

Table S1. Results for primary outcome by study group (CDQ Score, Fruit and Vegetable Daily Intake, and Meeting Fruit and Vegetable Guidelines) complete case unadjusted results.

		CDQ Total score
		Complete case [†] : Mean difference vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	0.42 (-0.75, 1.58)
	Phone	0.55 (-0.73, 1.83)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	0.40 (-0.88, 1.68)
	Phone	-0.85 (-2.74, 1.04)
ALL (n=458)	Written	Reference
	Online	0.43 (-0.41, 1.28)
	Phone	0.19 (-0.85, 1.24)
		Fruit Serves per Day
		Complete case [†] : Mean difference vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	-0.09 (-0.39, 0.21)
	Phone	0.16 (-0.17, 0.48)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	-0.21 (-0.53, 0.11)
	Phone	-0.46 (-0.93, 0.01)
ALL (n=458)	Written	Reference
	Online	-0.11 (-0.33, 0.10)
	Phone	-0.06 (-0.33, 0.20)
		Vegetable Serves per Day
		Complete case [†] : Mean difference vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	-0.14 (-0.46, 0.18)
	Phone	0.17 (-0.18, 0.51)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	0.10 (-0.27, 0.45)
	Phone	0.16 (-0.36, 0.65)
ALL (n=458)	Written	Reference
	Online	-0.36 (-0.27, 0.20)
	Phone	0.18 (-0.10, 0.46)
		Meeting Fruit and Vegetable Guidelines
		Complete case [†] : Odds vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	1.92 (0.74, 4.99)
	Phone	2.51 (0.85, 7.40)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	1.64 (0.63, 4.25)
	Phone	0.70 (0.19, 2.64)
ALL (n=458)	Written	Reference
	Online	1.77 (0.91, 3.44)
	Phone	1.63 (0.72, 3.68)

[†]Complete case analysis: this analysis included data that reported baseline and follow-up data.

Table S2: Results for secondary outcomes by study group (non-core food intake, BMI percentile, total physical activity, moderate to vigorous physical activity, sleep, and compliance with physical activity and sleep guidelines) complete case analysis unadjusted.

		Non-core CDQ Score
		Complete case [†] : Mean difference vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	-0.02 (-0.34,0.29)
	Phone	-0.22 (-0.57,0.13)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	-0.11 (-0.43,0.21)
	Phone	-0.47 (-0.95,0.01)
ALL (n=458)	Written	Reference
	Online	-0.06 (-0.28,0.17)
	Phone	-0.32 (-0.59,-0.04)*
		BMI Percentile (WHO)
		Complete case [†] : Mean difference vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	0.07 (-0.08,0.21)
	Phone	0.05 (-0.11,0.22)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	-0.06 (-0.23,0.10)
	Phone	0.02 (-0.21,0.25)
ALL (n=458)	Written	Reference
	Online	-0.01(-0.11,0.10)
	Phone	0.04 (-0.09,0.18)
		Total Physical Activity (minutes) on Previous Day
		Complete case [†] : Mean difference vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	-19.67 (-76.15,36.80)
	Phone	-20.59 (-103.73,62.55)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	-27.55 (-71.92,16.82)
	Phone	29.36 (-18.30,77.02)
ALL (n=458)	Written	Reference
	Online	-20.53 (-55.36,14.30)
	Phone	12.13 (-30.57,54.83)
		Moderate to Vigorous Physical Activity (minutes) on Previous Day
		Complete case [†] : Mean difference vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	-7.13 (-34.86,20.60)
	Phone	10.19 (-19.54,39.91)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	-11.60 (-39.58,16.39)
	Phone	-37.89 (-79.59,3.82)
ALL (n=458)	Written	Reference
	Online	-9.52 (-28.97,9.94)
	Phone	-2.52(-26.17,21.09)
		Screen Time (minutes) on Previous Day
		Complete case [†] : Mean difference vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	11.27 (-17.78,40.31)
	Phone	-16.05 (-47.57,15.47)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	-1.22 (-31.75,29.30)
	Phone	15.99 (-30.04,62.02)
ALL (n=458)	Written	Reference
	Online	7.07 (-13.72,27.87)
	Phone	-8.64 (-34.38,17.11)
		Sleep (hours) on Previous Day

		Complete case [†] : Mean difference vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	-0.03 (-0.33,0.26)
	Phone	-0.12 (-0.44,0.20)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	-0.26 (-0.63,0.10)
	Phone	0.07 (-0.48,0.61)
ALL (n=458)	Written	Reference
	Online	-0.18 (-0.41,0.05)
	Phone	-0.05 (-0.34,0.23)
		Meeting Physical Activity Guidelines
		Complete case [†] : Odds vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	0.88 (0.38,2.01)
	Phone	1.47 (0.55,3.90)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	0.42 (0.12,1.53)
	Phone	0.57 (0.22,1.47)
ALL (n=458)	Written	Reference
	Online	0.74 (0.40,1.36)
	Phone	0.91 (0.43,1.96)
		Meeting Screen Time Guidelines
		Complete case [†] : Odds vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	0.42 (0.18,0.96)
	Phone	1.22 (0.518,2.883)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	0.85 (0.39,1.87)
	Phone	1.29 (0.40,4.15)
ALL (n=458)	Written	Reference
	Online	0.64 (0.37,1.11)
	Phone	1.27 (0.65,2.50)
		Meeting Sleep Guidelines
		Complete case [†] : Odds vs control (95% CI)
RANDOMISED ONLY (n=240)	Written	Reference
	Online	1.63 (0.54,4.93)
	Phone	0.50 (0.19,1.32)
PREFERENCE ONLY (n=218)	Written	Reference
	Online	0.49 (0.16,1.56)
	Phone	0.50 (0.11,2.33)
ALL (n=458)	Written	Reference
	Online	0.88 (0.42,1.85)
	Phone	0.50 (0.22,1.13)

[†]Complete case analysis: this analysis included data that reported baseline and follow-up data.

[‡] Multiple imputations analysis: follow-up data was imputed for missing follow-up and covariate data.

* p <0.05,