

Additional File 2: Additional Tables

Table A.1: Means and Standard Deviations for Perceived Importance of Vitamin D-Related Behaviours among Intervention Study Participants Over Time (n=90)

Variable*	Intervention (n=41) M (SD)	Control (n=49) M (SD)
From a health perspective, it is important for me to regularly take supplements or multivitamins containing vitamin D.		
Time 1 (Baseline)	3.17 (1.09)	2.98 (1.25)
Time 2	3.56 (1.14)	2.98 (1.23)
Time 3 (Follow-up)	3.71 (1.12)	3.24 (1.28)
From a health perspective, it is important for me to take vitamin D supplements in the spring/summer months in Canada.		
Time 1 (Baseline)	2.88 (1.05)	2.53 (1.08)
Time 2	2.98 (1.17)	2.67 (1.09)
Time 3 (Follow-up)	2.95 (1.07)	2.82 (1.32)
From a health perspective, it is important for me to take vitamin D supplements in the fall/winter months in Canada.		
Time 1 (Baseline)	4.07 (0.88)	3.67 (1.09)
Time 2	4.27 (0.95)	3.73 (1.10)

Time 3 (Follow-up) 4.12 (1.01) 3.78 (1.25)

From a health perspective, it is important for me to consume milk, dairy and/or fortified non-dairy alternatives every day.

Time 1 (Baseline) 4.17 (1.14) 3.92 (1.22)

Time 2 4.12 (0.93) 4.12 (0.95)

Time 3 (Follow-up) 4.12 (0.98) 4.29 (0.84)

Consuming milk, dairy, and/or fortified non-dairy alternatives is a challenge for me.

Time 1 (Baseline) 2.44 (1.48) 2.49 (1.45)

Time 2 3.17 (1.47) 2.33 (1.18)

Time 3 (Follow-up) 3.22 (1.26) 2.94 (1.38)

From a health perspective, it is important for me to get some sun exposure every day.

Time 1 (Baseline) 4.05 (1.05) 4.14 (0.94)

Time 2 4.07 (0.99) 4.12 (0.86)

Time 3 (Follow-up) 3.95 (1.12) 4.43 (0.76)

*Response range 1-5 (1=strongly disagree; 5=strongly agree)

Table A.2: Response Frequencies for Feedback Survey among Intervention Group (n=41)

Variable	Frequency % (n)
How much would you say watching the video influenced you to make changes to your dietary intake of foods containing vitamin D?	
Did not influence me at all	17.1% (7)
Did not influence me very much	31.7% (13)
Influenced me somewhat	36.6% (15)
Influenced me very much	12.2% (5)
I do not remember	2.4% (2)
How much would you say watching the video influenced you to make changes to your dietary intake of foods containing calcium?	
Did not influence me at all	19.5% (8)
Did not influence me very much	29.3% (12)
Influenced me somewhat	41.5% (17)
Influenced me very much	7.3% (3)
I do not remember	2.4% (1)
How much would you say watching the video influenced you to take a supplement or multivitamin containing vitamin D?	
Did not influence me at all	31.7% (13)
Did not influence me very much	24.4% (10)

Influenced me somewhat	29.3% (12)
Influenced me very much	12.2% (5)
I do not remember	2.4% (1)

How much would you say watching the video influenced to spend more time in the sun?

Did not influence me at all	22.0% (9)
Did not influence me very much	26.8% (11)
Influenced me somewhat	34.1% (14)
Influenced me very much	14.6% (6)
I do not remember	2.4% (1)

After watching the video, we provided you with some information about vitamin D.

How much would you say reading this information influenced you to make changes to your dietary intake of foods containing vitamin D?

Did not influence me at all	14.6% (6)
Did not influence me very much	24.4% (10)
Influenced me somewhat	29.3% (12)
Influenced me very much	24.4% (10)
I do not remember	7.3% (3)

How much would you say using reading this information influenced you to make changes to your dietary intake of foods containing calcium?

Did not influence me at all	12.2% (5)
Did not influence me very much	34.1% (14)

Influenced me somewhat	31.7% (13)
Influenced me very much	14.6% (6)
I do not remember	7.3% (3)

How much would you say reading this information influenced you to take a supplement or multivitamin containing vitamin D?

Did not influence me at all	24.4% (10)
Did not influence me very much	24.4% (10)
Influenced me somewhat	26.8% (11)
Influenced me very much	17.1% (7)
I do not remember	7.3% (3)

How much would you say reading this information influenced you to spend more time in the sun?

Did not influence me at all	19.5% (8)
Did not influence me very much	24.4% (10)
Influenced me somewhat	34.1% (14)
Influenced me very much	14.6% (6)
I do not remember	7.3% (3)

How much would you say receiving the “Vitamin D Tips & Tricks” newsletters influenced you to make changes to your dietary intake of foods containing vitamin D?

Did not influence me at all	2.4% (1)
Did not influence me very much	29.3% (12)

Influenced me somewhat	19.5% (8)
Influenced me very much	19.5% (8)
N/A – I did not read the newsletters	22.0% (9)
I do not remember	7.3% (3)

How much would you say receiving the “Vitamin D Tips & Tricks” newsletters influenced you to make changes to your dietary intake of foods containing calcium?

Did not influence me at all	4.9% (2)
Did not influence me very much	26.8% (11)
Influenced me somewhat	29.3% (12)
Influenced me very much	9.8% (4)
N/A – I did not read the newsletters	22.0% (9)
I do not remember	7.3% (3)

How much would you say receiving the “Vitamin D Tips & Tricks” newsletters influenced you to take a supplement or multivitamin containing vitamin D?

Did not influence me at all	12.2% (5)
Did not influence me very much	19.5% (8)
Influenced me somewhat	22.0% (9)
Influenced me very much	17.1% (7)
N/A – I did not read the newsletters	22.0% (9)
I do not remember	7.3% (3)

How much would you say receiving the “Vitamin D Tips & Tricks” newsletters influenced you to spend more time in the sun?

Did not influence me at all	14.6% (6)
Did not influence me very much	17.1% (7)
Influenced me somewhat	24.4% (10)
Influenced me very much	19.5% (8)
N/A – I did not read the newsletters	22.0% (9)
I do not remember	7.3% (3)

How much would you say using the app influenced you to make changes to your dietary intake of foods containing vitamin D?

Did not influence me at all	24.4% (10)
Did not influence me very much	14.6% (6)
Influenced me somewhat	26.8% (11)
Influenced me very much	24.4% (10)
N/A – I did not use the app	9.8% (4)

How much would you say using the app influenced you to make changes to your dietary intake of foods containing calcium?

Did not influence me at all	29.3% (12)
Did not influence me very much	17.1% (7)
Influenced me somewhat	24.4% (10)
Influenced me very much	19.5% (8)

N/A – I did not use the app 9.8% (4)

How much would you say the app influenced you to take a supplement or multivitamin containing vitamin D?

Did not influence me at all 43.9% (18)

Did not influence me very much 12.2% (5)

Influenced me somewhat 17.1% (7)

Influenced me very much 17.1% (7)

N/A – I did not use the app 9.8% (4)

How much would you say the app influenced you to spend more time in the sun?

Did not influence me at all 43.9% (18)

Did not influence me very much 14.6% (6)

Influenced me somewhat 24.4% (10)

Influenced me very much 7.3% (3)

N/A – I did not use the app 9.8% (4)

How much did you like using the app?

Did not like using it at all 19.5% (8)

Did not like using it very much 19.5% (8)

Liked using it somewhat 39.0% (16)

Liked using it very much 7.3% (3)

N/A – I did not use the app 14.6% (6)

How easy was it to use the app?

Very difficult 9.8% (4)

Somewhat difficult 26.8% (11)

Somewhat easy 22.0% (9)

Very easy 31.7% (13)

N/A – I did not use the app 9.8% (4)

Table A.3: Mean Rankings of Intervention Components on Perceived Influence of Behaviour Change (Feedback Survey, n=41)

Dependent Variable*	Intervention Components			
<i>How much did the [intervention component] influence you to...</i>	Intervention video M (SD)	Information slides M (SD)	Tips & Tricks newsletters M (SD)	Vitamin D Calculator app M (SD)
Make changes to dietary intake of foods containing vitamin D (n=25)	2.48 (0.82)	2.80 (1.00)	2.80 (0.91)	2.76 (1.05)
Make changes to dietary intake of foods containing calcium (n=24)	2.50 (0.83)	2.67 (0.82)	2.67 (0.82)	2.58 (1.10)
Take a supplement or multivitamin containing vitamin D (n=25)	2.36 (1.00)	2.52 (1.05)	2.60 (1.04)	2.36 (1.22)
Spend more time in the sun (n=26)	2.65 (0.98)	2.58 (1.03)	2.69 (1.05)^a	2.08 (1.09)^a

^a Significantly different at $p < 0.008$

* Response range 1-4 (1=did not influence me at all; 4=influenced me very much)