

Online Supporting Material, Supplemental Table 1

Navajo Healthy Stores intervention: Promoted foods and behaviors by phase

| Phase | Theme | Promoted Foods | Promoted Behaviors |
|-------|---|--|--|
| 0 | Introduction of NHS in stores | --- | Increased awareness of program in local stores and community Build anticipation |
| 1 | Healthy Beverages and Breads | Bottled water Diet sodas Sugar free drink mixes Whole wheat breads Blue corn bread Wheat and corn tortillas | Recognize store intervention materials Choose healthier drinks and drink lots of water Eat whole wheat and whole grain breads |
| 2 | Healthy Cooking Methods Better Potatoes | Cooking spray Vegetable oils Potatoes Eggs Lean hamburger meat | Use cooking spray or canola oil Drain fat and rinse Healthier cooking methods (bake, grill, steam) Reduce portion size Buy leaner meat |
| 3 | Healthier Luncheon Meats Eat in Moderation | Low fat luncheon meats Spam Lite Water | Choose lower fat lunch meats Avoid mayonnaise Eat more fresh fruits and vegetables Reduce portion size and drink water before eating |
| 4 | Better, Healthier Meals | Fresh fruits and vegetables | Prepare healthy meals at home |

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| | | Lean cuts of meat | Eat together as a family |
| | | Variety of fish | Choose salad and fresh fruits and vegetables |
| 5 | Healthier Snacks and Desserts | Baked potato chips | Bring your lunch from home |
| | | Baked tortilla chips | Eat baked chips/tortillas and pretzels for snacks |
| | | Unsalted pretzels | Read the food labels |
| | | Fresh fruits | Choose fresh fruits for snacks or dessert |
| | | Snack vegetables | Snack on fresh vegetables |
| 6 | Planning Ahead | Lower fat or fat free dressings and dips | Save time and money |
| | Healthy and Affordable Meals | Fresh fruits and vegetables | Plan ahead and prepare healthy meals |
| | | Snack vegetables | Use food and shelf labels when selecting food |
| | | | Choose items that are fresh and low in fat |

Online Supporting Material, Supplemental Table 2

Examples of Questions and Scoring for Scale Construction

| Scales (Cronbach's Alpha: baseline & post-intervention) | Sample questions | Sample Answers | Sample coding |
|---|----------------------------------|---|---------------|
| Knowledge score (Baseline 0.67; post-intervention 0.66). | Which cereal has most fiber? | Frosted flakes | 0 |
| | | Corn flakes | 1 |
| | | Shredded wheat | 2 |
| | | Don't know | 0 |
| | Which drink has fewest calories? | Diet soda | 1 |
| | | Regular soda | 0 |
| | | Gatorade | 0 |
| | | Don't know | 0 |
| Self-efficacy score (0.88, 0.88) | Using cooking spray like Pam: | Would be impossible for you to do regularly | 1 |
| | | Would be very hard for you to do regularly | 2 |

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| | | Would be kind of hard for you to do regularly | 3 |
| | | Very easy for you to do | 4 |
| Intention score (0.74, 0.78) | If you buy milk which would you buy? | Regular, whole milk | 0 |
| | | 2% reduced fat milk | 1 |
| | | 1% or skim milk | 2 |
| | If you wanted a snack which would you pick? | Potato chips/Doritos | 0 |
| | | Pretzels | 1 |
| | | Baked chips | 1 |
| Label reading score (0.82, 0.82) | First label – How many servings are in the entire bar? | 8 | 1 |
| | | Other answers | 0 |
| | Second label- how many grams are there in each serving | 10 | 1 |
| | | 10g | 1 |
| | | Other answers | 0 |
| Cooking score (0.65, std 0.71) | Enter the 1 st (or 2 nd) most common method used for cooking ground beef (or other food items) | Did not cook | 0 |
| | | Deep fried | -2 |
| | | Pan fried | -1 |

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| | | Pan fried in own fat or water | 0 |
| | | Pan fried in own fat or water, drained and rinsed | 2 |
| | | Cooking spray | 1 |
| Healthy food getting frequency (0.93, 0.93) | Enter the number of times the respondent got whole wheat bread (or other healthy foods) | frequency | frequency |
| Unhealthy food getting frequency (0.77, 0.83) | Enter the number of times the respondent got regular bologna (or other unhealthy foods) | frequency | frequency |
| Perception of healthy foods score (0.87, 0.84) | Healthy foods are expensive | Strongly disagree | 5 |
| | | Disagree | 4 |
| | | Undecided | 3 |
| | | Agree | 2 |
| | | Strongly agree | 1 |
| Self-perception score (baseline only) (0.65) | I am satisfied with my weight | Strongly disagree | 1 |
| | | Disagree | 2 |
| | | Undecided | 3 |
| | | Agree | 4 |

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| | | Strongly agree | 5 |
| Shelf label-driven healthy food purchasing score I. (post-intervention only) ¹ | Have you ever purchased a food because you saw one of the healthy stores shelf labels under it? | Always or almost always | 5 |
| | | Often | 4 |
| | | Sometimes | 3 |
| | | Rarely | 2 |
| | | Never | 1 |
| Shelf label-driven healthy food purchasing score II. (post-intervention only) (0.92) | If yes (to above question), which of the following foods did you EVER buy in the last year BECAUSE you saw a Healthy Stores shelf label like the one I just showed you? (e.g., water, diet soda, soy milk) | Check | 1 |
| | | Uncheck | 0 |

¹ This score involves only 1 question, therefore no alpha available.