

Supplemental Table 1. Predicted Mean Response to Knowledge, Attitude, and Norms (KAN) and Media Items by Student Characteristics

	Predicted mean response (95% CI) ^a to KAN and media items by student characteristics						
	Race/Ethnicity					FRPM Eligibility	
	White	Asian Pacific Islander ^b	Black or African American ^b	Hispanic	Two or More Races ^b	Not eligible	Eligible
KAN and media items							
Response scale for below: 1=has no effect on health to 4=is extremely unhealthy ^c							
Attitude that sugary drink are unhealthy: "... <i>drinking sugary drinks...</i> "	2.69 (2.61, 2.76)	2.61 (2.46, 2.76)	2.53 (2.42, 2.65)	2.64 (2.55, 2.73)	2.72 (2.61, 2.83)	2.66 (2.60, 2.71)	2.62 (2.54, 2.70)
Norm —friends think sugary drinks are unhealthy: "... <i>your friends think drinking sugary drinks...</i> "	2.32 (2.25, 2.39)	2.18 (2.02, 2.33)	2.09 (1.99, 2.19)	2.25 (2.17, 2.34)	2.39 (2.27, 2.51)	2.24 (2.19, 2.29)	2.29 (2.21, 2.38)
Norm —frequency of peer sugary drink consumption: " <i>How often do ... most students...drink sugary drinks? (response in times/day)</i> "	1.0 (0.9, 1.1)	1.5 (1.2, 1.7)	1.7 (1.5, 1.8)	1.3 (1.1, 1.4)	1.3 (1.1, 1.4)	1.2 (1.1, 1.3)	1.4 (1.3, 1.5)
Response scale for below: 1=strongly disagree to 5=strongly agree ^d							
Knowledge that liquid sugar is less satiating: " <i>Foods with sugar...make you feel full for a longer time than drinks with sugar in them</i> "	3.41 (3.30, 3.53)	3.24 (2.99, 3.49)	3.09 (2.92, 3.26)	3.24 (3.10, 3.37)	3.32 (3.16, 3.49)	3.30 (3.21, 3.39)	3.25 (3.12, 3.37)
Knowledge that sugary drinks increase diabetes risk: " <i>Drinking sugary drinks can lead to diabetes...</i> "	4.34 (4.25, 4.42)	4.18 (3.95, 4.41)	3.99 (3.81, 4.17)	4.19 (4.05, 4.33)	4.23 (4.05, 4.40)	4.21 (4.13, 4.29)	4.20 (4.09, 4.32)
Knowledge that sugary drinks can cause cavities: " <i>Drinking sugary drinks can cause cavities...</i> "	4.62 (4.54, 4.71)	4.44 (4.19, 4.68)	4.21 (4.03, 4.38)	4.51 (4.40, 4.62)	4.47 (4.30, 4.63)	4.45 (4.37, 4.54)	4.52 (4.42, 4.62)
Media —belief that sugary drink ads target kids: "... <i>sugary drink [ads] were designed for kids...</i> "	4.14 (4.03, 4.24)	3.83 (3.56, 4.10)	3.71 (3.54, 3.89)	4.03 (3.90, 4.16)	4.18 (4.01, 4.34)	4.03 (3.95, 4.12)	3.96 (3.84, 4.08)
Media —belief that sugary drink ads "cause people to drink more sugary drinks..."	4.00 (3.90, 4.11)	3.76 (3.51, 4.01)	3.74 (3.57, 3.91)	3.87 (3.74, 4.00)	3.95 (3.77, 4.13)	3.87 (3.78, 3.95)	3.94 (3.83, 4.05)
Media —belief that "you can trust food and beverage advertisements"	1.90 (1.80, 2.00)	2.06 (1.81, 2.31)	2.29 (2.11, 2.46)	2.30 (2.15, 2.44)	1.99 (1.83, 2.15)	2.03 (1.94, 2.11)	2.22 (2.09, 2.34)

Acronyms: KAN—knowledge, attitudes, and norms, FRPM—Free and reduced price meal, ref—reference group.

^a Means (95% CIs) are from the margins command in Stata after running linear regression models with robust standard errors, including the following independent variables: school, grade level, gender, race/ethnicity, and FRPM eligibility.

^b Non-Hispanic

^c 1=Has no effect on health, 2=Is a little unhealthy, 3=Is very unhealthy, 4=Is extremely unhealthy

^d 1=Strongly Disagree, 2=Sort of Disagree, 3=Neither, 4=Sort of Agree, 5=Strongly Agree