week 4.

| GROUP | TOPIC | Platform | IMPLEMENTATION Activities | SCREENSHOTS, TOOLS, AND MATERIALS. |
|--|--|----------|--|---|
| WEEK 4 | | | | |
| CONTROL | MD-Food guide, MD pyramid ³ | VC | A document explaining the dietary pyramid of MD for Spanish population. |  |
| INTERVENTION | Healthy menu planning with “My Plate” | VC | Webinar nº4 (recorded): “My Plate: healthy menu planning”. Content: 1. Healthy eating / 2. Food guides / 3. My plate guide / 4 Healthy menu planning. |  |
| | | IG | <ul style="list-style-type: none">– Instagram live: “My Plate: healthy menu planning”.– Post with a menu scheme to help with healthy menu planning. |   |
| | | FB | <ul style="list-style-type: none">– Facebook live: “My Plate: healthy menu planning”.– Post with a menu scheme to help with healthy menu planning. |   |
| Challenge nº4 Cooking 3 meals (lunch or dinner) following “My Plate” guide (20 points) | | | | |

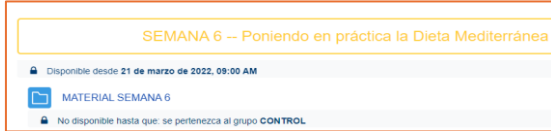
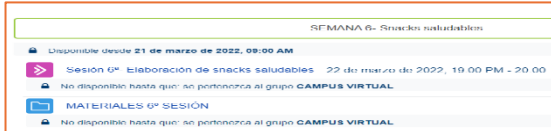
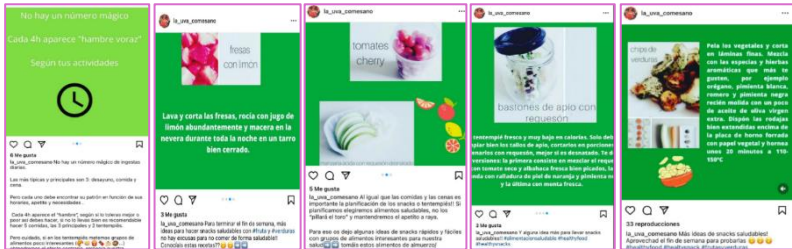

VC: Virtual campus, IG: Instagram, FB: Facebook, FV: Fruits and vegetables, MD: Mediterranean Diet.

Table S2e. Topic, schedule, platform, activities, and materials for the fifth week of “The U. Valladolid eats healthy” program during week 5.

| GROUP | TOPIC | Platform | IMPLEMENTATION Activities | SCREENSHOTS, TOOLS, AND MATERIALS. |
|---|---|----------|---|---|
| WEEK 5 | | | | |
| CONTROL | Health benefits of MD ³ | VC | A document explaining health benefits associated with MD dietary pattern. |  |
| INTERVENTION | Cooking FV: culinary techniques and tips. | VC | <ul style="list-style-type: none">Webinar nº5 :” Hands-on Cooking - Tips for Cooking Fruits and Vegetables”. Content: 1. Nutritional value and culinary techniques, 2. Different culinary techniques, 3. Original recipes to cook FV.Original recipes ideas for cooking FV |  |
| | | IG | <ul style="list-style-type: none">Post about different types of culinary techniques2 posts with videos about culinary techniques and nutritional value.2 posts with original recipes for FV |  |
| | | FB | <ul style="list-style-type: none">Post about the different culinary techniques most employed.2 posts with videos about culinary techniques and nutritional value.2 posts with original recipes for FV |  |
| Challenge nº5 1 or 2 recipes using innovative culinary techniques for FV (25 points) | | | | |





VC: Virtual campus, IG: Instagram, FB: Facebook, FV: Fruits and vegetables, MD: Mediterranean Diet.

Table S2f. Topic, schedule, platform, activities, and materials for the sixth week of “The U. Valladolid eats healthy” program during week 6.

| GROUP | TOPIC | Platform | IMPLEMENTATION Activities | SCREENSHOTS, TOOLS AND MATERIALS. |
|---|-------------------------------------|----------|--|--|
| WEEK 6 | | | | |
| CONTROL | How to practice MD on a daily basis | VC | A document with an example of a MD menu scheme, and traditional Spanish MD recipes. |  |
| INTERVENTION | Healthy snacking with FV | VC | <ul style="list-style-type: none">Webinar nº6: “Healthy snacking with FV”. Content: 1. Daily meals, 2. Breakfast and snacking, 3. Healthy snacks with FV |  |
| | | IG | <ul style="list-style-type: none">Post about how many meals a day should be recommended.Post with original recipes for snacks of FV |  |
| | | FB | <ul style="list-style-type: none">Post about the number of meals a day recommended.3 posts with original recipes for snacks of FV |  |
| Challenge nº 6 Preparing 3 healthy snacks to take away (25 points) | | | | |

VC: Virtual campus, IG: Instagram, FB: Facebook, FV: Fruits and vegetables, MD: Mediterranean Diet.

Table S2g. Topic, schedule, platform, activities, and materials for the seventh week of “The U. Valladolid eats healthy” program during week 7.

| GROUP | TOPIC | Platform | IMPLEMENTATION Activities | SCREENSHOTS, TOOLS AND MATERIALS. |
|---------------|---|----------|---|---|
| WEEK 7 | | | | |
| CONTROL | Myths of the MD | VC | -A questionnaire about myths of MD -A document analysing the myths proposed and debunking them. |  |
| INTERVENTION | Batch cooking: healthy menus for a week | VC | - Webinar nº 7 (recorded): “Batch cooking: healthy menus in 2h cooking”. Content: 1. Definition of Batch cooking: advantages and disadvantages, 2. How to plan a menu for batch cooking, 3. Menus examples for batch cooking. |  |
| | | IG | - Instagram Live: “Batch cooking: healthy menus in 2h cooking” -Post with video about the benefits of batch cooking -Post with a menu adapted to batch cooking |  |
| | | FB | -Facebook Live: “Batch cooking: healthy menus in 2h cooking” -Post with video about the benefits of batch cooking -Post with a menu adapted to batch cooking |  |

Challenge nº 7 Cooking 3 meals with batch cooking design (30 points) + Completing post-intervention survey (10 points)

VC: Virtual campus, IG: Instagram, FB: Facebook, FV: Fruits and vegetables, MD: Mediterranean Diet.

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3. Serra-Majem L, Tomaino L, Dernini S, Berry EM, Lairon D, de la Cruz JN, et al. Updating the mediterranean diet pyramid to-wards sustainability: Focus on environmental concerns. *Int J Environ Res Public Health*. 2020 ;17(23):1–20