

Additional File 2 Interim outcomes: examples of the types and sources of data and measures.

Interim outcome	Examples of data types	Examples of data sources	Measures
The number of and type of publicly-available statements from food companies expressing support / non-support for healthier processed foods.	<p>Company media releases</p> <p>Company statements</p> <p>Company news / comments featured in electronic press</p>	<p>Internet; company websites, trade and public health newsletters</p>	<p>Count of statements / media items</p>
The number of food companies with a nutrition policy published on their website.	<p>Nutrition policy</p> <p>Nutrition statement</p>	<p>Company website</p>	<p>Count of policies / statements</p>
<p>The level of engagement with the non-government organisation, as measured by a count of pre-defined methods of communication from the food company.</p> <p>The number of companies supporting the use of salt replacers / technologies in food processing to reduce the quantity of sodium required in processing.</p>	<p>Email, formal meetings, presentations</p> <p>Survey questionnaire</p>	<p>Advocacy activity logs</p> <p>Self-administered survey questionnaire</p>	<p>Count of communications by type</p> <p>Continuous and categorical measures relating to knowledge, attitudes and behaviours re. salt replacers</p>
The number of companies supporting national salt reduction initiatives.	<p>Public support for the Food and Health Dialogue</p>	<p>Food and Health Dialogue website</p>	<p>Count of companies and commitments</p>
The number of companies providing evidence of planned salt reduction	<p>Shared plans / commitments to salt reduction</p>	<p>Self-administered survey questionnaire</p> <p>Supporting statements. Public commitment</p>	<p>Count of plans / commitments</p>