



Table S1: *Swap Up* Main Message Awareness Items and Frequencies

Item	Total % (n = 200)	Urban % (n)	Rural % (n)	Overweight % (n)	Not Overweight % (n)	Aware % (n)	Not Aware % (n)	Engaged % (n)	Not Engaged % (n)
Overall	83% (166)	59% (117)	25% (49)	48% (95)	36% (71)	66% (131)*	18% (35)	41% (82)	42% (84)*
Eat how you want to feel	35% (70)	24% (48)	11% (22)	15% (29)	21% (41)	27% (53)	9% (17)	19% (38)*	16% (32)
Healthy foods power you up	34% (68)	25% (49)	10% (19)	15% (29)	20% (39)	29% (58)*	5% (10)	19% (37)*	16% (31)
Unhealthy foods drag you down	43% (85)	29% (57)	14% (28)	19% (37)	24% (48)	38% (75)	5% (10)	24% (48)*	19% (37)
Sugar holds you back	39% (77)	26% (52)	13% (25)	16% (32)	23% (45)	35% (69)*	4% (8)	23% (46)*	16% (31)
Start swapping up	26% (51)	19% (38)	7% (13)	13% (26)	13% (25)	21% (41)	5% (10)	17% (33)*	9% (18)
Greasy foods slow you down	43% (86)	30% (60)	13% (26)	17% (34)	26% (52)	36% (72)*	7% (14)	23% (45)*	21% (41)
Sugar causes crashes	42% (83)	27% (53)	15% (30)	19% (38)	23% (45)	37% (73)*	5% (10)	23% (45)*	19% (38)
Fruits and veggies give you energy	45% (89)	36% (71)*	9% (18)	20% (40)	25% (49)	34% (68)	11% (21)	21% (42)	24% (47)
Water refreshes you	46% (91)	32% (64)	14% (27)	22% (44)	24% (47)	36% (71)	10% (20)	24% (48)*	22% (43)
Water energizes you	42% (84)	28% (56)	14% (28)	21% (41)	22% (43)	34% (68)*	8% (16)	18% (38)	24% (48)

*Significantly different at the $p < 0.05$ level.

Table S2: Increasing Water Items and Frequencies.

Item	Total % (n = 200)	Urban % (n)	Rural % (n)	Overweight % (n)	Not Overweight % (n)	Aware % (n)	Not Aware % (n)	Engaged % (n)	Not Engaged % (n)
Overall	78% (156)	55% (109)	24% (47)	35% (69)	44% (87)	59% (118)*	19% (38)	38% (75)	41% (81)*
Set a goal to drink more water	62% (103)	46% (76)	16% (27)	25% (41)	38% (62)	48% (79)	15% (24)	30% (50)	32% (53)
Told my friends about my plans to drink more water	17% (28)	13% (21)	4% (7)	10% (17)	7% (11)	13% (22)	4% (6)	12% (20)*	5% (8)
Told my family about my plans to drink more water	25% (41)	16% (27)	9% (14)	12% (19)	13% (22)	19% (32)	5% (9)	14% (23)	11% (18)
Looked up information (e.g. online) about tips for drinking more water	16% (27)	13% (22)	3% (5)	8% (13)	9% (14)	11% (18)	5% (9)	11% (18)*	5% (9)
Looked up information about how drinking water can make you think, act	15% (25)	13% (22)*	2% (3)	8% (13)	7% (12)	12% (19)	4% (6)	11% (18)*	4% (7)

or feel better									
Looked up ways to make water taste more interesting (e.g. infused water recipes)	24% (39)	19% (31)	5% (8)	13% (21)	11% (18)	21% (35)*	2% (4)	17% (28)*	7% (11)
Purchased, or asked others to purchase for me sparkling unsweetened water or bottled water	35% (58)	26% (43)	9% (15)	15% (25)	20% (33)	28% (47)	7% (11)	16% (27)	19% (31)
Purchased, or asked others to purchase for me a refillable water bottle or a water filter	33% (55)	22% (37)	11% (18)	13% (21)	21% (34)	28% (46)	5% (9)	19% (31)	15% (24)
Asked a friend to help in some way	10% (16)	6% (9)	4% (7)	4% (7)	6% (9)	8% (13)	2% (3)	7% (11)	3% (5)
Downloaded or looked into an app that would let me track my water	20% (33)	15% (25)	5% (8)	10% (17)	10% (16)	17% (28)	3% (5)	13% (21)*	7% (12)
Began tracking how much water I drink (e.g. through a chart, app)	28% (46)	19% (32)	9% (14)	13% (22)	15% (24)	22% (36)	6% (10)	15% (25)	13% (21)

*Significantly different at the $p < 0.05$ level.

Table S3: Decreasing Sugary Drinks Items and Frequencies.

Item	Total % (n = 200)	Urban % (n)	Rural % (n)	Overweight % (n)	Not Overweight % (n)	Aware % (n)	Not Aware % (n)	Engaged % (n)	Not Engaged % (n)
Overall	60% (119)	45% (89)	15% (30)	25% (50)	35% (69)	46% (91)	14% (28)	32% (63)*	28% (56)
Told my friends about my plans to drink fewer sodas/sugary drinks	23% (30)	16% (21)	7% (9)	11% (15)	11% (15)	19% (25)	4% (5)	14% (18)	9% (12)
Told my family about my plans to drink fewer sodas/sugary drinks	24% (31)	18% (24)	5% (7)	11% (15)	12% (16)	19% (25)	5% (6)	17% (22)*	7% (9)
Looked up information (e.g. online) about tips for drinking fewer sodas/sugary drinks	15% (20)	14% (19)*	1% (1)	7% (9)	8% (11)	14% (18)	2% (2)	10% (13)	5% (7)
Looked up information about how drinking sodas/sugary drinks can make you think, act or feel worse	15% (20)	13% (17)	2% (3)	6% (8)	9% (12)*	15% (20)	0% (0)	9% (12)	6% (8)
Asked my parents to stop buying these drinks	27% (36)	21% (27)	7% (9)	12% (16)	15% (20)	18% (24)	9% (12)	16% (21)	11% (15)
Got rid of some of these drinks that I had at my house	22% (29)	17% (23)	5% (6)	10% (13)	12% (16)	18% (24)	4% (5)	13% (17)	9% (12)

Moved some of these drinks so they were harder to access (e.g. put on a high shelf)	17% (22)	13% (17)	4% (5)	9% (12)	8% (10)	13% (17)	4% (5)	11% (15)	5% (7)
Avoided people, places or activities that would make me want to drink sodas/sugary drinks	32% (42)	25% (33)	7% (9)	12% (16)	20% (26)	24% (32)	8% (10)	17% (23)	14% (19)
Asked a friend to help in some way	10% (13)	6% (8)	4% (5)	6% (8)	4% (5)	8% (11)	2% (2)	8% (11)*	2% (2)
Purchased or had someone purchase for me a "diet" beverage instead of a "regular" soda/sugary beverage	29% (38)	24% (31)	5% (7)	13% (17)	16% (21)	22% (29)	7% (9)	14% (18)	15% (20)
Downloaded or began using an app that lets me track my sodas/sugary drinks	12% (16)	9% (12)	3% (4)	8% (10)	5% (6)	11% (14)	2% (2)	8% (11)	4% (5)
Set a limit on how many sodas/sugary drinks I should drink each day, or limited the times/days I drink them	45% (59)	34% (45)	11% (14)	17% (22)	28% (37)	33% (44)	11% (15)	23% (31)	21% (28)
Began tracking how many sodas/sugary drinks I drink (e.g. through a chart or app)	24% (31)	18% (24)	5% (7)	11% (14)	13% (17)	20% (26)	4% (5)	12% (16)	11% (15)
While I still had these drinks, I tried to drink a bit less of them by taking a smaller serving or not finishing all of the drink	36% (47)	29% (38)	7% (9)	19% (25)	17% (22)	26% (34)	10% (13)	20% (27)	15% (20)

*Significantly different at the $p < 0.05$ level.

Table S4: Increasing Fruits and Veggies Items and Frequencies.

Item	Total % (n = 200)	Urban % (n)	Rural % (n)	Overweight % (n)	Not Overweight % (n)	Aware % (n)	Not Aware % (n)	Engaged % (n)	Not Engaged % (n)
Overall	67% (134)	48% (96)	19% (38)	30% (60)	37% (74)	52% (104)*	15% (30)	34% (67)	34% (67)
Set a goal to eat more fruits/vegetables	44% (65)	32% (47)	12% (18)	19% (28)	25% (37)	34% (51)	9% (14)	23% (34)	21% (31)
Told my friends about my plans to eat more fruits/vegetables	21% (31)	16% (24)	5% (7)	10% (15)	11% (16)	17% (25)	4% (6)	13% (19)	8% (12)
Told my family about my plans to eat more fruits/vegetables	35% (51)	26% (39)	8% (12)	16% (24)	18% (27)	27% (40)	7% (11)	18% (26)	17% (25)
Looked up information (e.g. online) about tips for eating more fruits/vegetables	31% (46)	23% (34)	8% (12)	16% (23)	16% (23)	27% (40)	4% (6)	21% (31)*	10% (15)
Looked up recipes or information about how to prepare fruits/vegetables	35% (51)	24% (36)	10% (15)	15% (22)	20% (29)	27% (40)	7% (11)	20% (29)	15% (22)

Looked up information about how eating fruits/vegetables can make you think, act or feel better	21% (31)	16% (23)	5% (8)	12% (17)	10% (14)	17% (25)	4% (6)	14% (20)*	7% (11)
Purchased, or asked others to purchase, more fruits/vegetables to have at home	61% (90)	42% (62)	19% (28)	29% (43)	32% (47)	46% (68)	15% (22)	28% (42)	32% (48)
Put fruits/vegetables in a place where I would see them more easily	34% (50)	27% (40)	7% (10)	14% (20)	20% (30)	26% (38)	8% (12)	16% (23)	18% (27)
Tried a type of fruit/vegetable I typically do not eat	28% (42)	20% (30)	8% (12)	14% (20)	15% (22)	20% (30)	8% (12)	15% (22)	14% (20)
Asked a friend to help in some way	14% (21)	12% (17)	3% (4)	7% (10)	7% (11)	11% (17)	3% (4)	11% (16)*	3% (5)
Downloaded or looked into an app related to nutrition	22% (32)	18% (26)	4% (6)	12% (18)	10% (14)	17% (25)	5% (7)	14% (20)	8% (12)
Began tracking how much fruits/vegetables I eat (e.g. through a chart, app)	24% (35)	18% (26)	6% (9)	10% (15)	14% (20)	20% (30)	3% (5)	14% (21)	9% (14)

*Significantly different at the $p < 0.05$ level.

Table S5: Decreasing Greasy, Fried, and Sugary Foods Items and Frequencies.

Item	Total % (n = 200)	Urban % (n)	Rural % (n)	Overweight % (n)	Not Overweight % (n)	Aware % (n)	Not Aware % (n)	Engaged % (n)	Not Engaged % (n)
Overall	65% (129)	46% (91)	19% (38)	28% (56)	37% (73)	48% (96)	17% (33)	30% (60)	35% (69)
Set a goal to eat less of these foods	48% (67)	37% (51)	12% (16)	20% (28)	28% (39)	37% (51)	12% (16)	23% (32)	25% (35)
Told my friends about my plans to eat less of these foods	20% (28)	14% (20)	6% (8)	11% (15)	9% (13)	15% (21)	5% (7)	12% (16)	9% (12)
Told my family about my plans to eat less of these foods	25% (34)	19% (26)	6% (8)	12% (16)	13% (18)	19% (26)	6% (8)	10% (14)	14% (20)
Looked up information (e.g. online) about tips for eating less of these foods	19% (27)	17% (23)*	3% (4)	9% (13)	10% (14)	15% (21)	4% (6)	14% (19)*	6% (8)
Looked up information about how these foods can make you think, act or feel worse	18% (25)	12% (17)	6% (8)	8% (11)	10% (14)	14% (20)	4% (5)	13% (18)*	5% (7)
Asked my parents to stop buying these foods	24% (33)	19% (26)	5% (7)	10% (14)	14% (19)	19% (26)	5% (7)	14% (19)	10% (14)
Got rid of some of these foods that I had at my house	28% (39)	19% (26)	9% (13)	14% (20)	14% (19)	22% (31)	6% (8)	19% (26)*	9% (13)
Moved some of these foods so they were	24% (33)	21% (29)*	3% (4)	8% (11)	16% (22)	18% (25)	6% (8)	17% (23)*	7% (10)

harder to access (e.g. put on a high shelf)									
Tried to find different ways to relax or manage stress/boredom	40% (56)	27% (38)	13% (18)	18% (25)	22% (31)	31% (43)	9% (13)	20% (28)	20% (28)
Avoided people, places or activities that would make me want to eat these foods	32% (44)	25% (34)	7% (10)	14% (20)	17% (24)	14% (33)	8% (11)	15% (21)	17% (23)
Asked a friend to help in some way	8% (11)	7% (9)	1% (2)	4% (6)	4% (5)	6% (9)	1% (2)	5% (7)	3% (4)
Downloaded or began using an app related to nutrition	21% (29)	16% (22)	5% (7)	12% (17)	9% (12)	13% (18)	8% (11)	10% (14)	11% (15)
Began tracking how much of these foods I eat (e.g. through a chart or app)	23% (32)	17% (24)	6% (8)	11% (15)	12% (17)	17% (23)	6% (9)	14% (20)	9% (12)
While I still had these foods, I tried to eat a bit less of them by taking a smaller serving or not finishing all of the food	53% (73)	35% (49)	17% (24)	27% (37)	26% (36)	37% (51)	16% (22)	27% (37)	26% (36)

*Significantly different at the $p < 0.05$ level.

Table S6: *Swap Up* Digital Engagement Items and Frequencies.

Item	Total % (n = 200)	Urban % (n)	Rural % (n)	Overweight % (n)	Not Overweight % (n)	Aware % (n)	Not Aware % (n)	Engaged % (n)	Not Engaged % (n)
Overall	44% (87)	30% (60)	14% (27)	21% (41)	23% (46)	38% (75)*	6% (12)	-	-
Seen a GIF/short video from <i>Swap Up</i> online	22% (44)	14% (27)	9% (17)	12% (24)	10% (20)	19% (37)*	4% (7)	22% (44)*	0% (0)
Opened or seen a story on social media from <i>Swap Up</i>	22% (44)	15% (29)	8% (15)	10% (20)	12% (24)	20% (40)*	2% (4)	22% (44)*	0% (0)
Liked, reacted or saved a post from <i>Swap Up</i> on social media	9% (17)	7% (13)	2% (4)	5% (9)	4% (8)	7% (14)	2% (3)	9% (17)*	0% (0)
Swiped up on a <i>Swap Up</i> ad or clicked a link or button on social media	8% (16)	7% (13)	2% (3)	4% (7)	5% (9)	7% (13)	2% (3)	8% (16)*	0% (0)
Commented or shared content from <i>Swap Up</i> on social media	5% (9)	4% (7)	1% (2)	3% (6)	2% (3)	4% (8)	1% (1)	5% (9)*	0% (0)

*Significantly different at the $p < 0.05$ level.