

EXPLORING THE EFFECTS OF SELF-AFFIRMATION ON BEHAVIOUR,
INTENTIONS AND THE PREDICTORS OF INTENTIONS RELATED TO FRUIT
AND VEGETABLE CONSUMPTION

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A thesis submitted for the degree of Doctor of Philosophy (PhD)

Volume 2

Department of Psychology

The University of Sheffield

January 2014

APPENDICES

Appendix 1. Measure of Fruit and Vegetable Consumption on a Typical Day

We would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY.

**How many portions of fruit – of any kind – do you eat on a TYPICAL DAY?
(Put zero if none.)**

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Potions of fruit per day:

How many portions of vegetables do you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Potions of vegetables per day:

Appendix 2. Measure of Fruit and Vegetable Consumption in the Last 24 Hours

We would like to ask you about the particular fruit and vegetables you have eaten in the last 24 HOURS.

Please don't forget to include fruit and vegetables contained in mixed dishes, such as curries, stir-fries and salads.

Where you have eaten a dish containing more than 1 fruit or vegetable, please count ALL the fruit or vegetables that you know it contained.

DAILY FOOD CHECKLIST

VEGETABLES, FRESH, FROZEN, CANNED, DRIED

In the last 24 HOURS, about how many portions did you eat of the following vegetables? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Avocado pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, green, broad, runner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, lentils, peas (dried)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beansprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beetroot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli/calabrese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussel sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cabbage or spring greens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coleslaw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garlic [clove]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrow or courgette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mushrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mustard & Cress, watercress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onion, cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onions, spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parsnip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas, fresh or frozen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas, tinned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pepper (red/green)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radishes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spinach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Squash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swede, turnip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweetcorn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomatoes, fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomatoes, tinned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other fresh herbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixed salad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixed vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetable based soup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pulse (lentil) based soup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other vegetables you have eaten in the last 24 HOURS that are not on the list (e.g., celeriac, asparagus, fennel, aubergine, pumpkin).

Please include the number of portions (e.g., celeriac – 1/4).

FRUIT

In the last 24 HOURS, about how many portions did you eat of the following fruit? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apricot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Berries, e.g., raspberries, strawberries, blueberries, blackcurrants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cherries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dried fruit, e.g., raisins, prunes [30g handful]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit salad, fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit salad, canned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grapes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grapefruit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mango	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Melon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orange, satsuma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peach, nectarine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pineapple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real fruit juice (100%), e.g., orange, apple [medium glass]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rhubarb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stewed fruit with sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watermelon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other fruit you have eaten in the last 24 HOURS that are not on the list (e.g., pomegranate, kiwi, papaya, Sharon fruit).

Please include the number of portions (e.g., pomegranate – 1/2).

Appendix 3. Measure of Fruit and Vegetable Consumption in a Typical Week

Please answer some questions about your WEEKLY consumption of food.

WEEKLY FOOD CHECKLIST

In a TYPICAL WEEK, about how many portions do you eat of the following foods? (Please tick one box on each line)

If you need to, you can get information on portion sizes for fruit and vegetables by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans (baked, tinned, or dried) or lentils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other vegetables (any type)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit (fresh, frozen, canned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In a TYPICAL WEEK, do you eat any other fruit or vegetables not on this list? If so, please write in below, including the number of portions (e.g., dried fruit - 3):

Appendix 4. Self-Affirmation and Non-Affirmation Manipulations

In this section of the study we are interested in investigating personal values. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do - whether in dealing with other people or when working.

Among the values below, please select the value that is **MOST** important to YOU. If more than one value is equally important to YOU, then please select just one of them. If the value YOU find most important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the space provided.

Among the values below, please select the value that is **LEAST** important to YOU. If more than one value is equally unimportant to YOU, then please select just one of them. If the value YOU find least important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the space provided.

- Artistic skills/Aesthetic appreciation
- Sense of humour
- Relations with friends
- Spontaneity/Living life in the moment
- Social skills
- Musical ability/appreciation
- Physical fitness/Health
- Political activism
- Business/Money
- Academic achievement

Other personal value (please specify) _____

What was the value you chose? _____

Why is this value important to YOU?

Please write THREE reasons why this value is important to YOU and ONE example of something you've done to demonstrate how important it is to you. Thank you.

Why might this value be important to SOMEONE ELSE?

Please write THREE reasons why you think this value might be important to SOMEONE ELSE and ONE example of something someone else might do to demonstrate how important it is. Thank you.

Reasons

1. _____

2. _____

3. _____

Example

1. _____

Appendix 5. Health Message

In this section of the study we would like you to read information that we are evaluating for possible use in future health campaigns (e.g., in leaflets or online). This information will later on be laid out professionally, but at the moment we would like to refine the text itself.

Some people are being asked to comment on how easy they find the information to understand, but we would like you to think about how the health information may be relevant to you and how it makes you feel. Please note that all this information is genuine.

Please read the information carefully; later on we will ask you some questions related to it.

EATING ENOUGH FRUIT AND VEGETABLES:

FACTS AND ADVICE

EATING AT LEAST 5 A DAY

The UK Government recommends you eat at least 5 portions of fruit or vegetables a day to help reduce the risk of heart disease, some cancers and many other chronic conditions.

PREVENTING CHRONIC DISEASES

Heart disease

Eating at least 5 portions of fruit and vegetables a day has been shown to reduce the risk of coronary heart disease and stroke. Each additional portion of fruit and vegetables a person eats a day appears to lower the risk of coronary heart disease and stroke. Intakes of more than 5 portions of fruit and vegetables a day have been associated with a 17% reduction in coronary heart disease risk, and intakes of 3-5 portions a day have been associated with a 7% reduction in coronary heart disease risk.

Evidence suggests that one of the benefits of increasing fruit and vegetable intake is that it helps reduce blood pressure. High blood pressure is a major preventable cause of stroke and heart attacks.

Cancer

While a recent, much publicised, study found that the contribution to cancer prevention may be smaller than previously thought, it still concluded that eating at least 5 portions of fruit or vegetables a day protects against cancer. Research has shown that eating more vegetables decreases the risk of colorectal (bowel) cancer and gastric (stomach) cancer.

Eating at least 5 fruit and vegetables a day may also help reduce the chances of becoming overweight or obese, which also contribute to cancer.

Other chronic conditions

There are other health benefits to eating at least 5 portions of fruit or vegetables a day too, including delaying the development of cataracts, reducing the symptoms of asthma, improving bowel function, and helping to manage diabetes.

All in all, experts still recommend eating at least 5 fruit and vegetables a day for the range of health benefits this brings.

HOW IT WORKS

The reason why fruit and vegetables are so beneficial is because of the array of compounds they contain. As well as vitamins and minerals (such as folic acid, vitamin C and potassium), fruit and vegetables also contain many non-nutrient complex plant compounds (called phytochemicals). These appear to improve the function of the immune system and some are also antioxidants that destroy free radicals in the body. Free radicals are believed to have a role in causing cancer as well as in creating other harmful effects to our bodies.

I TAKE A VITAMIN TABLET EVERY DAY. ISN'T THAT ENOUGH?

It appears that the benefits of fruit and vegetables stem not only from their individual compounds, but also from the interaction between them. Dietary supplements containing isolated vitamins and minerals do not appear to have the same beneficial effects as fruit and vegetables themselves. Indeed in some studies, supplements have caused more harm than good, as the optimum dose to protect against disease is not always fully understood.

To get the maximum benefits, you need to eat different types of fruit and vegetables. Fruit and vegetables all contain different combinations of fibre, vitamins, minerals and other nutrients. So, aim to include a variety of fruit and vegetables in your **5 A DAY** to get the most benefit.

RECOMMENDATIONS

To receive the health benefits of fruit and vegetable consumption, aim for **AT LEAST 5** portions of a variety of fruit and vegetables (excluding potatoes) **EVERY** day.

Fresh, frozen, chilled, canned, 100% juice, and dried fruit and vegetables all count.

KEEP TRYING

Remember, it's like **BRUSHING YOUR TEETH**; this is something you need to do **EVERY** day, not most days or occasionally, but **EVERY DAY**.

However, if you miss a day don't worry; you can always try again tomorrow. The important thing is to **KEEP TRYING**; the more often you try, the more often you will have days in which you meet your target of fruit and vegetables.

HOW TO INCREASE YOUR FRUIT CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Drink fruit juice with your breakfast
- Make a smoothie with fruit juice and your preferred fruits (you could put over-ripe fruit in a smoothie rather than throwing it out)
- Add chopped fruit to your breakfast cereal or dessert
- Eat fruit as a starter or a dessert
- Keep a stock of fruit sticks for snacks
- When on the move, carry with you easy to eat fruit such as bananas, apples or satsumas

HOW TO INCREASE YOUR VEGETABLE CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Eat homemade vegetable soup
- Serve 2 large portions of vegetables with your dinner or have a salad as a starter
- When eating out try the vegetarian option or order a side salad with your main meal
- Add extra vegetables to a take away (e.g., add peppers and mushrooms to a pizza or a curry)
- Add extra vegetables to a sandwich (e.g., lettuce, tomatoes, cucumber or grated carrot)
- Keep a stock of vegetable sticks for snacks, such as carrots or celery

PORTION SIZE

One portion of 80g can be estimated as:

- 3 tablespoons of vegetables
- 2 or more tablespoons of pulses (e.g., beans, lentils)
- 1 cereal bowl of salad
- 1 medium sized fruit (e.g., apple, banana, pear, orange)
- 2 smaller fruits (e.g., plum, satsuma)
- 1 cup of very small fruits (e.g., berries, grapes)
- 2-3 tablespoons of fresh fruit salad, stewed or canned fruit
- 1 tablespoon of dried fruit
- 1 or more glasses of fruit juice (count juice as 1 portion however much you drink)

Remember you should try to eat at least 5 A Day each and every day.

FURTHER INFORMATION

If you would like to find out more, below are some websites containing more information.

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

Appendix 6. Measures of Action Control

During the next 7 days, I will...

	<i>Strongly disagree</i>	<i>Strongly agree</i>
... often have an intention to eat at least 5 portions of fruit and vegetables every day on my mind.	1-----2-----3-----4-----5-----6-----7	
... constantly be aware of a desire to eat at least 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	
... consistently monitor whether I eat at least 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	
... take care to eat fruit and vegetables throughout the day to achieve at least the recommended 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	
... really try hard to regularly eat at least 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	
... do my best to meet my standards for eating at least 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	

Appendix 7. Study 1: Materials and Measures

A Study of Diet and Health Beliefs

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Thank you for your interest in taking part in our study.

To assess your eligibility for inclusion in the study, please complete the following measures. These measures include some questions about your diet and your personal attitudes and beliefs and will take about 5 minutes of your time to complete.

If you turn out to be eligible to take part, we will tell you what to do next.

Please tick the box below to indicate your consent to proceed.

I consent to proceed. _____

First, we would like you to provide some details about yourself.

What is your sex?

☐ Male

☐ Female

What is your age? _____

Which of the options in the drop-down menu best describe your ethnicity?

☐ White

☐ Mixed

☐ Asian

☐ Black

☐ Other ethnic group

☐ Information withheld

Next, we would like to ask you some questions about your consumption of fruit and vegetables.

Please note that:

1 portion of fresh fruit = 80g

1 portion of dried fruit = 30g

1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

You can familiarise yourself with some examples of portion sizes for different fruit and vegetables by clicking [HERE](#). [*This information is part of the brochure “5 A DAY: Just Eat More (Fruit & Veg)” subject to Crown copyright 2003 30812 IP 2m Mar03 (PIL) and is available from [http://www.nhs.uk/Livewell/5ADAY/Documents/\(activities-health\)-5-a-day-whats-it-all-about\[1\].pdf](http://www.nhs.uk/Livewell/5ADAY/Documents/(activities-health)-5-a-day-whats-it-all-about[1].pdf)*]

When answering questions about your fruit and vegetable consumption, we will give you this link again, so you can consult it if you need.

Now, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY.

If you need to, you can get information on portion sizes by clicking [HERE](#).

Currently, do you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I do not intend to do so.
 - ☐ No, but I am thinking about it.
 - ☐ No, but I strongly intend to do so.
 - ☐ Yes, but it is difficult for me.
 - ☐ Yes, and it is easy for me.
-

How many portions of fruit - of any kind - do you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day: _____

How many portions of vegetables do you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day: _____

Now, please answer some questions about your WEEKLY consumption of food.

WEEKLY FOOD CHECKLIST

In a TYPICAL WEEK, about how many portions do you eat of the following foods?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes for fruit and vegetables by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice
Potatoes
Peas
Beans (baked, tinned, or dried) or lentils
Other vegetables (any type)
Fruit (fresh, frozen, canned)

In a TYPICAL WEEK, do you eat any other fruit or vegetables not on this list?

If so, please write in below, including the number of portions (e.g. dried fruit - 3):

=====

Now, we would like to ask you about fruit and vegetables that you DON'T LIKE to eat.

In the list below, please tick all the fruit and vegetables that you REALLY DON'T LIKE and if you can AVOID EATING. If you are happy to eat all of these fruit and vegetables, just leave the question blank and go to the next page.

I DON'T LIKE...

- ☐ ... carrots.
- ☐ ... lettuce.
- ☐ ... peppers.
- ☐ ... tomatoes.
- ☐ ... apples.
- ☐ ... bananas.
- ☐ ... oranges.

Finally, we would like to ask you some questions about you and your personal attitudes and beliefs.

When we think about ourselves, our thoughts are sometimes negative and sometimes positive. In this study we are interested in the POSITIVE thoughts you have about yourself.

For each of the following statements, choose the rating that indicates how much you agree or disagree with the statement.

Thinking POSITIVELY about myself is something...

	Disagree completely	Agree completely
... I do automatically.
... that feels sort of natural to me.
... I do without further thinking.
... I would find hard not to do.
... that's typically "me".

Sometimes when we face difficulties, challenges or problems in our daily lives we can find ourselves thinking about ourselves. We are interested in how often you find yourself thinking about yourself when things start to bother you.

When I feel threatened or anxious by people or events I find myself...

	Disagree completely	Agree completely
... thinking about my strengths.
... recalling times I did the right thing.
... thinking about my values.
... thinking about my principles.
... thinking about the people who are important to me.
... thinking about what I stand for.
... thinking about my family.
... thinking about my friends.
... thinking about the things I am good at.
... thinking about the things I like about myself.
... thinking about the things I am bad at.
... thinking about the things that I value about myself.
... thinking about the people who believe in me.
... thinking about my failings.

... thinking about the people I love.
... thinking about the things that I'd like to change about myself.
... thinking about the people I trust.
... thinking about the things I believe in.
... remembering things I have succeeded at.

For each question, please select one option.

	Strongly disagree	Disagree	Agree	Strongly agree
I am able to do things as well as most other people.
I feel that I am a person of worth, at least on an equal basis with others.
I certainly feel useless at times.
I take a positive attitude toward myself.
At times I think I am no good at all.
On the whole, I am satisfied with myself.
I feel that I have a number of good qualities.
I feel I do not have much to be proud of.
I wish I could have more respect for myself.
All in all, I am inclined to feel that I am a failure.

I have high self-esteem.

- () Not very true of me
 () .
 () .
 () .
 () Very true of me

In the following set of questions, we are interested in how you usually or typically respond to the thought of a personal risk (defined as the possibility of some harm coming to you).

When faced with the possibility of any type of personal risk...

	Not at all like me	Very much like me
... I make myself feel at ease by saying, "This can't happen to someone like me"
... I reassure myself that such bad things won't happen to someone like me
... I find myself angry at the suggestion that this could happen to me
... I clearly imagine the risk and imagine how I would feel if it happened to me
... I find myself thinking the chances are I will be ok
... I find it easy to come up with arguments as to why it won't happen to me
... I ignore it because I am an optimistic sort of person
... I assume that on balance I will be safe
... I find it easy to show that this risk is not relevant to me
... I tend to focus on the risk and think about the effects it could have on me
... I can usually come up quickly with reasons why this won't happen to me
... I think I will address the problem if and when it happens, not before
... I consider how the risk could affect me even before I think about how unlikely it is
... I am generally not willing to imagine the risk happening to me
... I think in a fast and furious way about reasons why this won't happen to me
... I am willing to think about the risk even if it makes me feel uncomfortable
... I have trouble thinking of reasons why the risk wouldn't happen to me

For each question, please select one option.

	Almost never	.	.	.	Almost always
I try to be understanding and patient towards those

aspects of my personality I don't like.					
I'm kind to myself when I'm experiencing suffering.
When I'm going through a very hard time, I give myself the caring and tenderness I need.
I'm tolerant of my own flaws and inadequacies.
I try to be loving towards myself when I'm feeling emotional pain.
When I see aspects of myself that I don't like, I get down on myself.
When times are really difficult, I tend to be tough on myself.
I can be a bit cold-hearted towards myself when I'm experiencing suffering.
I'm disapproving and judgemental about my own flaws and inadequacies.
I'm intolerant and impatient towards those aspects of my personality I don't like.
When I feel inadequate in some way, I try to remind myself that feelings of inadequacy are shared by most people.
I try to see my failings as part of the human condition.
When I'm down and out, I remind myself that there are lots of other people in the world feeling like I am.
When things are going badly for me, I see the difficulties as part of life that everyone gets through.
When I fail at something that's important to me I tend to feel alone in my failure.
When I think about my inadequacies it tends to make me feel more separate and cut off from the rest of the world.
When I'm feeling down I tend to feel like most other people are probably happier than I am.
When I'm really struggling I tend to feel like other people must be having an easier time of it.
When something upsets me I try to keep my emotions in balance.
When I'm feeling down I try to approach my feelings with curiosity and openness.
When something painful happens I try to take a balanced view of the situation.
When I fail at something important to me I try to keep things in perspective.
When something upsets me I get carried away with my feelings.
When I'm feeling down I tend to obsess and fixate on everything that's wrong.

When something painful happens I tend to blow the incident out of proportion.

.

When I fail at something important to me I become consumed by feelings of inadequacy.

.

Thank you for completing these measures.

We are happy to say that you meet our eligibility criteria and would like to invite you to take part in this study.

The study consists of two parts: (1) a laboratory session and (2) a brief online follow-up one week later. All together they will take 25 minutes of your time to complete.

When you have completed both parts of the study, you will be awarded 2 credits.

All of the data collected will be treated in the strictest confidence, will be held anonymous, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

If you would like to take part in our study, please tick the box below to indicate your consent to proceed.

I consent to proceed. _____

Now, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____

The DATE in the month you were born (e.g. 01 or 19): _____

The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Please provide in the text box below your UNIVERSITY EMAIL ADDRESS.

To make sure that your responses to the current measures are recorded, please click "Finished? Submit your Responses" button after you have finished working on these measures. Then, please arrange the time for your laboratory session.

Thank you for completing these measures.

=====

=====

Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Today, we would like you to complete the laboratory part of the study that includes measures of personal values, some health-related information, a classification task and measures of health beliefs. All together these will take approximately 20 minutes of your time to complete. One week later, we will email you brief online follow-up measures that will take approximately 5 minutes of your time.

Please work through the questions IN THE ORDER PRESENTED.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Please tick the box to indicate your consent to proceed. ☐

Before you begin working on the main sections of the study, please answer some questions about how you feel right now.

Right now I feel...

	<i>Not at all</i>	<i>Extremely</i>
... critical	1-----2-----3-----4-----5-----6-----7	
... content	1-----2-----3-----4-----5-----6-----7	
... joyful	1-----2-----3-----4-----5-----6-----7	
... vulnerable	1-----2-----3-----4-----5-----6-----7	
... grateful	1-----2-----3-----4-----5-----6-----7	
... trusting	1-----2-----3-----4-----5-----6-----7	
... confident	1-----2-----3-----4-----5-----6-----7	
... compassion	1-----2-----3-----4-----5-----6-----7	

SECTION 1

In this section of the study we are interested in investigating personal values. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do - whether in dealing with other people or when working.

Among the values below, please select the value that is MOST important to YOU.

If more than one value is equally important to YOU, then please select just one of them. If the value YOU find most important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the space provided.

Among the values below, please select the value that is LEAST important to YOU.

If more than one value is equally unimportant to YOU, then please select just one of them. If the value YOU find least important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the space provided.

Artistic skills/Aesthetic appreciation

Sense of humour

Relations with friends

Spontaneity/Living life in the moment

Social skills

Musical ability/appreciation

Physical fitness/Health

Political activism

Business/Money

Academic achievement

Other personal value (please specify) _____

What was the value you chose? _____

Why is this value important to YOU?

Please write THREE reasons why this value is important to YOU and ONE example of something you've done to demonstrate how important it is to you. Thank you.

Why might this value be important to SOMEONE ELSE?

Please write THREE reasons why you think this value might be important to SOMEONE ELSE and ONE example of something someone else might do to demonstrate how important it is. Thank you.

Reasons

1. _____

2. _____

3. _____

Example

1. _____

Please answer some questions about how you feel right now.

Right now I feel...

	<i>Not at all</i>	<i>Extremely</i>
... loving	1-----2-----3-----4-----5-----6-----7	
... joyful	1-----2-----3-----4-----5-----6-----7	
... giving	1-----2-----3-----4-----5-----6-----7	
... connected	1-----2-----3-----4-----5-----6-----7	
... critical	1-----2-----3-----4-----5-----6-----7	
... content	1-----2-----3-----4-----5-----6-----7	
... vulnerable	1-----2-----3-----4-----5-----6-----7	
... grateful	1-----2-----3-----4-----5-----6-----7	
... trusting	1-----2-----3-----4-----5-----6-----7	
... confident	1-----2-----3-----4-----5-----6-----7	
... compassion	1-----2-----3-----4-----5-----6-----7	

Right now I feel...

Sad	3-----2-----1-----0-----1-----2-----3	Happy
Displeased	3-----2-----1-----0-----1-----2-----3	Pleased
Calm	3-----2-----1-----0-----1-----2-----3	Excited
Tired	3-----2-----1-----0-----1-----2-----3	Energetic

Please rate how much these statements apply to the value you have just written about.

	<i>Strongly disagree</i>	<i>Strongly agree</i>
This value has influenced my life.	1-----2-----3-----4-----5-----6-----7	

In general, I try to live up to this value.	1-----2-----3-----4-----5-----6-----7
This value is an important part of who I am.	1-----2-----3-----4-----5-----6-----7
I care about this value.	1-----2-----3-----4-----5-----6-----7

SECTION 2

In this section of the study we would like you to read information that we are evaluating for possible use in future health campaigns (e.g., in leaflets or online). This information will later on be laid out professionally, but at the moment we would like to refine the text itself.

Some people are being asked to comment on how easy they find the information to understand, but we would like you to think about how the health information may be relevant to you and how it makes you feel. Please note that all this information is genuine.

Please read the information carefully; later on we will ask you some questions related to it.

EATING ENOUGH FRUIT AND VEGETABLES:

FACTS AND ADVICE

EATING AT LEAST 5 A DAY

The UK Government recommends you eat at least 5 portions of fruit or vegetables a day to help reduce the risk of heart disease, some cancers and many other chronic conditions.

PREVENTING CHRONIC DISEASES

Heart disease

Eating at least 5 portions of fruit and vegetables a day has been shown to reduce the risk of coronary heart disease and stroke. Each additional portion of fruit and vegetables a person eats a day appears to lower the risk of coronary heart disease and stroke. Intakes of more than 5 portions of fruit and vegetables a day have been associated with a 17% reduction in coronary heart disease risk, and intakes of 3-5 portions a day have been associated with a 7% reduction in coronary heart disease risk.

Evidence suggests that one of the benefits of increasing fruit and vegetable intake is that it helps reduce blood pressure. High blood pressure is a major preventable cause of stroke and heart attacks.

Cancer

While a recent, much publicised, study found that the contribution to cancer prevention may be smaller than previously thought, it still concluded that eating at least 5 portions of fruit or vegetables a day protects against cancer. Research has shown that eating more vegetables decreases the risk of colorectal (bowel) cancer and gastric (stomach) cancer.

Eating at least 5 fruit and vegetables a day may also help reduce the chances of becoming overweight or obese, which also contribute to cancer.

Other chronic conditions

There are other health benefits to eating at least 5 portions of fruit or vegetables a day too, including delaying the development of cataracts, reducing the symptoms of asthma, improving bowel function, and helping to manage diabetes.

All in all, experts still recommend eating at least 5 fruit and vegetables a day for the range of health benefits this brings.

HOW IT WORKS

The reason why fruit and vegetables are so beneficial is because of the array of compounds they contain. As well as vitamins and minerals (such as folic acid, vitamin C and potassium), fruit and vegetables also contain many non-nutrient complex plant compounds (called phytochemicals). These appear to improve the function of the immune system and some are also antioxidants that destroy free radicals in the body. Free radicals are believed to have a role in causing cancer as well as in creating other harmful effects to our bodies.

I TAKE A VITAMIN TABLET EVERY DAY. ISN'T THAT ENOUGH?

It appears that the benefits of fruit and vegetables stem not only from their individual compounds, but also from the interaction between them. Dietary supplements containing isolated vitamins and minerals do not appear to have the same beneficial effects as fruit and vegetables themselves. Indeed in some studies, supplements have caused more harm than good, as the optimum dose to protect against disease is not always fully understood.

To get the maximum benefits, you need to eat different types of fruit and vegetables. Fruit and vegetables all contain different combinations of fibre, vitamins, minerals and other nutrients. So, aim to include a variety of fruit and vegetables in your 5 A DAY to get the most benefit.

RECOMMENDATIONS

To receive the health benefits of fruit and vegetable consumption, aim for AT LEAST 5 portions of a variety of fruit and vegetables (excluding potatoes) EVERY day.

Fresh, frozen, chilled, canned, 100% juice, and dried fruit and vegetables all count.

KEEP TRYING

Remember, it's like **BRUSHING YOUR TEETH**; this is something you need to do **EVERY** day, not most days or occasionally, but **EVERY DAY**.

However, if you miss a day don't worry; you can always try again tomorrow. The important thing is to **KEEP TRYING**; the more often you try, the more often you will have days in which you meet your target of fruit and vegetables.

HOW TO INCREASE YOUR FRUIT CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Drink fruit juice with your breakfast
- Make a smoothie with fruit juice and your preferred fruits (you could put over-ripe fruit in a smoothie rather than throwing it out)
- Add chopped fruit to your breakfast cereal or dessert
- Eat fruit as a starter or a dessert
- Keep a stock of fruit sticks for snacks
- When on the move, carry with you easy to eat fruit such as bananas, apples or satsumas

HOW TO INCREASE YOUR VEGETABLE CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Eat homemade vegetable soup
- Serve 2 large portions of vegetables with your dinner or have a salad as a starter
- When eating out try the vegetarian option or order a side salad with your main meal
- Add extra vegetables to a take away (e.g., add peppers and mushrooms to a pizza or a curry)
- Add extra vegetables to a sandwich (e.g., lettuce, tomatoes, cucumber or grated carrot)
- Keep a stock of vegetable sticks for snacks, such as carrots or celery

PORTION SIZE

One portion of 80g can be estimated as:

- 3 tablespoons of vegetables
- 2 or more tablespoons of pulses (e.g., beans, lentils)
- 1 cereal bowl of salad
- 1 medium sized fruit (e.g., apple, banana, pear, orange)
- 2 smaller fruits (e.g., plum, satsuma)
- 1 cup of very small fruits (e.g., berries, grapes)
- 2-3 tablespoons of fresh fruit salad, stewed or canned fruit
- 1 tablespoon of dried fruit

FURTHER INFORMATION

If you would like to find out more, below are some websites containing more information.

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

SECTION 3

In this section of the study we would like you to work on a computerised classification task.

After you have finished working on the task, please call in the experimenter.

To commence the task, please press the indicated button on the computer screen.

SECTION 4

In this section of the study we would like to ask you about eating 5 A DAY during the **NEXT 7 DAYS**.

I intend eating at least 5 portions of fruit and vegetables every day in the next 7 days.

<i>Strongly disagree</i>	1-----2-----3-----4-----5-----6-----7	<i>Strongly agree</i>
<i>Definitely no</i>	1-----2-----3-----4-----5-----6-----7	<i>Definitely yes</i>

How likely is it that you will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

<i>Very unlikely</i>	1-----2-----3-----4-----5-----6-----7	<i>Very likely</i>
----------------------	---------------------------------------	--------------------

For me eating at least 5 portions of fruit and vegetables every day in the next 7 days would be

<i>Unenjoyable</i>	3-----2-----1-----0-----1-----2-----3	<i>Enjoyable</i>
<i>Boring</i>	3-----2-----1-----0-----1-----2-----3	<i>Fun</i>
<i>Painful</i>	3-----2-----1-----0-----1-----2-----3	<i>Pleasurable</i>
<i>Bad</i>	3-----2-----1-----0-----1-----2-----3	<i>Good</i>
<i>Foolish</i>	3-----2-----1-----0-----1-----2-----3	<i>Wise</i>
<i>Harmful</i>	3-----2-----1-----0-----1-----2-----3	<i>Beneficial</i>

<i>Useless</i>	3-----2-----1-----0-----1-----2-----3	<i>Useful</i>
<i>Unimportant</i>	3-----2-----1-----0-----1-----2-----3	<i>Important</i>

Most people who are important to me think that I should eat at least 5 portions of fruit and vegetables every day in the next 7 days.

<i>Strongly disagree</i>	1-----2-----3-----4-----5-----6-----7	<i>Strongly agree</i>
<i>Very unlikely</i>	1-----2-----3-----4-----5-----6-----7	<i>Very likely</i>

People who are important to me would disapprove/approve of me eating at least 5 portions of fruit and vegetables every day in the next 7 days.

<i>Disapprove</i>	1-----2-----3-----4-----5-----6-----7	<i>Approve</i>
-------------------	---------------------------------------	----------------

Most people I know will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

<i>Strongly disagree</i>	1-----2-----3-----4-----5-----6-----7	<i>Strongly agree</i>
<i>Very unlikely</i>	1-----2-----3-----4-----5-----6-----7	<i>Very likely</i>

Of the people you know, how many will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

<i>None</i>	1-----2-----3-----4-----5-----6-----7	<i>All</i>
-------------	---------------------------------------	------------

How much control do you have over whether or not you will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

<i>No control</i>	1-----2-----3-----4-----5-----6-----7	<i>Complete control</i>
-------------------	---------------------------------------	-------------------------

I feel in complete control of whether or not I will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

<i>Strongly disagree</i>	1-----2-----3-----4-----5-----6-----7	<i>Strongly agree</i>
--------------------------	---------------------------------------	-----------------------

It is up to me whether or not I will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

<i>Strongly disagree</i>	1-----2-----3-----4-----5-----6-----7	<i>Strongly agree</i>
--------------------------	---------------------------------------	-----------------------

I know for sure that if I wanted to I could eat at least 5 portions of fruit and vegetables every day in the next 7 days.

<i>Strongly disagree</i>	1-----2-----3-----4-----5-----6-----7	<i>Strongly agree</i>
--------------------------	---------------------------------------	-----------------------

If I wanted to, I could easily eat at least 5 portions of fruit and vegetables every day in the next 7 days.

<i>Strongly disagree</i>	1-----2-----3-----4-----5-----6-----7	<i>Strongly agree</i>
--------------------------	---------------------------------------	-----------------------

If I wanted to, I would find eating at least 5 portions of fruit and vegetables every day in the next 7 days easy.

<i>Strongly disagree</i>	1-----2-----3-----4-----5-----6-----7	<i>Strongly agree</i>
--------------------------	---------------------------------------	-----------------------

During the next 7 days, I will...

	<i>Strongly disagree</i>	<i>Strongly agree</i>
... often have an intention to eat at least 5 portions of fruit and vegetables every day on my mind.	1-----2-----3-----4-----5-----6-----7	
... constantly be aware of a desire to eat at least 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	
... consistently monitor whether I eat at least 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	
... take care to eat fruit and vegetables throughout the day to achieve at least the recommended 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	
... really try hard to regularly eat at least 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	
... do my best to meet my standards for eating at least 5 portions of fruit and vegetables every day.	1-----2-----3-----4-----5-----6-----7	

In the next 7 days, how many portions of fruit – of any kind- do you expect to eat on a TYPICAL DAY? (Put zero if none.)

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next 7 days:

In the next 7 days, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the next 7 days:

Thinking back to Section 1 of the study where you completed an exercise on values, please answer the following questions on how you felt immediately after completing that task.

The task made me think about...

Negative aspects of
myself

3-----2-----1-----0-----1-----2-----3

Things that are not

3-----2-----1-----0-----1-----2-----3

Positive aspects of
myself

Things that are

Thank you for completing the measures from the laboratory part of the study.
If you have any comments about this study, please email them at
research.study@sheffield.ac.uk

=====

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Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Today we would like you to complete the final set of measures that will take approximately 5 minutes of your time.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Before you begin working on the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____
The DATE in the month you were born (e.g. 01 or 19): _____
The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Next, we would like to ask you some questions about your consumption of fruit and vegetables.

Please note that:

1 portion of fresh fruit = 80g
1 portion of dried fruit = 30g
1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.
Potatoes are starchy food so they don't count towards your vegetable consumption.

You can familiarise yourself with some examples of portion sizes for different fruit and vegetables by clicking [HERE](#).

When answering questions about your fruit and vegetable consumption, we will give you this link again, so you can consult it if you need.

Next, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY in the LAST 7 DAYS.

If you need to, you can get information on portion sizes by clicking [HERE](#).

In the last 7 days, did you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I did not intend to do so.
- ☐ No, but I was thinking about it.
- ☐ No, but I strongly intended to do so.
- ☐ Yes, but it was difficult for me.
- ☐ Yes, and it was easy for me.

In the last 7 days, how many portions of fruit - of any kind - did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the last 7 days: _____

In the last 7 days, how many portions of vegetables did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the last 7 days: _____

WEEKLY FOOD CHECKLIST

In the LAST 7 DAYS, about how many portions did you eat of the following foods? (Please select one radio button on each line)

If you need to, you can get information on portion sizes for fruit and vegetables by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice
Potatoes
Peas
Beans (baked, tinned, or dried) or lentils
Other vegetables (any type)
Fruit (fresh, frozen, canned)

In the LAST 7 DAYS, did you eat any other fruit or vegetables not on this list?

If so, please write in below, including the number of portions (e.g. dried fruit - 3):

We are now going to ask you for your thoughts about eating at least 5 portions of fruit and vegetables every day in the LAST 7 DAYS.

During the last 7 days,...

	Not at all							Extremely
	1	2	3	4	5	6	7	
... I was successful in monitoring my fruit and vegetable consumption.
... I was successful in eating at least 5 portions of fruit and vegetables every day.
... I found it difficult to eat at least 5 portions of fruit and vegetables every day.

Next, we would like to ask you about eating 5 A DAY during the NEXT 7 DAYS.

I intend eating at least 5 portions of fruit and vegetables every day in the next 7 days.

() Strongly disagree

() .

() .

- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

- ☐ Definitely no
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Definitely yes

How likely is it that you will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

- ☐ Very unlikely
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very likely

For me eating at least 5 fruit and vegetables every day in the next 7 days would be

- ☐ Unenjoyable
- ☐ .
- ☐ .
- ☐ neither
- ☐ .
- ☐ .
- ☐ Enjoyable
- ☐ Boring
- ☐ .
- ☐ .
- ☐ neither
- ☐ .
- ☐ .
- ☐ Fun
- ☐ Painful
- ☐ .
- ☐ .

☐ neither

☐

☐

☐ Pleasurable

☐ Bad

☐

☐

☐ neither

☐

☐

☐ Good

☐ Foolish

☐

☐

☐ neither

☐

☐

☐ Wise

☐ Harmful

☐

☐

☐ neither

☐

☐

☐ Beneficial

☐ Useless

☐

☐

☐ neither

☐

☐

☐ Useful

☐ Unimportant

☐

☐

☐ neither

☐

☐

☐ Important

Most people who are important to me think I should eat at least 5 portions of fruit and vegetables every day in the next 7 days.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

☐ Very unlikely

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Very likely

People who are important to me would disapprove/approve of me eating at least 5 portions of fruit and vegetables every day in the next 7 days.

☐ Disapprove

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Approve

Most people I know will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

☐ Very unlikely

☐ .

☐ .

☐ .

- ☐ .
- ☐ .
- ☐ Very likely

Of the people you know, how many will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

- ☐ None
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ All

How much control do you have over whether or not you will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

- ☐ No control
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Complete control

I feel in complete control over whether or not I will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

It is up to me whether or not I will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .

- ☐ .
☐ Strongly agree

I know for sure that if I wanted to I could eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
☐ .
☐ .
☐ .
☐ .
☐ .
☐ Strongly agree

If I wanted to, I could easily eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
☐ .
☐ .
☐ .
☐ .
☐ .
☐ Strongly agree

If I wanted to, I would find eating at least 5 portions of fruit and vegetables every day in the next 7 days easy.

- ☐ Strongly disagree
☐ .
☐ .
☐ .
☐ .
☐ .
☐ Strongly agree

During the next 7 days, I will...

	Strongly disagree						Strongly agree
... often have an intention to eat at least 5 portions of fruit and vegetables every day on my mind.
... constantly be aware of a desire to eat at least 5 portions of fruit and

vegetables every day.

... consistently monitor whether I eat

at least 5 portions of fruit and

.

vegetables every day.

... take care to eat fruit and vegetables

throughout the day to achieve at least

the recommended 5 portions of fruit

.

and vegetables every day.

... really try hard to regularly eat at

least 5 portions of fruit and vegetables

.

every day.

... do my best to meet my standards for

eating at least 5 portions of fruit and

.

vegetables every day.

In the next 7 days, how many portions of fruit - of any kind - do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next 7 days: _____

In the next 7 days, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the next 7 days: _____

Lastly, before you finish we would like to ask you some questions about this study.

What do you think the purposes of this study were?

Did you think any of the tasks were related in any way?

☐ No

☐ Yes

Can you tell us something about how?

Have you completed any of these tasks before today?

☐ No

☐ Yes

Can you briefly describe which one and when?

To make sure that your responses to the current measures are recorded, please click “Finished? Submit your Responses” button.

Thank you for your participation.

If you would like to receive feedback for the study, please click on the link below.

www.surveymzmo.com/s/458546/zdokv

Feedback for the Study of Diet and Health Beliefs

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Aims

The aim of the study was to research the effect of reminding people about their important values, a technique known as self-affirmation (Steele, 1988), on their willingness to act on threatening health information. It has previously been shown that self-affirming makes people feel more content about themselves, which leads them to be more open to threatening health information and in several studies to be more willing to

act on it. In this study we tested whether self-affirmation increases motivation to eat fruit and vegetables using an implicit measure of motivation. In almost all previous self-affirmation studies intentions were measured explicitly by self-report measures.

Method

To achieve these aims, participants were randomly assigned to the self-affirmation or control condition. Participants in the self-affirmation condition wrote about why their most important value is important to them, whereas participants in the control condition wrote why their least important value might be important to someone else. Next, all participants read a health message about eating 5 A DAY and completed a computerised classification task (Single Category Implicit Association Test; SC-IAT). The SC-IAT involved classifying images of fruit and vegetables and words indicative of approach tendencies (e.g., toward) and of avoidance tendencies (e.g., leave) into categories and served as an implicit measure of motivation to eat fruit and vegetables. On completion of the SC-IAT, participants completed self-report measures of intentions and other cognitions related to the consumption of fruit and vegetables. After one week participants again completed measures of fruit and vegetable consumption and cognitions, which were assessed for change by comparing them with the similar measures taken earlier in the study.

References

- Epton, T., & Harris, P. R. (2008). Self-affirmation promotes health behaviour change. *Health Psychology, 27*, 746-752.
- Karpinski, A., & Steinman, R. (2006). The single category Implicit Association Test as a measure of implicit social cognition. *Journal of Personality and Social Psychology, 91*, 16-32.

Further information

If taking part in the study has raised your concern about the link between fruit and vegetable consumption and health, you can find further information about this issue on the following website:

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

If you have any other queries, please contact:

Research Team
Study of Diet and Health Beliefs
Department of Psychology
The University of Sheffield
Sheffield

S10 2TP
Western Bank
Tel: 0114 2226647
Email: research.study@sheffield.ac.uk

Thank you for your participation.

Appendix 8. Study 2: Materials and Measures

Eligibility Measures for Prospective Participants

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Thank you for your interest in taking part in our study.

To assess your eligibility for inclusion in the study, please complete the following measures. These measures include some questions about your diet and your personal attitudes and beliefs and will take about 10 minutes of your time to complete.

If you turn out to be eligible to take part, we will tell you what to do next.

Please tick the box below to indicate your consent to proceed.

I consent to proceed. _____

First, we would like you to provide some details about yourself.

What is your sex?

☐ Male

☐ Female

What is your age? _____

How would you classify your current occupation?

☐ Management

☐ Professional

☐ Technical/IT

☐ Administrative

☐ Sales/Support

☐ Production/Manufacturing

☐ Other employment

☐ Self-employed

☐ Unemployed

☐ Student

☐ Retired

Next, we would like to ask you some questions about your consumption of fruit and vegetables.

Please note that:

1 portion of fresh fruit = 80g

1 portion of dried fruit = 30g

1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

You can familiarise yourself with some examples of portion sizes for different fruit and vegetables by clicking [HERE](#). [*This information is part of the brochure "5 A DAY: Just Eat More (Fruit & Veg)" subject to Crown copyright 2003 30812 IP 2m Mar03 (PIL) and is available from [http://www.nhs.uk/Livewell/5ADAY/Documents/\(activities-health\)-5-a-day-whats-it-all-about\[1\].pdf](http://www.nhs.uk/Livewell/5ADAY/Documents/(activities-health)-5-a-day-whats-it-all-about[1].pdf)*]

When answering questions about your fruit and vegetable consumption, we will give you this link again, so you can consult it if you need.

Next, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY.

If you need to, you can get information on portion sizes by clicking [HERE](#).

Currently, do you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I do not intend to do so.
- ☐ No, but I am thinking about it.
- ☐ No, but I strongly intend to do so.
- ☐ Yes, but it is difficult for me.
- ☐ Yes, and it is easy for me.

How many portions of fruit - of any kind - do you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day: _____

How many portions of vegetables do you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day: _____

Next, we would like to ask you about the particular fruit and vegetables you have eaten in the last 24 HOURS.

Please don't forget to include fruit and vegetables contained in mixed dishes, such as curries, stir-fries and salads.

Where you have eaten a dish containing more than 1 fruit or vegetable, please count ALL the fruit or vegetables that you know it contained.

DAILY FOOD CHECKLIST

VEGETABLES, FRESH, FROZEN, CANNED, DRIED

In the last 24 HOURS, about how many portions did you eat of the following vegetables? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Avocado pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, green, broad, runner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, lentils, peas (dried)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beansprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beetroot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli/calabrese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussel sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cabbage or spring greens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coleslaw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garlic [clove]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrow or courgette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mushrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mustard & Cress, watercress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onion, cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onions, spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parsnip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Peas, fresh or frozen
Peas, tinned
Pepper (red/green)
Radishes
Spinach
Squash
Swede, turnip
Sweetcorn
Tomatoes, fresh
Tomatoes, tinned
Other fresh herbs
Mixed salad
Mixed vegetables
Vegetable based soup
Pulse (lentil) based soup

Other vegetables you have eaten in the last 24 HOURS that are not on the list (e.g. celeriac, asparagus, fennel, aubergine, pumpkin).

Please include the number of portions (e.g. celeriac - 1/4).

FRUIT

In the last 24 HOURS, about how many portions did you eat of the following fruits?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Apple
Apricot
Banana
Berries, e.g. raspberries, strawberries, blueberries, blackcurrants
Cherries
Dried fruit, e.g. raisins, prunes [30g handful]
Fruit salad, fresh
Fruit salad, canned
Grapes
Grapefruit
Mango

Melon
Orange, satsuma
Peach, nectarine
Pear
Pineapple
Plum
Real fruit juice (100%), e.g. orange, apple [medium glass]
Rhubarb
Stewed fruit with sugar
Watermelon

Other fruit you have eaten in the last 24 HOURS that are not on the list (e.g. pomegranate, kiwi, papaya, Sharon fruit).

Please include the number of portions (e.g. pomegranate - 1/2).

Now, please answer some questions about your WEEKLY consumption of food.

WEEKLY FOOD CHECKLIST

In a TYPICAL WEEK, about how many portions do you eat of the following foods?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes for fruit and vegetables by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice
Potatoes
Peas
Beans (baked, tinned, or dried) or lentils
Other vegetables (any type)
Fruit (fresh, frozen, canned)

In a TYPICAL WEEK, do you eat any other fruit or vegetables not on this list?

If so, please write in below, including the number of portions (e.g. dried fruit - 3):

Finally, we would like to ask you some questions about you and your personal attitudes and beliefs.

When we think about ourselves, our thoughts are sometimes negative and sometimes positive. In this study we are interested in the POSITIVE thoughts you have about yourself.

For each of the following statements, choose the rating that indicates how much you agree or disagree with the statement.

Thinking POSITIVELY about myself is something...

	Disagree completely	Agree completely
... I do automatically.
... that feels sort of natural to me.
... I do without further thinking.
... I would find hard not to do.
... that's typically "me".

Sometimes when we face difficulties, challenges or problems in our daily lives we can find ourselves thinking about ourselves. We are interested in how often you find yourself thinking about yourself when things start to bother you.

When I feel threatened or anxious by people or events I find myself...

	Disagree completely	Agree completely
... thinking about my strengths.
... recalling times I did the right thing.
... thinking about my values.
... thinking about my principles.
... thinking about the people who are important to me.
... thinking about what I stand for.
... thinking about my family.
... thinking about my friends.

... thinking about the things I am good at.
... thinking about the things I like about myself.
... thinking about the things I am bad at.
... thinking about the things that I value about myself.
... thinking about the people who believe in me.
... thinking about my failings.
... thinking about the people I love.
... thinking about the things that I'd like to change about myself.
... thinking about the people I trust.
... thinking about the things I believe in.
... remembering things I have succeeded at.

For each question, please select one option.

	Strongly disagree	Disagree	Agree	Strongly agree
I am able to do things as well as most other people.
I feel that I am a person of worth, at least on an equal basis with others.
I certainly feel useless at times.
I take a positive attitude toward myself.
At times I think I am no good at all.
On the whole, I am satisfied with myself.
I feel that I have a number of good qualities.
I feel I do not have much to be proud of.
I wish I could have more respect for myself.
All in all, I am inclined to feel that I am a failure.

I have high self-esteem.

() Not very true of me

() .

- () .
 () .
 () Very true of me

We'd like you next to think about your name, and then answer the following questions.

	Not at all	Very much
How much do you LIKE your name, in total?
How much do you LIKE your FIRST name?
How much do you LIKE your SURNAME?

	Never	Very often
I notice I do some things very well.
When I feel bad about myself, I think about all the things that I can be proud of.
I think about the past and all the things that I have successfully accomplished.
When I have done something wrong that makes me feel dissatisfied with myself, I tell myself that I do not do everything wrong.
I think about all the things that I have successfully accomplished.
I realise that besides all the stupid things I do I also do some things very well.

This scale consists of a number of words that describe different feelings and emotions.

Please indicate to what extent you generally feel this way.

	Not at all	A little	Moderately	Quite a bit	Extremely
Calm
Tense
Upset
Relaxed
Content
Worried

For each of the statements below, please indicate whether or not the statement is characteristic of you. If the statement is not at all like you, please fill-in “extremely uncharacteristic”; if the statement is very much like you, please fill-in “extremely characteristic”. And, of course, use the ratings in the middle if you fall between the extremes.

	Extremely uncharacteristic	.	Uncertain	.	Extremely characteristic
I consider how things might be in the future, and try to influence those things with my day to day behaviour.
Often I engage in a particular behaviour in order to achieve outcomes that may not result for many years.
I only act to satisfy immediate concerns, figuring the future will take care of itself.
My behaviour is only influenced by the immediate (i.e., a matter of days or weeks) outcomes of my actions.
My convenience is a big factor in the decisions I make or the actions I take.
I am willing to sacrifice my immediate happiness or well-being in order to achieve future outcomes.
I think it is important to take warnings about negative outcomes seriously even if the negative outcome will not occur for many years.
I think it is more important to perform a behaviour with important distant consequences than a behaviour with less-important immediate consequences.
I generally ignore warnings about possible future problems

because I think the problems
will be resolved before they
reach crisis level.

I think that sacrificing now is
usually unnecessary since future
outcomes can be dealt with at a
later time.

I only act to satisfy immediate
concerns, figuring that I will
take care of future problems that
may occur at a later date.

Since my day to day work has
specific outcomes, it is more
important to me than behaviour
that has distant outcomes.

• • • • •

• • • • •

• • • • •

Extremely not like me	Somewhat not like me	Uncertain	Somewhat like me	Extremely like me
-----------------------------	----------------------------	-----------	---------------------	----------------------

I only focus on the
present, figuring that I
will take care of future
problems when they
happen.

• • • • •

I take action now to avoid
problems in the future.

• • • • •

Thank you for completing these measures.

We are happy to say that you meet our eligibility criteria and would like to invite you to take part in this study.

We will ask you to complete a range of measures on a number of different occasions:
(1) in the next day or so, (2) then after 7 days, (3) and, finally, after 1 month.

After you have completed the first and the second sets of measures we will enter you into a draw for £25 (two) and £50 (one).

After you have completed the final (third) set of measures we will enter you into another draw for £25 (two) and £50 (two).

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

If you would like to take part in our study, please tick the box below to indicate your consent to proceed.

I consent to proceed. _____

We would like you to complete the first set of measures (20-30 minutes) in the next 24-48 hours. After that, we will send you a shorter set of measures (10 minutes) in 7 days. Finally, after 1 month we will send you the last set of measures (10 minutes).

Before you begin completing the measures, we need you to create a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____

The DATE in the month you were born (e.g. 01 or 19): _____

The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Please provide in the text box below your UNIVERSITY EMAIL ADDRESS. This is important, so that we can send you the link to the first set of measures. Then, please click "Finished? Submit your Responses" button to make sure that your responses to the eligibility measures are recorded.

Please also let us know if at any stage you change your email address by emailing to our research team at research.study@sheffield.ac.uk, so we can update our records.

Thank you for your participation.

A Study of Diet and Health Beliefs

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Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Today, we would like you to complete the first set of measures, which will take about 20-30 minutes of your time.

Before you begin completing the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____

The DATE in the month you were born (e.g. 01 or 19): _____

The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Please provide in the text box below your UNIVERSITY EMAIL ADDRESS. This is important, so that we can send you the links to each set of measures.

Please also let us know if at any stage you change your email address by emailing to our research team at research.study@sheffield.ac.uk, so we can update our records.

PART 1.

In this section we are interested in investigating personal values and strategies. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do - whether in dealing with other people or when working.

Using the drop-down menu, please select the value that is **MOST** important to YOU.

If more than one value is equally important to YOU, then please select just one of them. If the value YOU find most important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the text box below.

Using the drop-down menu, please select the value that is **LEAST** important to YOU.

If more than one value is equally unimportant to YOU, then please select just one of them. If the value YOU find least important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the text box below.

- Artistic skills/Aesthetic appreciation
- Sense of humour
- Relations with friends
- Spontaneity/Living life in the moment
- Social skills
- Musical ability/appreciation
- Physical fitness/Health
- Political activism
- Business/Money
- Academic achievement
- Other personal value (please specify) _____

Why is this value important to YOU?

Please write **THREE** reasons why this value is important to YOU and **ONE** example of something you've done to demonstrate how important it is to you. Thank you.

Why might this value be important to **SOMEONE ELSE**?

Please write **THREE** reasons why you think this value might be important to **SOMEONE ELSE** and **ONE** example of something someone else might do to demonstrate how important it is. Thank you.

Reason 1.

Reason 2.

Reason 3.

Example.

In this section we are interested in investigating the strategies that people use in situations when they encounter unwelcome information. By unwelcome information we mean the kind of information that tells you something about yourself or your behaviour that you'd prefer not to know.

One strategy to cope with such situations is to PLAN WHAT EXACTLY YOU WILL DO when you encounter unwelcome information.

Please read the two example plans that we provide and, for each plan choose a strategy that you think will work for you. Then, fill in your own plans.

EXAMPLE PLAN 1

If I see information I don't want to know,

then...

... I will remember things that I have succeeded at!

OR

... I will think about the things I value!

OR

... I will think about the people who are important to me!

OR

... I will think about the things that are important to me!

MY PLAN

If I see information I don't want to know,

then *(write in what you will do in this situation)!*

EXAMPLE PLAN 2

If I find my attention wandering (from information I don't want to know),

then...

... I will remember things that I have succeeded at!

OR

... I will think about the things I value!

OR

... I will think about the people who are important to me!

OR

... I will think about the things that are important to me!

MY PLAN

If I find my attention wandering (from information I don't want to know),

then (write in what you will do in this situation)!

Right now I feel...

	Not at all	.	.	.	Extremely
... loving
... joyful
... giving
... connected

Right now I feel...

- ☐ Sad
- ☐
- ☐
- ☐ neither

- ☐
☐
☐ Happy

☐ Displeased
☐
☐
☐ neither
☐
☐
☐ Pleased

☐ Calm
☐
☐
☐ neither
☐
☐
☐ Excited

☐ Tired
☐
☐
☐ neither
☐
☐
☐ Energetic

Please rate how much these statements apply to the value you have just written about.

	Strongly disagree	Strongly agree
This value has influenced my life.
In general, I try to live up to this value.
This value is an important part of who I am.
I care about this value.

Next, we are interested in your thoughts about the following article which we are evaluating for use in future health campaigns (e.g., in leaflets or online).

Please read the article carefully and then answer the questions that follow.

EATING ENOUGH FRUIT AND VEGETABLES:

FACTS AND ADVICE

EATING AT LEAST 5 A DAY

The UK Government recommends you eat at least 5 portions of fruit or vegetables a day to help reduce the risk of heart disease, some cancers and many other chronic conditions.

PREVENTING CHRONIC DISEASES: HEART DISEASE

Eating at least 5 portions of fruit and vegetables a day has been shown to reduce the risk of coronary heart disease and stroke. Each additional portion of fruit and vegetables a person eats a day appears to lower the risk of coronary heart disease and stroke. Intakes of more than 5 portions of fruit and vegetables a day have been associated with a 17% reduction in coronary heart disease risk, and intakes of 3-5 portions a day have been associated with a 7% reduction in coronary heart disease risk.

Evidence suggests that one of the benefits of increasing fruit and vegetable intake is that it helps reduce blood pressure. High blood pressure is a major preventable cause of stroke and heart attacks.

PREVENTING CHRONIC DISEASES: CANCER

While a recent, much publicised, study found that the contribution to cancer prevention may be smaller than previously thought, it still concluded that eating at least 5 portions of fruit or vegetables a day protects against cancer. Research has shown that eating more vegetables decreases the risk of colorectal (bowel) cancer and gastric (stomach) cancer.

Eating at least 5 fruit and vegetables a day may also help reduce the chances of becoming overweight or obese, which also contribute to cancer.

PREVENTING CHRONIC DISEASES: OTHER CHRONIC CONDITIONS

There are other health benefits to eating at least 5 portions of fruit or vegetables a day too, including delaying the development of cataracts, reducing the symptoms of asthma, improving bowel function, and helping to manage diabetes.

All in all, experts still recommend eating at least 5 fruit and vegetables a day for the range of health benefits this brings.

HOW IT WORKS

The reason why fruit and vegetables are so beneficial is because of the array of compounds they contain. As well as vitamins and minerals (such as folic acid, vitamin C and potassium), fruit and vegetables also contain many non-nutrient complex plant compounds (called phytochemicals). These appear to improve the function of the immune system and some are also antioxidants that destroy free radicals in the body. Free radicals are believed to have a role in causing cancer as well as in creating other harmful effects to our bodies.

I TAKE A VITAMIN TABLET EVERY DAY. ISN'T THAT ENOUGH?

It appears that the benefits of fruit and vegetables stem not only from their individual compounds, but also from the interaction between them. Dietary supplements containing isolated vitamins and minerals do not appear to have the same beneficial effects as fruit and vegetables themselves. Indeed in some studies, supplements have caused more harm than good, as the optimum dose to protect against disease is not always fully understood.

To get the maximum benefits, you need to eat different types of fruit and vegetables. Fruit and vegetables all contain different combinations of fibre, vitamins, minerals and other nutrients. So, aim to include a variety of fruit and vegetables in your 5 A DAY to get the most benefit.

RECOMMENDATIONS

To receive the health benefits of fruit and vegetable consumption, aim for AT LEAST 5 portions of a variety of fruit and vegetables (excluding potatoes) EVERY day.

Fresh, frozen, chilled, canned, 100% juice, and dried fruit and vegetables all count.

KEEP TRYING

Remember, it's like BRUSHING YOUR TEETH; this is something you need to do EVERY day, not most days or occasionally, but EVERY DAY.

However, if you miss a day don't worry; you can always try again tomorrow. The important thing is to KEEP TRYING; the more often you try, the more often you will have days in which you meet your target of fruit and vegetables.

Next, you will find some tips on how to add fruit and vegetables to your diet.

HOW TO INCREASE YOUR FRUIT CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Drink fruit juice or eat fruit with your breakfast
- Make a smoothie with fruit juice and your preferred fruits (you could put over-ripe fruit in a smoothie rather than throwing it out)
- Add chopped fruit to your breakfast cereal or dessert
- Eat fruit as a starter or a dessert
- Keep a stock of fruit sticks for snacks
- When on the move, carry with you easy to eat fruit such as bananas, apples or satsumas

HOW TO INCREASE YOUR VEGETABLE CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Eat homemade vegetable soup
- Serve 2 large portions of vegetables with your dinner or have a salad as a starter
- When eating out try the vegetarian option or order a salad with your main meal
- Add extra vegetables to a take away (e.g., add peppers and mushrooms to a pizza or a curry)
- Add extra salad vegetables to a sandwich (e.g., lettuce, tomatoes, cucumber or grated carrot)
- Keep a stock of vegetable sticks for snacks, such as carrots or celery

PORTION SIZE

One portion of 80g can be estimated as:

- 3 tablespoons of vegetables
- 2 or more tablespoons of pulses (e.g., beans, lentils)
- 1 cereal bowl of salad
- 1 medium sized fruit (e.g., apple, banana, pear, orange)
- 2 smaller fruits (e.g., plum, satsuma)
- 1 cup of very small fruits (e.g., berries, grapes)
- 2-3 tablespoons of fresh fruit salad, stewed or canned fruit
- 1 tablespoon of dried fruit
- 1 or more glasses of fruit juice (count juice as 1 portion however much you drink)

**REMEMBER YOU SHOULD TRY TO EAT AT LEAST 5 A DAY EACH AND
EVERY DAY**

FURTHER INFORMATION

If you would like to find out more, below are some websites containing more information.

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

We will provide you with the addresses of the websites again at the end of the measures, so that you can look at them when you have finished completing the measures.

Please use the bullet spaces below to indicate which points you considered to be the main messages from the Eating Enough Fruit and Vegetables: Facts and Advice article.

Next, we would like to ask you about eating 5 A DAY during the NEXT MONTH.

In the next month, I intend eating at least 5 portions of fruit and vegetables every day.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

In the next month, do you intend eating at least 5 portions of fruit and vegetables every day?

- ☐ Definitely no
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Definitely yes

In the next month, I will try to eat at least 5 portions of fruit and vegetables every day.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

How definite is your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next month?

- ☐ Not at all definite
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Extremely definite

How certain are you about your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next month?

- ☐ Very uncertain
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very certain

How stable is your intention to eat at least 5 portions of fruit and vegetables every day in the next month?

- ☐ Very unstable
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very stable

How likely is it that your stated intention to eat at least 5 portions of fruit and vegetables every day in the next month will change?

- ☐ Very unlikely

- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very likely

Please rate your intention to eat at least 5 fruit and vegetables every day in the next month on the scales below:

- ☐ Healthy
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Unhealthy

- ☐ Important
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Unimportant

- ☐ Worthwhile
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Worthless

- ☐ Satisfying
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Unsatisfying

- ☐ Pleasant

- ☐ ()
- ☐ ()
- ☐ () neither
- ☐ ()
- ☐ ()
- ☐ () Unpleasant

- ☐ () Enjoyable
- ☐ ()
- ☐ ()
- ☐ () neither
- ☐ ()
- ☐ ()
- ☐ () Unenjoyable

- ☐ () Easy
- ☐ ()
- ☐ ()
- ☐ () neither
- ☐ ()
- ☐ ()
- ☐ () Difficult

Most people who are important to me think that I should eat at least 5 portions of fruit and vegetables every day in the next month.

- ☐ () Strongly disagree
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () Strongly agree

	Strongly disagree	Strongly agree
I would feel guilty about not eating at least 5 fruit and vegetables every day in the next month.
Not eating at least 5 fruit and vegetables every day in the next month would go against my principles.
I feel obliged to eat at least 5 fruit and

vegetables every day in the next month.

In the next month, how many portions of fruit - of any kind - do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next month: _____

In the next month, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the next month: _____

While reading the article...

	Not at all	Extremely
... I thought about the consequences of not eating at least 5 portions of fruit and vegetables every day.
... I thought deeply about the information.
... I tried not to think about how the article applied to me.
... I felt positive about eating at least 5 portions of fruit and vegetables every day.
... I felt happy at the thought of eating at least 5 portions of fruit and vegetables every day.
... I felt fearful.
... I felt anxious.

	Strongly disagree	Strongly agree
I am worried that I do not currently eat enough fruit and vegetables.

I worry about my current level of consumption of fruit and vegetables.	•	•	•	•	•	•
I worry about the consequences of not eating at least 5 portions of fruit and vegetables every day.	•	•	•	•	•	•

How easy is it for you to IMAGINE yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all easy
- ☐ Slightly easy
- ☐ Quite easy
- ☐ Moderately easy
- ☐ Very easy
- ☐ Extremely easy

How vivid is your IMAGE of yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all vivid
- ☐ Slightly vivid
- ☐ Quite vivid
- ☐ Moderately vivid
- ☐ Very vivid
- ☐ Extremely vivid

	Strongly disagree	•	•	•	•	•	Strongly agree
I know for sure that I could eat at least 5 portions of fruit and vegetables every day in the next month.		•	•	•	•	•	•
If I wanted to eat at least 5 portions of fruit and vegetables every day in the next month, I know that I could do it.		•	•	•	•	•	•
I am confident that I can eat at least 5 portions of fruit and vegetables every day in the next month...							
	Strongly disagree	•	•	•	•	•	Strongly agree
...even if I find myself in situations in which this will be difficult.		•	•	•	•	•	•
...even when things are not going well for me.		•	•	•	•	•	•

I am confident that I can RESTART eating at least 5 portions of fruit and vegetables every day in the next month...

	Strongly disagree	Strongly agree
... even if I have stopped doing so for a day or two.
... even if I have stopped doing so for a few days.
... even if I have stopped doing so for a long time.

I always...

	Definitely no	Definitely yes
... keep track to see whether I eat at least 5 portions of fruit and vegetables every day.
... pay attention to see whether I eat at least 5 portions of fruit and vegetables every day.
... try to catch up another day, if I don't get my at least 5 fruit and vegetables intake on a particular day.
... find ways to eat more fruit and vegetables, when I notice I haven't eaten enough fruit and vegetables.

How much control do you have over eating at least 5 portions of fruit and vegetables every day in the next month?

- ☐ No control
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Complete control

I feel in complete control of whether or not I will eat at least 5 portions of fruit and vegetables every day in the next month?

- ☐ Strongly disagree
- ☐ .

- () .
 () .
 () .
 () .
 () Strongly agree

	Strongly disagree	Strongly agree
I will put a great deal of energy into eating at least 5 portions of fruit and vegetables every day in the next month.
I will try very hard to eat at least 5 portions of fruit and vegetables every day in the next month.
How important to you is it...							
	Not at all important	Extremely important
...to enjoy every meal time?
...to get regular meals?
...to be able to get food when you need it?
...to eat at least 5 fruit and vegetables every day?
...to eat things you enjoy?
...to eat things that are fun?

For me eating at least 5 portions of fruit and vegetables every day in the next month would be...

	Not at all	Extremely
... too expensive.
... too much time and effort.

I have better things to do than eating at least 5 portions of fruit and vegetables every day in the next month.

- () Strongly disagree
 () .
 () .
 () .
 () .

- () .
 () Strongly agree

Eating at least 5 portions of fruit and vegetables every day in the next month is more trouble than it's worth.

- () Strongly disagree
 () .
 () .
 () .
 () .
 () .
 () Strongly agree

I can't be bothered to eat at least 5 portions of fruit and vegetables every day in the next month.

- () Strongly disagree
 () .
 () .
 () .
 () .
 () .
 () Strongly agree

In the next month, if I do not eat at least 5 portions of fruit and vegetables every day I will...

	Not at all	Extremely
... regret it.
... be upset.

We are now going to ask you about your thoughts and feelings about the Eating Enough Fruit and Vegetables article that you have read.

I found the article was...

	Not at all	Extremely
... relevant
... helpful
... distorted
... exaggerated

The article made me feel...

	Not at all	Extremely
... irritated.	
... angry.	

If you have any interest in increasing your fruit and vegetable consumption in the next month, how will you go about it?

Please list below any STEPS THAT YOU THINK YOU WILL TAKE to increase your fruit and vegetable consumption in the left hand column and any DIFFICULTIES or PROBLEMS YOU THINK YOU MIGHT FACE in the right hand column

You do not need to provide detailed descriptions. Just put a simple key word or phrase describing the step or problem.

	Steps you could take	Difficulties/Problems
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____
10	_____	_____

We are looking for volunteers to take part in a new programme we are developing which is designed to assist people who want to increase their fruit and vegetable consumption to achieve their goal. This programme uses methods that have been found to successfully help people increase their fruit and vegetable consumption. Please answer the following questions about this programme.

How interested do you think you would be in this programme?

- () Not at all interested
- () .
- () .
- () .
- () .
- () .
- () .

- ☐ .
- ☐ Very interested

Our funding will make it possible to pay individuals a small amount of money for participating in the programme. What is the minimum amount of money you think you would need to be paid in order to take time to participate in this programme?

Per 1-hour session to participate, I would want to be paid no less than £_____

The programme may require attendance at multiple 1-hour sessions (a maximum of 10). How many sessions do you think would you be willing to attend?

- ☐ 1 session
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 sessions

Thinking back to Part 1, where you completed an exercise on values/strategies, please answer the following questions on how you felt immediately after completing that task.

The task made me think about...

- ☐ Things I don't like about myself
- ☐
- ☐
- ☐ not at all
- ☐
- ☐
- ☐ Things I like about myself

- ☐ Things I'm bad at
- ☐
- ☐
- ☐ not at all
- ☐
- ☐
- ☐ Things I'm good at

- ☐ Things I don't value about myself

- ()
- ()
- () not at all
- ()
- ()
- () Things I value about myself

In the following set of questions, we are interested in how you usually or typically respond to the thought of a personal risk (defined as the possibility of some harm coming to you).

When faced with the possibility of any type of personal risk...

	Not at all like me	Very much like me
... I make myself feel at ease by saying, "This can't happen to someone like me"
... I reassure myself that such bad things won't happen to someone like me
... I find myself angry at the suggestion that this could happen to me
... I clearly imagine the risk and imagine how I would feel if it happened to me
... I find myself thinking the chances are I will be ok
... I find it easy to come up with arguments as to why it won't happen to me
... I ignore it because I am an optimistic sort of person
... I assume that on balance I will be safe
... I find it easy to show that this risk is not relevant to me
... I tend to focus on the risk and think about the effects it could have on me
... I can usually come up quickly with reasons why this won't happen to me
... I think I will address the problem if and when it happens, not before
... I consider how the risk could affect me even before I think about how unlikely it is
... I am generally not willing to imagine the risk happening to me

... I think in a fast and furious way about reasons why this won't happen to me
... I am willing to think about the risk even if it makes me feel uncomfortable
... I have trouble thinking of reasons why the risk wouldn't happen to me

For each of the statements below, please indicate whether or not the statement is characteristic of you.

	Not at all	Very much
I am good at resisting temptation.
I have a hard time breaking bad habits.
I am lazy.
I say inappropriate things.
I do certain things that are bad for me, if they are fun.
I refuse things that are bad for me.
I wish I had more self-discipline.
People would say that I have iron self-discipline.
Pleasure and fun sometimes keep me from getting work done.
I have trouble concentrating.
I am able to work effectively toward long-term goals.
Sometimes I can't stop myself from doing something, even if I know it is wrong.
I often act without thinking through all the alternatives.

	Not at all	Very much
My beliefs about myself often conflict with one another.
My beliefs about myself seem to change very frequently.
On one day I might have one opinion of myself and on another day I might have a different opinion.

Which of the options in the drop-down menu best describe your ethnicity?

- ☐ White
- ☐ Mixed
- ☐ Asian
- ☐ Black
- ☐ Other ethnic group
- ☐ Information withheld

What is your highest educational level?

- ☐ Post-graduate qualification
- ☐ Degree level qualification
- ☐ A level/Vocational A level or equivalent
- ☐ O Level/GCSE/CSE or equivalent
- ☐ Other

Thank you for completing the first set of measures.

Before you leave, would you like to download an NHS brochure about eating 5 A DAY?

- ☐ Yes.
- ☐ No, because I have already seen it.
- ☐ No.

Please click [HERE](http://www.nhs.uk/Livewell/5ADAY/Documents/(activities-health)-5-a-day-whats-it-all-about[1].pdf), which will open a new window containing a PDF file of the 5 A DAY brochure. [*The brochure “5 A DAY: Just Eat More (Fruit & Veg)” subject to Crown copyright 2003 30812 IP 2m Mar03 (PIL) is available from [http://www.nhs.uk/Livewell/5ADAY/Documents/\(activities-health\)-5-a-day-whats-it-all-about\[1\].pdf](http://www.nhs.uk/Livewell/5ADAY/Documents/(activities-health)-5-a-day-whats-it-all-about[1].pdf)*]

When you have finished downloading the brochure, please tick the box below.

I have downloaded the 5 A DAY brochure. _____

If you wish to look up the websites containing more information on eating 5 A DAY, please click on the links below, which will open in new windows.

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

To make sure that your responses to the current measures are recorded, please click “Finished? Submit your Responses” button after you have finished working on these measures.

Thank you for your participation.

=====

=====

Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Today we would like you to complete an additional set of measures, which should take about 10 minutes of your time.

Before you begin completing the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____
The DATE in the month you were born (e.g. 01 or 19): _____
The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Next, we would like to ask you some questions about your consumption of fruit and vegetables.

Please note that:

1 portion of fresh fruit = 80g
1 portion of dried fruit = 30g
1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

You can familiarise yourself with some examples of portion sizes for different fruit and vegetables by clicking [HERE](#).

When answering questions about your fruit and vegetable consumption, we will give you this link again, so you can consult it if you need.

Now, we would like to ask you about the particular fruit and vegetables you have eaten in the last 24 HOURS.

Please don't forget to include fruit and vegetables contained in mixed dishes, such as curries, stir-fries and salads.

Where you have eaten a dish containing more than 1 fruit or vegetable, please count ALL the fruit or vegetables that you know it contained.

DAILY FOOD CHECKLIST

VEGETABLES, FRESH, FROZEN, CANNED, DRIED

In the last 24 HOURS, about how many portions did you eat of the following vegetables? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Avocado pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, green, broad, runner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, lentils, peas (dried)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beansprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beetroot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli/calabrese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussel sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cabbage or spring greens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coleslaw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garlic [clove]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrow or courgette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mushrooms
Mustard & Cress, watercress
Onion, cooking
Onions, spring
Parsnip
Peas, fresh or frozen
Peas, tinned
Pepper (red/green)
Radishes
Spinach
Squash
Swede, turnip
Sweetcorn
Tomatoes, fresh
Tomatoes, tinned
Other fresh herbs
Mixed salad
Mixed vegetables
Vegetable based soup
Pulse (lentil) based soup

Other vegetables you have eaten in the last 24 HOURS that are not on the list (e.g. celeriac, asparagus, fennel, aubergine, pumpkin).

Please include the number of portions (e.g. celeriac - 1/4).

FRUIT

In the last 24 HOURS, about how many portions did you eat of the following fruits?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Apple
Apricot
Banana
Berries, e.g. raspberries, strawberries, blueberries, blackcurrants
Cherries
Dried fruit, e.g. raisins, prunes [30g handful]
Fruit salad, fresh

Fruit salad, canned
Grapes
Grapefruit
Mango
Melon
Orange, satsuma
Peach, nectarine
Pear
Pineapple
Plum
Real fruit juice (100%), e.g. orange, apple [medium glass]
Rhubarb
Stewed fruit with sugar
Watermelon

Other fruit you have eaten in the last 24 HOURS that are not on the list (e.g. pomegranate, kiwi, papaya, Sharon fruit).

Please include the number of portions (e.g. pomegranate - 1/2).

Next, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY in the LAST 7 DAYS.

If you need to, you can get information on portion sizes by clicking [HERE](#).

In the last 7 days, did you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I did not intend to do so.
- ☐ No, but I was thinking about it.
- ☐ No, but I strongly intended to do so.
- ☐ Yes, but it was difficult for me.
- ☐ Yes, and it was easy for me.

In the last 7 days, how many portions of fruit - of any kind - did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the last 7 days: _____

In the last 7 days, how many portions of vegetables did you eat on a TYPICAL DAY?
(Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the last 7 days: _____

WEEKLY FOOD CHECKLIST

In the LAST 7 DAYS, about how many portions did you eat of the following foods?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes for fruit and vegetables by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans (baked, tinned, or dried) or lentils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other vegetables (any type)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit (fresh, frozen, canned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the LAST 7 DAYS, did you eat any other fruit or vegetables not on this list?

If so, please write in below, including the number of portions (e.g. dried fruit - 3):

We are now going to ask you for your thoughts about eating at least 5 portions of fruit and vegetables every day in the LAST 7 DAYS.

During the last 7 days, I have...

	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
... often had an intention to eat at least 5		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

portions of fruit and vegetables every day
on my mind

... constantly been aware of a desire to eat
at least 5 portions of fruit and vegetables
every day.

.

... consistently monitored whether I ate at
least 5 portions of fruit and vegetables
every day.

.

... taken care to eat fruit and vegetables
throughout the day to achieve at least the
recommended 5 portions of fruit and
vegetables every day.

.

... really tried hard to regularly eat at least
5 portions of fruit and vegetables every day.

.

... done my best to meet my standards for
eating at least 5 portions of fruit and
vegetables every day.

.

During the last 7 days,...

Not at all Extremely

... I was successful in monitoring my fruit
and vegetable consumption.

.

... I was successful in eating at least 5
portions of fruit and vegetables every day.

.

... I found it difficult to eat at least 5
portions of fruit and vegetables every day.

.

During the last 7 days, in order to eat at least 5 portions of fruit and vegetables every
day...

Never Sometimes Regularly Often Always

... I made sure that I had
enough fruit and vegetables
to last me a week.

.

... I ate fruit as a snack or a
dessert.

.

... I cooked vegetables.

.

... I had vegetables when
eating out.

.

Next, we would like to ask you about eating 5 A DAY during the NEXT MONTH.

In the next month, I intend eating at least 5 portions of fruit and vegetables every day.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

In the next month, do you intend eating at least 5 portions of fruit and vegetables every day?

☐ Definitely no

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Definitely yes

In the next month, I will try to eat at least 5 portions of fruit and vegetables every day.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

How definite is your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next month?

☐ Not at all definite

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Extremely definite

How certain are you about your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next month?

- ☐ Very uncertain
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very certain

How stable is your intention to eat at least 5 portions of fruit and vegetables every day in the next month?

- ☐ Very unstable
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very stable

How likely is it that your stated intention to eat at least 5 portions of fruit and vegetables every day in the next month will change?

- ☐ Very unlikely
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very likely

Please rate your intention to eat at least 5 fruit and vegetables every day in the next month on the scales below:

- ☐ Healthy
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Unhealthy

- ☐ Important

☐
☐
☐ neither
☐
☐
☐ Unimportant

☐ Worthwhile
☐
☐
☐ neither
☐
☐
☐ Worthless

☐ Satisfying
☐
☐
☐ neither
☐
☐
☐ Unsatisfying

☐ Pleasant
☐
☐
☐ neither
☐
☐
☐ Unpleasant

☐ Enjoyable
☐
☐
☐ neither
☐
☐
☐ Unenjoyable

☐ Easy
☐
☐
☐ neither

- ☐ ()
- ☐ ()
- ☐ () Difficult

Most people who are important to me think that I should eat at least 5 portions of fruit and vegetables every day in the next month.

- ☐ () Strongly disagree
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () Strongly agree

	Strongly disagree	Strongly agree
I would feel guilty about not eating at least 5 fruit and vegetables every day in the next month.
Not eating at least 5 fruit and vegetables every day in the next month would go against my principles.
I feel obliged to eat at least 5 fruit and vegetables every day in the next month.

In the next month, how many portions of fruit - of any kind - do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next month: _____

In the next month, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the next month: _____

Now, we would like to ask you some questions about eating 5 A DAY.

	Strongly disagree	Strongly agree
I am worried that I do not currently eat enough fruit and vegetables.
I worry about my current level of consumption of fruit and vegetables.
I worry about the consequences of not eating at least 5 portions of fruit and vegetables every day.

How easy is it for you to IMAGINE yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all easy
- ☐ Slightly easy
- ☐ Quite easy
- ☐ Moderately easy
- ☐ Very easy
- ☐ Extremely easy

How vivid is your IMAGE of yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all vivid
- ☐ Slightly vivid
- ☐ Quite vivid
- ☐ Moderately vivid
- ☐ Very vivid
- ☐ Extremely vivid

	Strongly disagree	Strongly agree
I know for sure that I could eat at least 5 portions of fruit and vegetables every day in the next month.
If I wanted to eat at least 5 portions of fruit and vegetables every day in the next month, I know that I could do it.

I am confident that I can eat at least 5 portions of fruit and vegetables every day in the next month...

	Strongly disagree	Strongly agree
... even if I find myself in situations in which this will be difficult.
... even when things are not going well for me.

I am confident that I can RESTART eating at least 5 portions of fruit and vegetables every day in the next month...

	Strongly disagree	Strongly agree
... even if I have stopped doing so for a day or two.
... even if I have stopped doing so for a few days.
... even if I have stopped doing so for a long time.

I always...

	Definitely no	Definitely yes
... keep track to see whether I eat at least 5 portions of fruit and vegetables every day.
... pay attention to see whether I eat at least 5 portions of fruit and vegetables every day
... try to catch up another day, if I don't get my at least 5 fruit and vegetables intake on a particular day.
... find ways to eat more fruit and vegetables, when I notice I haven't eaten enough fruit and vegetables.

How much control do you have over eating at least 5 portions of fruit and vegetables every day in the next month?

() No control

() .

- () .
- () .
- () .
- () .
- () Complete control

I feel in complete control of whether or not I will eat at least 5 portions of fruit and vegetables every day in the next month?

- () Strongly disagree
- () .
- () .
- () .
- () .
- () .
- () Strongly agree

	Strongly disagree	Strongly agree
I will put a great deal of energy into eating at least 5 portions of fruit and vegetables every day in the next month.	
I will try very hard to eat at least 5 portions of fruit and vegetables every day in the next month.	
How important to you is it...							
	Not at all important	Extremely important
... to enjoy every meal time?	
... to get regular meals?	
... to be able to get food when you need it?	
... to eat at least 5 fruit and vegetables every day?	
... to eat things you enjoy?	
... to eat things that are fun?	

For me eating at least 5 portions of fruit and vegetables every day in the next month would be...

	Not at all	Extremely
... too expensive.
... too much time and effort.

I have better things to do than eating at least 5 portions of fruit and vegetables every day in the next month.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

Eating at least 5 portions of fruit and vegetables every day in the next month is more trouble than it's worth.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

I can't be bothered to eat at least 5 portions of fruit and vegetables every day in the next month.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

In the next month, if I do not eat at least 5 portions of fruit and vegetables every day I will...

	Not at all	Extremely
... regret it.
... be upset.

Next, we would like to ask you whether in the LAST 7 DAYS you searched for information about 5 A DAY or discussed the issue of 5 A DAY with anyone.

Did you look at the websites on eating 5 A DAY mentioned in the article Eating Enough Fruit and Vegetables?

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you look at any other websites for information on eating 5 A DAY?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you look at any information on eating 5 A DAY other than on the Internet?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you discuss the issue of eating at least 5 A DAY with anyone?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

To make sure that your responses to the current measures are recorded, please click "Finished? Submit your Responses" button.

Thank you for your participation.

=====

=====

Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Today we would like you to complete an additional set of measures, which should take about 10 minutes of your time.

Before you begin completing the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____

The DATE in the month you were born (e.g. 01 or 19): _____

The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Next, we would like to ask you some questions about your consumption of fruit and vegetables.

Please note that:

1 portion of fresh fruit = 80g

1 portion of dried fruit = 30g

1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

You can familiarise yourself with some examples of portion sizes for different fruit and vegetables by clicking [HERE](#).

When answering questions about your fruit and vegetable consumption, we will give you this link again, so you can consult it if you need.

Now, we would like to ask you about the particular fruit and vegetables you have eaten in the last 24 HOURS.

Please don't forget to include fruit and vegetables contained in mixed dishes, such as curries, stir-fries and salads.

Where you have eaten a dish containing more than 1 fruit or vegetable, please count ALL the fruit or vegetables that you know it contained.

DAILY FOOD CHECKLIST

VEGETABLES, FRESH, FROZEN, CANNED, DRIED

In the last 24 HOURS, about how many portions did you eat of the following vegetables? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Avocado pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, green, broad, runner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, lentils, peas (dried)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beansprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beetroot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli/calabrese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussel sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cabbage or spring greens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coleslaw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garlic [clove]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrow or courgette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mushrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mustard & Cress, watercress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onion, cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onions, spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parsnip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas, fresh or frozen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Peas, tinned
Pepper (red/green)
Radishes
Spinach
Squash
Swede, turnip
Sweetcorn
Tomatoes, fresh
Tomatoes, tinned
Other fresh herbs
Mixed salad
Mixed vegetables
Vegetable based soup
Pulse (lentil) based soup

Other vegetables you have eaten in the last 24 HOURS that are not on the list (e.g. celeriac, asparagus, fennel, aubergine, pumpkin).

Please include the number of portions (e.g. celeriac - 1/4).

FRUIT

In the last 24 HOURS, about how many portions did you eat of the following fruits?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Apple
Apricot
Banana
Berries, e.g. raspberries, strawberries, blueberries, blackcurrants
Cherries
Dried fruit, e.g. raisins, prunes [30g handful]
Fruit salad, fresh
Fruit salad, canned
Grapes
Grapefruit
Mango
Melon

Orange, satsuma
Peach, nectarine
Pear
Pineapple
Plum
Real fruit juice (100%), e.g. orange, apple [medium glass]
Rhubarb
Stewed fruit with sugar
Watermelon

Other fruit you have eaten in the last 24 HOURS that are not on the list (e.g. pomegranate, kiwi, papaya, Sharon fruit).

Please include the number of portions (e.g. pomegranate - 1/2).

Next, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY in the LAST 7 DAYS.

If you need to, you can get information on portion sizes by clicking [HERE](#).

In the last 7 days, did you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I did not intend to do so.
- ☐ No, but I was thinking about it.
- ☐ No, but I strongly intended to do so.
- ☐ Yes, but it was difficult for me.
- ☐ Yes, and it was easy for me.

In the last 7 days, how many portions of fruit - of any kind - did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the last 7 days: _____

In the last 7 days, how many portions of vegetables did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the last 7 days: _____

WEEKLY FOOD CHECKLIST

In the LAST 7 DAYS, about how many portions did you eat of the following foods?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans (baked, tinned, or dried) or lentils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other vegetables (any type)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit (fresh, frozen, canned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the LAST 7 DAYS, did you eat any other fruit and vegetable not on this list?

If so, please write in below, including the number of portions (e.g., dried fruit - 3):

We are now going to ask you for your thoughts about eating at least 5 portions of fruit and vegetables every day in the LAST 7 DAYS.

During the last 7 days, I have...

	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly disagree
... often had an intention to eat at least 5 portions of fruit and vegetables every day on my mind.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... constantly been aware of a desire to eat at least 5 portions of fruit and vegetables every day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... consistently monitored whether I ate at least 5 portions of fruit and vegetables every day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... taken care to eat fruit and vegetables throughout the day to achieve at least the recommended 5 portions of fruit and vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

every day.

... really tried hard to regularly eat at least 5 portions of fruit and vegetables every day.

.

... done my best to meet my standards for eating at least 5 portions of fruit and vegetables every day.

.

During the last 7 days,...

Not at all Extremely

... I was successful in monitoring my fruit and vegetable consumption.

.

... I was successful in eating at least 5 portions of fruit and vegetables every day.

.

... I found it difficult to eat at least 5 portions of fruit and vegetables every day.

.

During the last 7 days, in order to eat at least 5 portions of fruit and vegetables every day...

Never Sometimes Regularly Often Always

... I made sure that I had enough fruit and vegetables to last me a week.

.

... I ate fruit as a snack or a desert.

.

... I cooked vegetables.

.

... I had vegetables when eating out.

.

Next, we would like to ask you about eating 5 A DAY during the NEXT MONTH.

In the next month, I intend eating at least 5 portions of fruit and vegetables every day.

- () Strongly disagree
- () .
- () .
- () .
- () .
- () .
- () Strongly agree

In the next month, do you intend eating at least 5 portions of fruit and vegetables every day?

☐ Definitely no

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Definitely yes

In the next month, I will try to eat at least 5 portions of fruit and vegetables every day.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

How definite is your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next month?

☐ Not at all definite

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Extremely definite

How certain are you about your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next month?

☐ Very uncertain

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Very certain

How stable is your intention to eat at least 5 portions of fruit and vegetables every day in the next month?

☐ Very unstable

- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very stable

How likely is it that your stated intention to eat at least 5 portions of fruit and vegetables every day in the next month will change?

- ☐ Very unlikely
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very likely

Please rate your intention to eat at least 5 fruit and vegetables every day in the next month on the scales below:

- ☐ Healthy
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Unhealthy

- ☐ Important
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Unimportant

- ☐ Worthwhile
- ☐
- ☐
- ☐ neither
- ☐
- ☐

☐ Worthless

☐ Satisfying

☐

☐

☐ neither

☐

☐

☐ Unsatisfying

☐ Pleasant

☐

☐

☐ neither

☐

☐

☐ Unpleasant

☐ Enjoyable

☐

☐

☐ neither

☐

☐

☐ Unenjoyable

☐ Easy

☐

☐

☐ neither

☐

☐

☐ Difficult

Most people who are important to me think that I should eat at least 5 portions of fruit and vegetables every day in the next month.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

() Strongly agree

	Strongly disagree	Strongly agree
I would feel guilty about not eating at least 5 fruit and vegetables every day in the next month.
Not eating at least 5 fruit and vegetables every day in the next month would go against my principles.
I feel obliged to eat at least 5 fruit and vegetables every day in the next month.

In the next month, how many portions of fruit - of any kind - do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next month: _____

In the next month, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the next month: _____

Now, we would like to ask you some questions about eating 5 A DAY.

	Strongly disagree	Strongly agree
I am worried that I do not currently eat enough fruit and vegetables.
I worry about my current level of consumption of fruit and vegetables.
I worry about the consequences of not eating at least 5 portions of fruit and vegetables every day.

How easy is it for you to IMAGINE yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all easy
- ☐ Slightly easy
- ☐ Quite easy
- ☐ Moderately easy
- ☐ Very easy
- ☐ Extremely easy

How vivid is your IMAGE of yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all vivid
- ☐ Slightly vivid
- ☐ Quite vivid
- ☐ Moderately vivid
- ☐ Very vivid
- ☐ Extremely vivid

	Strongly disagree	Strongly agree
I know for sure that I could eat at least 5 portions of fruit and vegetables every day in the next month.
If I wanted to eat at least 5 portions of fruit and vegetables every day in the next month, I know that I could do it.
I am confident that I can eat at least 5 portions of fruit and vegetables every day in the next month...							
	Strongly disagree	Strongly agree
... even if I find myself in situations in which this will be difficult.
... even when things are not going well for me.

I am confident that I can RESTART eating at least 5 portions of fruit and vegetables every day in the next month...

	Strongly disagree	Strongly agree
... even if I have stopped doing so for a day or two.
... even if I have stopped doing so for a few days.
... even if I have stopped doing so for a long time.

I always...

	Definitely no	Definitely yes
... keep track to see whether I eat at least 5 portions of fruit and vegetables every day.
... pay attention to see whether I eat at least 5 portions of fruit and vegetables every day
... try to catch up another day, if I don't get my at least 5 fruit and vegetables intake on a particular day.
... find ways to eat more fruit and vegetables, when I notice I haven't eaten enough fruit and vegetables.

How much control do you have over eating at least 5 portions of fruit and vegetables every day in the next month?

- ☐ No control
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Complete control

I feel in complete control of whether or not I will eat at least 5 portions of fruit and vegetables every day in the next month?

- ☐ Strongly disagree

- () .
 () .
 () .
 () .
 () .
 () Strongly agree

	Strongly disagree	Strongly agree
I will put a great deal of energy into eating at least 5 portions of fruit and vegetables every day in the next month.
I will try very hard to eat at least 5 portions of fruit and vegetables every day in the next month.

How important to you is it...

	Not at all important	Extremely important
... to enjoy every meal time?
... to get regular meals?
... to be able to get food when you need it?
... to eat at least 5 fruit and vegetables every day?
... to eat things you enjoy?
... to eat things that are fun?

For me eating at least 5 portions of fruit and vegetables every day in the next month would be...

	Not at all	Extremely
... too expensive.
... too much time and effort.

I have better things to do than eating at least 5 portions of fruit and vegetables every day in the next month.

- () Strongly disagree
 () .
 () .

- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

Eating at least 5 portions of fruit and vegetables every day in the next month is more trouble than it's worth.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

I can't be bothered to eat at least 5 portions of fruit and vegetables every day in the next month.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

In the next month, if I do not eat at least 5 portions of fruit and vegetables every day I will...

	Not at all	Extremely
... regret it.
... be upset.

Next, we would like to ask you whether in the LAST MONTH you searched for information about 5 A DAY or discussed the issue of 5 A DAY with anyone.

Did you look at the websites on eating 5 A DAY mentioned in the article Eating Enough Fruit and Vegetables?

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you look at any other websites for information on eating 5 A DAY?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you look at any information on eating 5 A DAY other than on the Internet?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you discuss the issue of eating at least 5 A DAY with anyone?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Lastly, before you finish we would like to ask you some questions about this study.

What do you think the purposes of this study were?

Did you think any of the tasks were related in any way?

- ☐ No
- ☐ Yes

Can you tell us something about how?

Have you completed any of these tasks before today?

☐ No

☐ Yes

Can you briefly describe which one and when?

To make sure that your responses to the current measures are recorded, please click “Finished? Submit your Responses” button.

Thank you for your participation.

If you would like to receive feedback for the study, please click on the link below.

www.surveymoz.com/s/401376/cqhsj

Feedback for the Study of Diet and Health Beliefs

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What were the aims of the study?

The first aim of the study was to research the effect of reminding people about their important values on their willingness to act on threatening health information. It has previously been shown that such reminders make people feel more content about themselves, which leads them to be more open to threatening health information and in several studies to be more willing to act on it. Specifically, the study aimed to see whether being aware of important values enhances people’s ability to increase their fruit and vegetable consumption.

The second aim of the study was to research the reasons why reminding people about their important values sometimes fail to help people change their behaviour. A particular focus of the study was the quality of intentions to increase fruit and vegetable consumption. It might be the case that people form overly optimistic intentions after being reminded about their important values. This might result in such intentions dissipating when people encounter real-life obstacles to translating their intentions into actions.

The third aim of the study was to probe the effect of different methods of reminding people about their important values on their intentions to increase fruit and vegetable consumption. Specifically, writing about one's important values was compared to filling out a pre-structured plan on how to act when encountering unwelcome information. The responses of participants who were reminded about their least important value were used as a point of reference against which to compare the responses of other participants.

References

- Epton, T., & Harris, P. R. (2008). Self-affirmation promotes health behaviour change. *Health Psychology, 27*, 746-752.
- Sherman, D. K., Cohen, G. L., Nelson, L. D., Nussbaum, A. D., Bunyan, D. P., & Garcia, J. (2009). Affirmed yet unaware: Exploring the role of awareness in the process of self-affirmation. *Journal of Personality and Social Psychology, 97*, 754-764.

Further information

If taking part in the study has raised your concern about the link between fruit and vegetable consumption and health, you can find further information about this issue on the following website:

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

If you have any other queries, please contact:

Research Team
Study of Diet and Health Beliefs
Department of Psychology
The University of Sheffield
Sheffield
S10 2TP
Western Bank
Tel: 0114 2226647
Email: research.study@sheffield.ac.uk

Thank you for your participation.

Appendix 9. Study 3: Materials and Measures

Eligibility Measures for Prospective Participants

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Thank you for your interest in taking part in our study.

To assess your eligibility for inclusion in the study, please complete the following measures. These measures include some questions about your diet and your personal attitudes and beliefs and will take about 5-10 minutes of your time to complete.

If you turn out to be eligible to take part, we will tell you what to do next.

Please tick the box below to indicate your consent to proceed.

I consent to proceed. _____

First, we would like you to provide some details about yourself.

What is your sex?

- ☐ Male
- ☐ Female

What is your age?

How would you classify your current occupation?

- ☐ Management
- ☐ Professional
- ☐ Technical/IT
- ☐ Administrative
- ☐ Sales/Support
- ☐ Production/Manufacturing
- ☐ Other employment
- ☐ Self-employed
- ☐ Unemployed
- ☐ Student
- ☐ Retired

Next, we would like to ask you some questions about your consumption of fruit and vegetables.

Please note that:

1 portion of fresh fruit = 80g

1 portion of dried fruit = 30g

1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

You can familiarise yourself with some examples of portion sizes for different fruit and vegetables by clicking [HERE](#). [*This information is part of the brochure "5 A DAY: Just Eat More (Fruit & Veg)" subject to Crown copyright 2003 30812 IP 2m Mar03 (PIL) and is available from [http://www.nhs.uk/Livewell/5ADAY/Documents/\(activities-health\)-5-a-day-whats-it-all-about\[1\].pdf](http://www.nhs.uk/Livewell/5ADAY/Documents/(activities-health)-5-a-day-whats-it-all-about[1].pdf)*]

When answering questions about your fruit and vegetable consumption, we will give you this link again, so you can consult it if you need.

Next, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY.

If you need to, you can get information on portion sizes by clicking [HERE](#).

Currently, do you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I do not intend to do so.
- ☐ No, but I am thinking about it.
- ☐ No, but I strongly intend to do so.
- ☐ Yes, but it is difficult for me.
- ☐ Yes, and it is easy for me.

How many portions of fruit - of any kind - do you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day: _____

How many portions of vegetables do you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day: _____

Next, we would like to ask you about the particular fruit and vegetables you have eaten in the last 24 HOURS.

Please don't forget to include fruit and vegetables contained in mixed dishes, such as curries, stir-fries and salads.

Where you have eaten a dish containing more than 1 fruit or vegetable, please count ALL the fruit or vegetables that you know it contained.

DAILY FOOD CHECKLIST

VEGETABLES, FRESH, FROZEN, CANNED, DRIED

In the last 24 HOURS, about how many portions did you eat of the following vegetables? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Avocado pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, green, broad, runner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, lentils, peas (dried)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beansprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beetroot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli/calabrese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussel sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cabbage or spring greens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coleslaw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garlic [clove]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrow or courgette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mushrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mustard & Cress, watercress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onion, cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onions, spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Parsnip
Peas, fresh or frozen
Peas, tinned
Pepper (red/green)
Radishes
Spinach
Squash
Swede, turnip
Sweetcorn
Tomatoes, fresh
Tomatoes, tinned
Other fresh herbs
Mixed salad
Mixed vegetables
Vegetable based soup
Pulse (lentil) based soup

Other vegetables you have eaten in the last 24 HOURS that are not on the list (e.g. celeriac, asparagus, fennel, aubergine, pumpkin).

Please include the number of portions (e.g. celeriac - 1/4).

FRUIT

In the last 24 HOURS, about how many portions did you eat of the following fruits?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Apple
Apricot
Banana
Berries, e.g. raspberries, strawberries, blueberries, blackcurrants
Cherries
Dried fruit, e.g. raisins, prunes [30g handful]
Fruit salad, fresh
Fruit salad, canned
Grapes

Grapefruit
Mango
Melon
Orange, satsuma
Peach, nectarine
Pear
Pineapple
Plum
Real fruit juice (100%), e.g. orange, apple [medium glass]
Rhubarb
Stewed fruit with sugar
Watermelon

Other fruit you have eaten in the last 24 HOURS that are not on the list (e.g. pomegranate, kiwi, papaya, Sharon fruit).

Please include the number of portions (e.g. pomegranate - 1/2).

Now, please answer some questions about your WEEKLY consumption of food.

WEEKLY FOOD CHECKLIST

In a TYPICAL WEEK, about how many portions do you eat of the following foods?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes for fruit and vegetables by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice
Potatoes
Peas
Beans (baked, tinned, or dried) or lentils
Other vegetables (any type)
Fruit (fresh, frozen, canned)

In a TYPICAL WEEK, do you eat any other fruit or vegetables not on this list?
 If so, please write in below, including the number of portions (e.g. dried fruit - 3):

Finally, we would like to ask you some questions about you and your personal attitudes and beliefs.

Occasionally we think about ourselves. Some thoughts are negative, some are positive. We are interested in POSITIVE thoughts you may have about yourself.

For each of the following statements, choose the rating that indicates how much you agree or disagree with the statement.

Thinking POSITIVELY about myself is something...

	Disagree completely	Agree completely
... I do automatically.
... that feels sort of natural to me.
... I do without further thinking.
... I would find hard not to do.
... that's typically "me".

Sometimes when we face difficulties, challenges or problems in our daily lives we can find ourselves thinking about ourselves. We are interested in how often you find yourself thinking about yourself when things start to bother you.

When I feel threatened or anxious by people or events I find myself...

	Disagree completely	Agree completely
... thinking about my strengths.
... recalling times I did the right thing.
... thinking about my values.
... thinking about my principles.
... thinking about the people who are important to me.
... thinking about what I stand for.
... thinking about my family.
... thinking about my friends.
... thinking about the things I am good at.
... thinking about the things I like about

myself.

... thinking about the things I am bad at.
... thinking about the things that I value about myself.
... thinking about the people who believe in me.
... thinking about my failings.
... thinking about the people I love.
... thinking about the things that I'd like to change about myself.
... thinking about the people I trust.
... thinking about the things I believe in.
... remembering things I have succeeded at.

Please indicate your agreement with the following statements.

	Strongly disagree	Disagree	Agree	Strongly agree
I am able to do things as well as most other people.
I feel that I am a person of worth, at least on an equal basis with others.
I certainly feel useless at times.
I take a positive attitude toward myself.
At times I think I am no good at all.
On the whole, I am satisfied with myself.
I feel that I have a number of good qualities.
I feel I do not have much to be proud of.
I wish I could have more respect for myself.
All in all, I am inclined to feel that I am a failure.

For each of the statements below, please indicate whether or not the statement is characteristic of you. If the statement is not at all like you, please fill-in "extremely uncharacteristic"; if the statement is very much like you, please fill-in "extremely characteristic". And, of course, use the ratings in the middle if you fall between the extremes.

	Extremely uncharacteristic	.	Uncertain	.	Extremely characteristic
I consider how things might be in the future, and try to influence those things with my day to day behaviour.
Often I engage in a particular behaviour in order to achieve outcomes that may not result for many years.
I only act to satisfy immediate concerns, figuring the future will take care of itself.
My behaviour is only influenced by the immediate (i.e., a matter of days or weeks) outcomes of my actions.
My convenience is a big factor in the decisions I make or the actions I take.
I am willing to sacrifice my immediate happiness or well-being in order to achieve future outcomes.
I think it is important to take warnings about negative outcomes seriously even if the negative outcome will not occur for many years.
I think it is more important to perform a behaviour with important distant consequences than a behaviour with less-important immediate consequences.
I generally ignore warnings about possible future problems because I think the problems will be resolved before they reach crisis level.
I think that sacrificing now is usually unnecessary since future outcomes can be dealt with at a later time.

I only act to satisfy immediate concerns, figuring that I will take care of future problems that may occur at a later date.

• • • • •

Since my day to day work has specific outcomes, it is more important to me than behaviour that has distant outcomes.

• • • • •

Thank you for completing these measures.

We are happy to say that you meet our eligibility criteria and would like to invite you to take part in this study.

We will ask you to complete a range of measures on a number of different occasions: (1) in the next day or so, (2) then during the next week, (3) and, finally, in 3 months' time.

After you have completed the first and the second sets of measures we will enter you into a draw for £100, £50 and £25.

After you have completed the final (third) set of measures we will enter you into a draw for £100, £50 (two) and £25 (three).

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

If you would like to take part in our study, please tick the box below to indicate your consent to proceed.

I consent to proceed. _____

We would like you to complete the first set of measures (20-30 minutes) in the next 24-48 hours. After that, we will send you a brief measure (5 minutes) every other day during the following 5 days, followed by a slightly longer measure (15 minutes) on day 7. Finally, after 3 months we will send you the last set of measures (10 minutes).

Before you begin completing the measures, we need you to create a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____

The DATE in the month you were born (e.g. 01 or 19): _____

The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Please provide in the text box below your university email address. This is important, so that we can send you the link to the first set of measures. Then, please click “Finished? Submit your Responses” button to make sure that your responses to the eligibility measures are recorded.

Please also let us know if at any stage you change your email address by emailing to our research team at research.study@sheffield.ac.uk, so we can update our records.

Thank you for your participation.

A Study of Diet and Health Beliefs

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Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Today, we would like you to complete the first set of measures, which will take about 20-30 minutes of your time.

Before you begin completing the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____
The DATE in the month you were born (e.g. 01 or 19): _____
The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Please provide in the text box below your university email address. This is important, so that we can send you the links to each set of measures.

Please also let us know if at any stage you change your email address by emailing to our research team at research.study@sheffield.ac.uk, so we can update our records.

In this section we are interested in investigating personal values. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do - whether in dealing with other people or when working.

Using the drop-down menu, please select the value that is MOST important to YOU.

If more than one value is equally important to YOU, then please select just one of them. If the value YOU find most important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the text box below.

Using the drop-down menu, please select the value that is LEAST important to YOU.

If more than one value is equally unimportant to YOU, then please select just one of them. If the value YOU find least important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the text box below.

- Artistic skills/Aesthetic appreciation
- Sense of humour
- Relations with friends
- Spontaneity/Living life in the moment
- Social skills
- Musical ability/appreciation
- Physical fitness/Health
- Political activism
- Business/Money
- Academic achievement
- Other personal value (please specify) _____

Why is this value important to YOU?

Please write THREE reasons why this value is important to YOU and ONE example of something you've done to demonstrate how important it is to you. Thank you.

Why might this value be important to SOMEONE ELSE?

Please write THREE reasons why you think this value might be important to SOMEONE ELSE and ONE example of something someone else might do to demonstrate how important it is. Thank you.

Reason 1.

Reason 2.

Reason 3.

Example.

Right now I feel...

	Not at all	.	.	.	Extremely
... loving
... joyful
... giving

... connected

.

Right now I feel...

- ☐ Sad
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Happy

- ☐ Displeased
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Pleased

- ☐ Calm
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Excited

- ☐ Tired
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Energetic

Thank you.

Next, we are interested in your thoughts about the following article which we are evaluating for use in future health campaigns (e.g., in leaflets or online).

Please read the article carefully and then answer the questions that follow.

EATING ENOUGH FRUIT AND VEGETABLES:

FACTS AND ADVICE

EATING AT LEAST 5 A DAY

The UK Government recommends you eat at least 5 portions of fruit or vegetables a day to help reduce the risk of heart disease, some cancers and many other chronic conditions.

PREVENTING CHRONIC DISEASES: HEART DISEASE

Eating at least 5 portions of fruit and vegetables a day has been shown to reduce the risk of coronary heart disease and stroke. Each additional portion of fruit and vegetables a person eats a day appears to lower the risk of coronary heart disease and stroke. Intakes of more than 5 portions of fruit and vegetables a day have been associated with a 17% reduction in coronary heart disease risk, and intakes of 3-5 portions a day have been associated with a 7% reduction in coronary heart disease risk.

Evidence suggests that one of the benefits of increasing fruit and vegetable intake is that it helps reduce blood pressure. High blood pressure is a major preventable cause of stroke and heart attacks.

PREVENTING CHRONIC DISEASES: CANCER

While a recent, much publicised, study found that the contribution to cancer prevention may be smaller than previously thought, it still concluded that eating at least 5 portions of fruit or vegetables a day protects against cancer. Research has shown that eating more vegetables decreases the risk of colorectal (bowel) cancer and gastric (stomach) cancer.

Eating at least 5 fruit and vegetables a day may also help reduce the chances of becoming overweight or obese, which also contribute to cancer.

PREVENTING CHRONIC DISEASES: OTHER CHRONIC CONDITIONS

There are other health benefits to eating at least 5 portions of fruit or vegetables a day too, including delaying the development of cataracts, reducing the symptoms of asthma, improving bowel function, and helping to manage diabetes.

All in all, experts still recommend eating at least 5 fruit and vegetables a day for the range of health benefits this brings.

HOW IT WORKS

The reason why fruit and vegetables are so beneficial is because of the array of compounds they contain. As well as vitamins and minerals (such as folic acid, vitamin C and potassium), fruit and vegetables also contain many non-nutrient complex plant compounds (called phytochemicals). These appear to improve the function of the immune system and some are also antioxidants that destroy free radicals in the body. Free radicals are believed to have a role in causing cancer as well as in creating other harmful effects to our bodies.

I TAKE A VITAMIN TABLET EVERY DAY. ISN'T THAT ENOUGH?

It appears that the benefits of fruit and vegetables stem not only from their individual compounds, but also from the interaction between them. Dietary supplements containing isolated vitamins and minerals do not appear to have the same beneficial effects as fruit and vegetables themselves. Indeed in some studies, supplements have caused more harm than good, as the optimum dose to protect against disease is not always fully understood.

To get the maximum benefits, you need to eat different types of fruit and vegetables. Fruit and vegetables all contain different combinations of fibre, vitamins, minerals and other nutrients. So, aim to include a variety of fruit and vegetables in your 5 A DAY to get the most benefit.

RECOMMENDATIONS

To receive the health benefits of fruit and vegetable consumption, aim for AT LEAST 5 portions of a variety of fruit and vegetables (excluding potatoes) EVERY day.

Fresh, frozen, chilled, canned, 100% juice, and dried fruit and vegetables all count.

KEEP TRYING

Remember, it's like BRUSHING YOUR TEETH; this is something you need to do EVERY day, not most days or occasionally, but EVERY DAY.

However, if you miss a day don't worry; you can always try again tomorrow. The important thing is to KEEP TRYING; the more often you try, the more often you will have days in which you meet your target of fruit and vegetables.

Next, you will find some tips on how to add fruit and vegetables to your diet.

HOW TO INCREASE YOUR FRUIT CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Drink fruit juice or eat fruit with your breakfast
- Make a smoothie with fruit juice and your preferred fruits (you could put over-ripe fruit in a smoothie rather than throwing it out)
- Add chopped fruit to your breakfast cereal or dessert
- Eat fruit as a starter or a dessert
- Keep a stock of fruit sticks for snacks
- When on the move, carry with you easy to eat fruit such as bananas, apples or satsumas

HOW TO INCREASE YOUR VEGETABLE CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Eat homemade vegetable soup
- Serve 2 large portions of vegetables with your dinner or have a salad as a starter
- When eating out try the vegetarian option or order a salad with your main meal
- Add extra vegetables to a take away (e.g., add peppers and mushrooms to a pizza or a curry)
- Add extra salad vegetables to a sandwich (e.g., lettuce, tomatoes, cucumber or grated carrot)
- Keep a stock of vegetable sticks for snacks, such as carrots or celery

PORTION SIZE

One portion of 80g can be estimated as:

- 3 tablespoons of vegetables
- 2 or more tablespoons of pulses (e.g., beans, lentils)
- 1 cereal bowl of salad
- 1 medium sized fruit (e.g., apple, banana, pear, orange)
- 2 smaller fruits (e.g., plum, satsuma)
- 1 cup of very small fruits (e.g., berries, grapes)
- 2-3 tablespoons of fresh fruit salad, stewed or canned fruit
- 1 tablespoon of dried fruit
- 1 or more glasses of fruit juice (count juice as 1 portion however much you drink)

REMEMBER YOU SHOULD TRY TO EAT AT LEAST 5 A DAY EACH AND
EVERY DAY

FURTHER INFORMATION

If you would like to find out more, below are some websites containing more information.

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

We will provide you with the addresses of the websites again at the end of the measures, so that you can look at them when you have finished completing the measures.

Next, we would like to ask you about eating 5 A DAY during the NEXT 3 MONTHS.

In the next 3 months, I am definitely going to eat at least 5 portions of fruit and vegetables every day.

☐ Strongly disagree

☐.

☐.

☐.

☐.

☐.

☐ Strongly agree

In the next 3 months, I intend eating at least 5 portions of fruit and vegetables every day.

☐ Strongly disagree

☐.

☐.

☐.

☐.

☐.

☐ Strongly agree

How definite is your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next 3 months?

☐ Not at all definite

☐.

☐.

☐.

☐.

- () .
 () Extremely definite

How certain are you about your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next 3 months?

- () Very uncertain
 () .
 () .
 () .
 () .
 () .
 () Very certain

In the next 3 months, how many portions of fruit - of any kind - do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next 3 months: _____

In the next 3 months, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the next 3 months: _____

While reading the article...

	Not at all	Extremely
... I thought about the consequences of not eating at least 5 portions of fruit and vegetables every day.
... I thought deeply about the information.
... I tried not to think about how the article applied to me.
... I felt positive about eating at least 5 portions of fruit and vegetables every day.
... I felt happy at the thought of eating at least 5 portions of fruit and vegetables every

day.

... I felt fearful.

.

... I felt anxious.

.

	Strongly disagree	Strongly agree
I am worried that I do not currently eat enough fruit and vegetables.
I worry about my current level of consumption of fruit and vegetables.
I worry about the consequences of not eating at least 5 portions of fruit and vegetables every day.

How easy is it for you to IMAGINE yourself experiencing poor health as a result of
your CURRENT intake of fruit and vegetables?

- () Not at all easy
- () Slightly easy
- () Quite easy
- () Moderately easy
- () Very easy
- () Extremely easy

How vivid is your IMAGE of yourself experiencing poor health as a result of your
CURRENT intake of fruit and vegetables?

- () Not at all vivid
- () Slightly vivid
- () Quite vivid
- () Moderately vivid
- () Very vivid
- () Extremely vivid

	Strongly disagree	Strongly agree
I know for sure that I could eat at least 5 portions of fruit and vegetables every day in the next 3 months.
If I wanted to eat at least 5 portions of fruit and vegetables every day in the next 3 months, I know that I could do it.

I am confident that I can eat at least 5 portions of fruit and vegetables every day in the next 3 months...

	Strongly disagree	Strongly agree
... even if I find myself in situations in which this will be difficult.	
... even when things are not going well for me.	

I am confident that I can RESTART eating at least 5 portions of fruit and vegetables every day in the next 3 months...

	Strongly disagree	Strongly agree
... even if I have stopped doing so for a day or two.	
... even if I stopped doing so for a few days.	
... even if I have had a full-blown relapse.	

	Strongly disagree	Strongly agree
I will put a great deal of energy into eating at least 5 portions of fruit and vegetables every day in the next 3 months.	
I will try very hard to eat at least 5 portions of fruit and vegetables every day in the next 3 months.	

For me eating at least 5 portions of fruit and vegetables every day in the next 3 months would be...

	Not at all	Extremely
... too expensive.	
... too much time and effort.	

In the next 3 months, if I do not eat at least 5 portions of fruit and vegetables every day I will...

	Not at all	Extremely
... regret it.	
... be upset.	

We are now going to ask you about your thoughts and feelings about the Eating Enough Fruit and Vegetables article that you have read.

I found the article was...

	Not at all	Extremely
... relevant
... helpful
... distorted
... exaggerated

The article made me feel...

	Not at all	Extremely
... irritated
... angry

Thinking back to the section on Personal Values you completed earlier, the one in which you were asked to reflect on personal values, please answer the following questions on how you felt immediately after completing that task.

The task on values made me think about...

() Things I don't like about myself

()

()

() not at all

()

()

() Things I like about myself

() Things I'm bad at

()

()

() not at all

()

()

() Things I'm good at

() Things I don't value about myself

()

()

() not at all

()

()

() Things I value about myself

We are interested in how you deal with information about harm that could come to you.
For example, when you hear about:

- a health problem that you may be at risk for;
- a new public danger;
- the risk of being a victim of crime; or
- the threat of terrorist attacks.

For each of the following, rate how much that approach or attitude describes you.

	Not at all like me	Very much like me
I rarely think about bad things happening to me.
If something bad happens to me, I will address it then, but it is not worthwhile to worry about what could happen.
There is no point in worrying about possible threats when they might not even happen to me.
I focus on the good things that happen to me, not the negative.
In general, I do not worry about threats to my personal safety.

For each of the statements below, please indicate whether or not the statement is characteristic of you.

	Not at all	Very much
I am good at resisting temptation.
I have a hard time breaking bad habits.
I am lazy.
I say inappropriate things.
I do certain things that are bad for me, if they are fun.
I refuse things that are bad for me.
I wish I had more self-discipline.
People would say that I have iron self-discipline.
Pleasure and fun sometimes keep me from getting work done.

I have trouble concentrating.
I am able to work effectively toward long-term goals.
Sometimes I can't stop myself from doing something, even if I know it is wrong.
I often act without thinking through all the alternatives.

The next task we would like you to do is to think about how you might go about increasing your FRUIT AND VEGETABLE CONSUMPTION.

If you really want to eat more fruit and vegetables, it would help if YOU PLAN HOW you are going to do it.

The best way to plan is to decide exactly what you will do in particular situations. Important situations here are buying, eating during the day and in the evening, and cooking.

Please read the example plans that we provide and decide whether you want to use the same plans or plans that you think will work for you. Then, fill in your own plans.

BUYING MORE FRUIT AND VEGETABLES

Buying more fruit and vegetables is an important first step towards eating more fruit and vegetables. Given the huge variety of fruit and vegetables available today, you should be able to find at least some that fit your taste and pocket.

EXAMPLE PLAN

If I go shopping for food,
then I will always buy apples, pears, bananas, peas, tomatoes and carrots!

MY PLAN

If I go shopping for food,
then *(write in what fruit and vegetables you will buy)!*

EATING MORE FRUIT EVERY DAY

It will help you to eat more fruit if you decide what fruit you will eat every day. When filling in your own plans, please remember to choose fruit that YOU want to eat.

EXAMPLE PLAN

If I eat out during the day,
then I will have a banana after my food!

MY PLAN

If I eat out during the day,
then *(write in what fruit you will have)!*

EXAMPLE PLAN

If I have had my dinner,
then I will have an apple!

MY PLAN

If I have had my dinner,
then *(write in what fruit you will have)!*

EATING MORE VEGETABLES

Cooking your own main meals containing vegetables or ordering vegetable side dishes when you are eating out are good ways to eat more vegetables. This is because a serving portion of such meals can count towards several vegetable portions.

EXAMPLE PLAN

If it is Monday each week,

then I will cook a vegetable curry for dinner, and if I don't know how, I will find a recipe the next time I'm on the Web!

MY PLAN

If it is *(write in which day you will have a vegetable dish for dinner)* each week,

then I will cook *(write in a vegetable dish you will cook)*!

EXAMPLE PLAN

If I eat out in the evening,

then I will have a salad with my food!

MY PLAN

If I eat out in the evening,

then *(write in what vegetable side dish you will have with your food)*!

Sometimes people see difficulties that stop them eating more fruit and vegetables.

It is important that you do not let things stand in your way. On the following pages, there are some example problems and good ways of dealing with them. Please read the example plans and decide whether you want to use the same solutions or solutions that you think will work for you. Then, write in a solution for each problem.

EXPENSE

It need not be expensive to buy fruit and vegetables. Indeed, compared with the cost of many other foods, fruit and vegetables are quite cheap (especially pulses, such as lentils, peas and beans).

EXAMPLE PLAN

If I think that fruit and vegetables are too expensive,
then I will buy them frozen or canned, because they are cheaper!

MY PLAN

If I think that fruit and vegetables are too expensive,
then *(write in what fruit and vegetables you will buy)!*

EXCUSES

You may start to give yourself excuses not to eat more fruit and vegetables. The trick is to recognise these excuses when they arise.

EXAMPLE PLAN

If I start to talk myself out of eating fruit and vegetables: "They take too much time to prepare; they don't taste good; I don't like eating them",
then I will tell myself: "No excuses, this is the right thing to do"!

MY PLAN

If I start to talk myself out of eating fruit and vegetables: *(write in your excuses)*,
then *(write in what you will say to yourself to prevent excuses from working)!*

Right now I feel...

- ☐ Calm
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Excited

- ☐ Tired
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Energetic

Which of the options in the drop-down menu best describe your ethnicity?

- ☐ White
- ☐ Mixed
- ☐ Asian
- ☐ Black
- ☐ Other ethnic group
- ☐ Information withheld

What is your highest educational level?

- ☐ Post-graduate qualification
- ☐ Degree level qualification
- ☐ A Level/Vocational A Level or equivalent
- ☐ O Level/GCSE/CSE or equivalent
- ☐ Other

Thank you for completing the first set of measures.

Before you leave, would you like to download an NHS brochure about eating 5 A DAY?

- ☐ Yes.
- ☐ No, because I have already seen it.
- ☐ No.

Please click [HERE](http://www.nhs.uk/Livewell/5ADAY/Documents/(activities-health)-5-a-day-whats-it-all-about[1].pdf), which will open a new window containing a PDF file of the 5 A DAY brochure. [*The brochure "5 A DAY: Just Eat More (Fruit & Veg)" subject to Crown copyright 2003 30812 IP 2m Mar03 (PIL) is available from [http://www.nhs.uk/Livewell/5ADAY/Documents/\(activities-health\)-5-a-day-whats-it-all-about\[1\].pdf](http://www.nhs.uk/Livewell/5ADAY/Documents/(activities-health)-5-a-day-whats-it-all-about[1].pdf)*]

When you have finished downloading the brochure, please tick the box below.

I have downloaded the 5 A DAY brochure. _____

If you wish to look up the websites containing more information on eating 5 A DAY, please click on the links below, which will open in new windows.

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

To make sure that your responses to the current measures are recorded, please click "Finished? Submit your Responses" button after you have finished working on these measures.

Thank you for your participation.

=====

=====

Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Today, we would like you to complete the next set of measures, which will take about 5 minutes of your time.

Before you begin completing the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____

The DATE in the month you were born (e.g. 01 or 19): _____

The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

DAILY FRUIT AND VEGETABLE DIARY

Please complete this diary for today, so that it includes all the meals and snacks you have eaten between getting up and going to bed.

Don't forget to include vegetables contained in mixed dishes.

Please note that:

1 portion of fresh fruit = 80g

1 portion of dried fruit = 30g

1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

If you need to, you can get information on portion sizes by clicking [HERE](#).

RECORD OF FRUIT AND VEGETABLES EATEN ON

Please insert the date using the calendar below.

On this day, did you...

	No of portions
Add chopped fruit to your cereal	_____
Have fruit as a between meals snack	_____
Drink a glass of pure, unsweetened, (fresh or concentrated) fruit juice	_____
Eat fruit as a starter	_____
Eat a bowlful of homemade soup	_____
Eat 2 or more portions of vegetables with a main meal (please continue to eat potatoes but don't include them as a vegetable)	_____
Replace a meat-based dish with a vegetable-based dish	_____

Eat a bowlful of salad _____
Have fruit as a dessert _____
Choose a new fruit for variety _____
Use other ways of including fruit and vegetables in your diet* _____

TOTAL NUMBER OF PORTIONS _____

* Please describe here any other ways of including fruit and vegetables in your diet that you used: _____

To make sure that your responses to the current measures are recorded, please click "Finished? Submit your Responses" button.

Thank you for your participation.

=====

Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Today we would like you to complete a daily fruit and vegetable diary and an additional set of measures, which should take about 15 minutes of your time.

Before you begin completing the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____
The DATE in the month you were born (e.g. 01 or 19): _____
The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARDiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

DAILY FRUIT AND VEGETABLE DIARY

Please complete this diary for today, so that it includes all the meals and snacks you have eaten between getting up and going to bed.

Don't forget to include vegetables contained in mixed dishes.

Please note that:

1 portion of fresh fruit = 80g

1 portion of dried fruit = 30g

1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

If you need to, you can get information on portion sizes by clicking [HERE](#).

RECORD OF FRUIT AND VEGETABLES EATEN ON

Please insert the date using the calendar below.

On this day, did you...

	No of portions
Add chopped fruit to your cereal	<hr/>
Have fruit as a between meals snack	<hr/>
Drink a glass of pure, unsweetened, (fresh or concentrated) fruit juice	<hr/>
Eat fruit as a starter	<hr/>
Eat a bowlful of homemade soup	<hr/>
Eat 2 or more portions of vegetables with a main meal (please continue to eat potatoes but don't include them as a vegetable)	<hr/>
Replace a meat-based dish with a vegetable-based dish	<hr/>
Eat a bowlful of salad	<hr/>
Have fruit as a dessert	<hr/>
Choose a new fruit for variety	<hr/>
Use other ways of including fruit and vegetables in your diet*	<hr/>

TOTAL NUMBER OF PORTIONS

* Please describe here any other ways of including fruit and vegetables in your diet that you used:

Now, we would like to ask you about which particular fruit and vegetables you ate in the last 24 HOURS.

Please don't forget to include fruit and vegetables contained in mixed dishes, such as curries, stir-fries and salads.

Where you have eaten a dish containing more than 1 fruit or vegetable, please count ALL the fruit or vegetables that you know it contained.

DAILY FOOD CHECKLIST

VEGETABLES, FRESH, FROZEN, CANNED, DRIED

In the last 24 HOURS, about how many portions did you eat of the following vegetables? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Avocado pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, green, broad, runner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, lentils, peas (dried)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beansprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beetroot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli/calabrese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussel sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cabbage or spring greens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coleslaw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garlic [clove]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrow or courgette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mushrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mustard & Cress, watercress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onion, cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onions, spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parsnip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas, fresh or frozen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas, tinned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pepper (red/green)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radishes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spinach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Squash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Swede, turnip
Sweetcorn
Tomatoes, fresh
Tomatoes, tinned
Other fresh herbs
Mixed salad
Mixed vegetables
Vegetable based soup
Pulse (lentil) based soup

Other vegetables you have eaten in the last 24 HOURS that are not on the list (e.g. celeriac, asparagus, fennel, aubergine, pumpkin).

Please include the number of portions (e.g. celeriac - 1/4).

FRUIT

In the last 24 HOURS, about how many portions did you eat of the following fruits?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Apple
Apricot
Banana
Berries, e.g. raspberries, strawberries, blueberries, blackcurrants
Cherries
Dried fruit, e.g. raisins, prunes [30g handful]
Fruit salad, fresh
Fruit salad, canned
Grapes
Grapefruit
Mango
Melon
Orange, satsuma
Peach, nectarine
Pear
Pineapple

Plum
Real fruit juice (100%), e.g. orange, apple [medium glass]
Rhubarb
Stewed fruit with sugar
Watermelon

Other fruit you have eaten in the last 24 HOURS that are not on the list (e.g. pomegranate, kiwi, papaya, Sharon fruit).

Please include the number of portions (e.g. pomegranate - 1/2).

Next, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY in the LAST 7 DAYS.

If you need to, you can get information on portion sizes by clicking [HERE](#).

In the last 7 days, did you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I did not intend to do so.
- ☐ No, but I was thinking about it.
- ☐ No, but I strongly intended to do so.
- ☐ Yes, but it was difficult for me.
- ☐ Yes, and it was easy for me.

In the last 7 days, how many portions of fruit - of any kind - did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the last 7 days: _____

In the last 7 days, how many portions of vegetables did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the last 7 days: _____

WEEKLY FOOD CHECKLIST

In the LAST 7 DAYS, about how many portions did you eat of the following foods?
(Please tick one box on each line)

If you need to, you can get information on portion sizes for fruit and vegetables by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice
Potatoes
Peas
Beans (baked, tinned, or dried) or lentils
Other vegetables (any type)
Fruit (fresh, frozen, canned)

In the LAST 7 DAYS, did you eat any other fruit or vegetables not on this list?

If so, please write in below, including the number of portions (e.g. dried fruit - 3):

We are now going to ask you for your thoughts about eating at least 5 portions of fruit and vegetables every day in the LAST 7 DAYS.

During the last 7 days, I have...

	Strongly disagree	Strongly agree
... often had an intention to eat at least 5 portions of fruit and vegetables every day on my mind.
... constantly been aware of a desire to eat at least 5 portions of fruit and vegetables every day.
... consistently monitored whether I ate at least 5 portions of fruit and vegetables every day.
... taken care to eat fruit and vegetables throughout the day to achieve at least the

recommended 5 portions of fruit and vegetables every day.

... really tried hard to regularly eat at least 5 portions of fruit and vegetables every day.

.

... done my best to meet my standards for eating at least 5 portions of fruit and vegetables every day.

.

During the last 7 days,...

Not at all Extremely

... I was successful in monitoring my fruit and vegetable consumption.

.

... I was successful in eating at least 5 portions of fruit and vegetables every day.

.

... I found it difficult to eat at least 5 portions of fruit and vegetables every day.

.

Next, we would like to ask you about eating 5 A DAY during the NEXT 3 MONTHS.

In the next 3 months, I am definitely going to eat at least 5 portions of fruit and vegetables every day.

() Strongly disagree

()

()

()

()

()

() Strongly agree

In the next 3 months, I intend eating at least 5 portions of fruit and vegetables every day.

() Strongly disagree

() .

() .

() .

() .

() .

() Strongly agree

How definite is your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next 3 months?

- ☐ Not at all definite
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Extremely definite

How certain are you about your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next 3 months?

- ☐ Very uncertain
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very certain

In the next 3 months, how many portions of fruit - of any kind - do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next 3 months: _____

In the next 3 months, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the next 3 months: _____

Now, we would like to ask you some questions about eating 5 A DAY.

	Strongly	Strongly
	disagree						agree
I am worried that I do not currently eat enough	

fruit and vegetables.

I worry about my current level of consumption of fruit and vegetables.

I worry about the consequences of not eating at least 5 portions of fruit and vegetables every day.

How easy is it for you to IMAGINE yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all easy
- ☐ Slightly easy
- ☐ Quite easy
- ☐ Moderately easy
- ☐ Very easy
- ☐ Extremely easy

How vivid is your IMAGE of yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all vivid
- ☐ Slightly vivid
- ☐ Quite vivid
- ☐ Moderately vivid
- ☐ Very vivid
- ☐ Extremely vivid

	Strongly disagree	Strongly agree
I know for sure that I could eat at least 5 portions of fruit and vegetables every day in the next 3 months.		
If I wanted to eat at least 5 portions of fruit and vegetables every day in the next 3 months, I know that I could do it.		
I am confident that I can eat at least 5 portions of fruit and vegetables every day in the next 3 months...			
	Strongly disagree	Strongly agree
... even if I find myself in situations in which this will be difficult.		
... even when things are not going well for me		

I am confident that I can RESTART eating at least 5 portions of fruit and vegetables every day in the next 3 months...

	Strongly disagree	Strongly agree
... even if I have stopped doing so for a day or two.	
... even if I stopped doing so for a few days.	
... even if I have had a full-blown relapse.	

	Strongly disagree	Strongly agree
I will put a great deal of energy into eating at least 5 portions of fruit and vegetables every day in the next 3 months.	
I will try very hard to eat at least 5 portions of fruit and vegetables every day in the next 3 months.	

For me eating at least 5 portions of fruit and vegetables every day in the next 3 months would be...

	Not at all	Extremely
... too expensive.	
... too much time and effort.	

In the next 3 months, if I do not eat at least 5 portions of fruit and vegetables every day I will...

	Not at all	Extremely
... regret it.	
... be upset.	

Next, we would like to ask you whether in the LAST 7 DAYS you searched for information about 5 A DAY or discussed the issue of 5 A DAY with anyone.

Did you look at the websites on eating 5 A DAY mentioned in the article Eating Enough Fruit and Vegetables?

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you look at any other websites for information on eating 5 A DAY?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you look at any information on eating 5 A DAY other than on the Internet?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you discuss the issue of eating at least 5 A DAY with anyone?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

To make sure that your responses to the current measures are recorded, please click “Finished? Submit your Responses” button.

Thank you for your participation.

We will email you the next set of measures in 3 months’ time.

=====

=====

Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Today we would like you to complete an additional set of measures, which should take about 10 minutes of your time.

Before you begin completing the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____
The DATE in the month you were born (e.g. 01 or 19): _____
The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Now, we would like to ask you about which particular fruit and vegetables you ate in the last 24 HOURS.

Please don't forget to include fruit and vegetables contained in mixed dishes, such as curries, stir-fries and salads.

Where you have eaten a dish containing more than 1 fruit or vegetable, please count ALL the fruit or vegetables that you know it contained.

DAILY FOOD CHECKLIST

VEGETABLES, FRESH, FROZEN, CANNED, DRIED

In the last 24 HOURS, about how many portions did you eat of the following vegetables? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Avocado pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, green, broad, runner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, lentils, peas (dried)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beansprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beetroot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli/calabrese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussel sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cabbage or spring greens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Celery
Coleslaw
Cucumber
Garlic [clove]
Leek
Lettuce
Marrow or courgette
Mushrooms
Mustard & Cress, watercress
Onion, cooking
Onions, spring
Parsnip
Peas, fresh or frozen
Peas, tinned
Pepper (red/green)
Radishes
Spinach
Squash
Swede, turnip
Sweetcorn
Tomatoes, fresh
Tomatoes, tinned
Other fresh herbs
Mixed salad
Mixed vegetables
Vegetable based soup
Pulse (lentil) based soup

Other vegetables you have eaten in the last 24 HOURS that are not on the list (e.g. celeriac, asparagus, fennel, aubergine, pumpkin).

Please include the number of portions (e.g. celeriac - 1/4).

FRUIT

In the last 24 HOURS, about how many portions did you eat of the following fruits?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Apple

Apricot
Banana
Berries, e.g. raspberries, strawberries, blueberries, blackcurrants
Cherries
Dried fruit, e.g. raisins, prunes [30g handful]
Fruit salad, fresh
Fruit salad, canned
Grapes
Grapefruit
Mango
Melon
Orange, satsuma
Peach, nectarine
Pear
Pineapple
Plum
Real fruit juice (100%), e.g. orange, apple [medium glass]
Rhubarb
Stewed fruit with sugar
Watermelon

Other fruit you have eaten in the last 24 HOURS that are not on the list (e.g. pomegranate, kiwi, papaya, Sharon fruit).

Please include the number of portions (e.g. pomegranate - 1/2).

Next, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY in the LAST 7 DAYS.

If you need to, you can get information on portion sizes by clicking [HERE](#).

In the last 7 days, did you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I did not intend to do so.
- ☐ No, but I was thinking about it.
- ☐ No, but I strongly intended to do so.
- ☐ Yes, but it was difficult for me.
- ☐ Yes, and it was easy for me.

In the last 7 days, how many portions of fruit - of any kind - did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the last 7 days: _____

In the last 7 days, how many portions of vegetables did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the last 7 days: _____

WEEKLY FOOD CHECKLIST

In the LAST 7 DAYS, about how many portions did you eat of the following foods? (Please tick one box on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice
Potatoes
Peas
Beans (baked, tinned, or dried) or lentils
Other vegetables (any type)
Fruit (fresh, frozen, canned)

In the LAST 7 DAYS, did you eat any other fruit and vegetable not on this list?

If so, please write in below, including the number of portions (e.g., dried fruit - 3):

We are now going to ask you for your thoughts about eating at least 5 portions of fruit and vegetables every day in the LAST 7 DAYS.

During the last 7 days, I have...

	Strongly disagree	Strongly agree
... often had an intention to eat at least 5 portions of fruit and vegetables every day on my mind.
... constantly been aware of a desire to eat at least 5 portions of fruit and vegetables every day.
... consistently monitored whether I ate at least 5 portions of fruit and vegetables every day.
... taken care to eat fruit and vegetables throughout the day to achieve at least the recommended 5 portions of fruit and vegetables every day.
... really tried hard to regularly eat at least 5 portions of fruit and vegetables every day.
... done my best to meet my standards for eating at least 5 portions of fruit and vegetables every day.

During the last 7 days,...

	Not at all	Extremely
... I was successful in monitoring my fruit and vegetable consumption
... I was successful in eating at least 5 portions of fruit and vegetables every day.
... I found it difficult to eat at least 5 portions of fruit and vegetables every day.

Next, we would like to ask you about eating 5 A DAY during the NEXT 3 MONTHS.

In the next 3 months, I am definitely going to eat at least 5 portions of fruit and vegetables every day.

- () Strongly disagree
- ()
- ()
- ()

- ☐ ()
- ☐ ()
- ☐ () Strongly agree

In the next 3 months, I intend eating at least 5 portions of fruit and vegetables every day.

- ☐ () Strongly disagree
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () Strongly agree

How definite is your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next 3 months?

- ☐ () Not at all definite
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () Extremely definite

How certain are you about your intention (or lack of intention) to eat at least 5 portions of fruit and vegetables every day in the next 3 months?

- ☐ () Very uncertain
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () Very certain

In the next 3 months, how many portions of fruit - of any kind - do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next 3 months: _____

In the next 3 months, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.
Portions of vegetables per day in the next 3 months: _____

Now, we would like to ask you some questions about eating 5 A DAY.

	Strongly disagree	Strongly agree
I am worried that I do not currently eat enough fruit and vegetables.
I worry about my current level of consumption of fruit and vegetables.
I worry about the consequences of not eating at least 5 portions of fruit and vegetables every day.

How easy is it for you to IMAGINE yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all easy
- ☐ Slightly easy
- ☐ Quite easy
- ☐ Moderately easy
- ☐ Very easy
- ☐ Extremely easy

How vivid is your IMAGE of yourself experiencing poor health as a result of your CURRENT intake of fruit and vegetables?

- ☐ Not at all vivid
 - ☐ Slightly vivid
 - ☐ Quite vivid
 - ☐ Moderately vivid
 - ☐ Very vivid
 - ☐ Extremely vivid
-

	Strongly disagree	Strongly agree
I know for sure that I could eat at least 5 portions of fruit and vegetables every day in the next 3

months.

If I wanted to eat at least 5 portions of fruit and vegetables every day in the next 3 months, I know that I could do it.

.

I am confident that I can eat at least 5 portions of fruit and vegetables every day in the next 3 months...

Strongly disagree Strongly agree

... even if I find myself in situations in which this will be difficult.

.

... even when things are not going well for me.

.

I am confident that I can RESTART eating at least 5 portions of fruit and vegetables every day in the next 3 months...

Strongly disagree Strongly agree

... even if I have stopped doing so for a day or two.

.

... even if I stopped doing so for a few days.

.

... even if I have had a full-blown relapse.

.

Strongly disagree Strongly agree

I will put a great deal of energy into eating at least 5 portions of fruit and vegetables every day in the next 3 months.

.

I will try very hard to eat at least 5 portions of fruit and vegetables every day in the next 3 months.

.

For me eating at least 5 portions of fruit and vegetables every day in the next 3 months would be...

Not at all Extremely

... too expensive.

.

... too much time and effort.

.

In the next 3 months, if I do not eat at least 5 portions of fruit and vegetables every day I will...

Not at all Extremely

... regret it.

.

... be upset.

.

Next, we would like to ask you whether in the LAST 3 MONTHS you searched for information about 5 A DAY or discussed the issue of 5 A DAY with anyone.

Did you look at the websites on eating 5 A DAY mentioned in the article Eating Enough Fruit and Vegetables?

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you look at any other websites for information on eating 5 A DAY?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you look at any information on eating 5 A DAY other than on the Internet?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

Did you discuss the issue of eating at least 5 A DAY with anyone?

- ☐ No.
- ☐ Yes, once.
- ☐ Yes, several times.

If you would like to receive £20, you can take part in an interview about your experience of participating in this study.

Would you like to receive an email with additional information about the interview?

- ☐ No
 - ☐ Yes
-

Lastly, before you finish we would like to ask you some questions about this study.

What do you think the purposes of this study were?

Did you think any of the tasks were related in any way?

- ☐ No
☐ Yes

Can you tell us something about how?

Have you completed any of these tasks before today?

- ☐ No
☐ Yes

Can you briefly describe which one and when?

To make sure that your responses to the current measures are recorded, please click “Finished? Submit your Responses” button.

Thank you for your participation.

If you would like to receive feedback for the study, please click on the link below.

<http://www.surveygizmo.com/s/377859/cx7jm>

Feedback for the Study of Diet and Health Beliefs

Aims of the Study

The first aim of the study was to research the effect of reminding people about their important values on their willingness to act on threatening health information. It has previously been shown that such reminders make people feel more content about themselves, which leads them to be more open to threatening health information and in several studies to be more willing to act on it. Specifically, the study aimed to see whether being aware of important values enhances people's ability to increase their fruit and vegetable consumption.

The second aim of the study was to research whether supplementing the procedure to enhance confidence in increasing fruit and vegetable consumption with planning on how to do so would lead to even greater consumption of fruit and vegetables. The reasoning behind this is that in previous research forming specific plans was found to be similar to creating a habit and habitual actions are performed without much thought or effort.

The responses of participants who were reminded about their least important value and those who did not receive instructions on how to create specific plans on eating vegetables were used as a point of reference against which to compare the responses of other participants.

References

Epton, T., & Harris, P. R. (2008). Self-affirmation promotes health behaviour change. *Health Psychology, 27*, 746-752.

Kellar, I., & Abraham, C. (2005). Randomised controlled trial of a brief research-based intervention promoting fruit and vegetable consumption. *British Journal of Health Psychology, 10*, 543-558.

Further information

If taking part in the study has raised your concern about the link between fruit and vegetable consumption and health, you can find further information about this issue on the following websites:

Food Standards Agency

<http://www.eatwell.gov.uk/healthydiet/nutritionessentials/fruitandveg/>

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

If you have any other queries, please contact:

Research Team
Study of Diet and Health Beliefs
Department of Psychology
The University of Sheffield
Sheffield
S10 2TP

Tel: 0114 2226647
Email: research.study@sheffield.ac.uk

Thank you for your participation.

Appendix 10. Study 4: Materials and Measures

Reasons For and Against Fruit and Vegetable Consumption

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Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

The study is concerned with the reasons for and against eating fruit and vegetables and will take about 10 minutes of your time to complete.

When you have completed the study, you will be awarded ONE CREDIT for your participation.

Please tick the box below to indicate your consent to proceed.

I consent to proceed. _____

The UK Government recommends you eat at least 5 portions of fruit and vegetables every day.

We would like you to think about the reasons for and against eating at least 5 portions of fruit and vegetables every day.

First, however, please read the information about fruit and vegetable portion sizes.

1 portion of fresh fruit = 80g

1 portion of dried fruit = 30g

1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

You can familiarise yourself with some examples of portion sizes for different fruit and vegetables by clicking [HERE](#). [*This information is part of the brochure "5 A DAY: Just Eat More (Fruit & Veg)" subject to Crown copyright 2003 30812 IP 2m Mar03 (PIL) and is available from [http://www.nhs.uk/Livewell/5ADAY/Documents/\(activities-health\)-5-a-day-whats-it-all-about\[1\].pdf](http://www.nhs.uk/Livewell/5ADAY/Documents/(activities-health)-5-a-day-whats-it-all-about[1].pdf)*]

Now, please think about the reasons you might have for eating at least 5 portions of fruit and vegetables every day.

In the space provided below, please list as many REASONS FOR eating at least 5 portions of fruit and vegetables every day you can think of.

Now, please think about the reasons you might have against eating at least 5 portions of fruit and vegetables every day.

In the space provided below, please list as many REASONS AGAINST eating at least 5 portions of fruit and vegetables every day you can think of.

Now, we would like you to provide some details about yourself.

What is your sex?

- ☐ Male
- ☐ Female

What is your age?

How would you classify your current occupation?

- ☐ Management
- ☐ Professional
- ☐ Technical/IT
- ☐ Administrative
- ☐ Sales/Support
- ☐ Production/Manufacturing
- ☐ Other employment
- ☐ Self-employed
- ☐ Unemployed
- ☐ Student
- ☐ Retired

Which of the options in the drop-down menu best describe your ethnicity?

- ☐ White
- ☐ Mixed
- ☐ Asian
- ☐ Black
- ☐ Other ethnic group
- ☐ Information withheld

What is your highest educational level?

- ☐ Post-graduate qualification
 - ☐ Degree level qualification
 - ☐ A level/Vocational A level or equivalent
 - ☐ O Level/GCSE/CSE or equivalent
 - ☐ Other
-

Finally, please provide in the text box below your UNIVERSITY EMAIL ADDRESS.

This is important, so that we can award you ONE CREDIT for your participation.

To make sure that your responses to the current measures are recorded, please click “Finished? Submit your Responses” button.

Thank you for your participation.

We will award you ONE CREDIT and send feedback for the study within 48 hours.

Feedback

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The study was preparatory in nature and aimed to collect data about often-cited reasons for and against fruit and vegetable consumption to be used in a future master study. Specifically, in the master study, the identified reasons for and against fruit and vegetable consumption are planned to be measured alongside the usual predictors of health behaviour to establish whether they explain a statistically significant amount of additional variance in health behaviour (Westaby, 2005).

The elicitation of reasons was achieved by asking participants to list any reasons for and against eating at least 5 portions of fruit and vegetables every day that they could think of. There were two counterbalanced groups of participants: for one group the reasons for preceded the reasons against and for the other group the order of presentation was reversed. The reason data will undergo content analysis to identify the most cited reasons that will then be laid out on Likert scales to be used in the master study.

Reference

Westaby, J. D. (2005). Behavioural reasoning theory: Identifying new linkages underlying intentions and behaviour. *Organizational Behaviour and Human Decision Processes*, 98, 97-120.

Eligibility Measures for Prospective Participants

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Thank you for your interest in taking part in our study.

To assess your eligibility for inclusion in the study, please complete the following measures. These measures include some questions about your diet and will take about 10 minutes of your time to complete.

If you turn out to be eligible to take part, we will tell you what to do next.

Please tick the box below to indicate your consent to proceed.

I consent to proceed. _____

First, we would like you to provide some details about yourself.

What is your sex?

- ☐ Male
- ☐ Female

What is your age?

How would you classify your current occupation?

- ☐ Management
- ☐ Professional
- ☐ Technical/IT
- ☐ Administrative
- ☐ Sales/Support
- ☐ Production/Manufacturing
- ☐ Other employment
- ☐ Self-employed
- ☐ Unemployed
- ☐ Student
- ☐ Retired

Next, we would like to ask you some questions about your consumption of fruit and vegetables.

Please note that:

- 1 portion of fresh fruit = 80g
- 1 portion of dried fruit = 30g
- 1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

You can familiarise yourself with some examples of portion sizes for different fruit and vegetables by clicking [HERE](#).

When answering questions about your fruit and vegetable consumption, we will give you this link again, so you can consult it if you need.

Next, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY.

If you need to, you can get information on portion sizes by clicking [HERE](#).

Currently, do you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I do not intend to do so.
 - ☐ No, but I am thinking about it.
 - ☐ No, but I strongly intend to do so.
 - ☐ Yes, but it is difficult for me.
 - ☐ Yes, and it is easy for me.
-

How many portions of fruit - of any kind - do you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day: _____

How many portions of vegetables do you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day: _____

Next, we would like to ask you about the particular fruit and vegetables you have eaten in the last 24 HOURS.

Please don't forget to include fruit and vegetables contained in mixed dishes, such as curries, stir-fries and salads.

Where you have eaten a dish containing more than 1 fruit or vegetable, please count ALL the fruit or vegetables that you know it contained.

DAILY FOOD CHECKLIST

VEGETABLES, FRESH, FROZEN, CANNED, DRIED

In the last 24 HOURS, about how many portions did you eat of the following vegetables? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Avocado pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, green, broad, runner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, lentils, peas (dried)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beansprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beetroot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli/calabrese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussel sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cabbage or spring greens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coleslaw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garlic [clove]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrow or courgette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mushrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mustard & Cress, watercress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onion, cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onions, spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parsnip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas, fresh or frozen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas, tinned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pepper (red/green)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radishes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spinach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Squash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swede, turnip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweetcorn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomatoes, fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomatoes, tinned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other fresh herbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixed salad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixed vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vegetable based soup
Pulse (lentil) based soup

Other vegetables you have eaten in the last 24 HOURS that are not on the list (e.g. celeriac, asparagus, fennel, aubergine, pumpkin).

Please include the number of portions (e.g. celeriac - 1/4).

FRUIT

In the last 24 HOURS, about how many portions did you eat of the following fruits?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Apple
Apricot
Banana
Berries, e.g. raspberries, strawberries, blueberries, blackcurrants
Cherries
Dried fruit, e.g. raisins, prunes [30g handful]
Fruit salad, fresh
Fruit salad, canned
Grapes
Grapefruit
Mango
Melon
Orange, satsuma
Peach, nectarine
Pear
Pineapple
Plum
Real fruit juice (100%), e.g. orange, apple [medium glass]
Rhubarb
Stewed fruit with sugar
Watermelon

Other fruit you have eaten in the last 24 HOURS that are not on the list (e.g. pomegranate, kiwi, papaya, Sharon fruit).

Please include the number of portions (e.g. pomegranate - 1/2).

Now, please answer some questions about your WEEKLY consumption of food.

WEEKLY FOOD CHECKLIST

In a TYPICAL WEEK, about how many portions do you eat of the following foods?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes for fruit and vegetables by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans (baked, tinned, or dried) or lentils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other vegetables (any type)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit (fresh, frozen, canned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In a TYPICAL WEEK, do you eat any other fruit or vegetables not on this list?

If so, please write in below, including the number of portions (e.g. dried fruit - 3):

Thank you for completing these measures.

We are happy to say that you meet our eligibility criteria and would like to invite you to take part in this study.

We will ask you to complete a range of measures on two different occasions: (1) in the next day or so and (2) after 7 days.

After you have completed the first and the second sets of measures we will enter you into a draw for £25 (two) and £50 (one).

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

If you would like to take part in our study, please tick the box below to indicate your consent to proceed.

I consent to proceed. _____

We would like you to complete the first set of measures (20 minutes) in the next 24-48 hours. After that, we will send you a shorter set of measures (10 minutes) in 7 days.

Before you begin completing the measures, we need you to create a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____

The DATE in the month you were born (e.g. 01 or 19): _____

The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Please provide in the text box below your UNIVERSITY EMAIL ADDRESS. This is important, so that we can send you the link to the first set of measures. Then, please click "Finished? Submit your Responses" button to make sure that your responses to the eligibility measures are recorded.

Please also let us know if at any stage you change your email address by emailing to our research team at research.study@sheffield.ac.uk, so we can update our records.

Thank you for your participation.

A Study of Diet and Health Beliefs

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Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Today, we would like you to complete the first set of measures, which will take about 20 minutes of your time.

Before you begin completing the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____

The DATE in the month you were born (e.g. 01 or 19): _____

The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Please provide in the text box below your UNIVERSITY EMAIL ADDRESS. This is important, so that we can send you the links to the next set of measures.

Please also let us know if at any stage you change your email address by emailing to our research team at research.study@sheffield.ac.uk, so we can update our records.

Before you begin working on the main parts of the study, please answer some questions about how you feel right now.

Right now I feel...

	Not at all	Extremely
... critical
... content
... joyful
... vulnerable
... grateful
... trusting
... confident
... compassion

PART 1.

In this part we are interested in investigating personal values. By values we mean the moral principles and standards by which people try to live their lives. For example, honesty might be a core value for some people. That is, they may try to be honest in all they do - whether in dealing with other people or when working.

Using the drop-down menu, please select the value that is **MOST** important to YOU.

If more than one value is equally important to YOU, then please select just one of them. If the value YOU find most important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the text box below.

Using the drop-down menu, please select the value that is **LEAST** important to YOU.

If more than one value is equally unimportant to YOU, then please select just one of them. If the value YOU find least important does not appear on the list, that is not a problem; just choose "Other" and indicate what that value is in the text box below.

- Artistic skills/Aesthetic appreciation
- Sense of humour
- Relations with friends
- Spontaneity/Living life in the moment
- Social skills
- Musical ability/appreciation
- Physical fitness/Health
- Political activism
- Business/Money
- Academic achievement

Other personal value (please specify) _____

Why is this value important to YOU?

Please write **THREE** reasons why this value is important to YOU and **ONE** example of something you've done to demonstrate how important it is to you. Thank you.

Why might this value be important to **SOMEONE ELSE**?

Please write **THREE** reasons why you think this value might be important to **SOMEONE ELSE** and **ONE** example of something someone else might do to demonstrate how important it is. Thank you.

Reason 1.

Reason 2.

Reason 3.

Example.

Right now I feel...

	Not at all	Extremely
... loving
... joyful
... giving
... connected
... critical
... content
... vulnerable
... grateful
... trusting
... confident
... compassion

Right now I feel...

- ☐ Sad
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Happy

- ☐ Displeased
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Pleased

- ☐ Calm
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Excited

- ☐ Tired
- ☐
- ☐
- ☐ neither
- ☐
- ☐
- ☐ Energetic

Please rate how much these statements apply to the value you have just written about.

	Strongly disagree	Strongly agree
This value has influenced my life.
In general, I try to live up to this value.
This value is an important part of who I am.
I care about this value.

Please answer these questions about your personal thoughts and feelings.

	Not at all	Extremely
How confident are you of your thoughts and feelings toward yourself?
How certain are you of your thoughts and feelings toward yourself?
How sure are you that your thoughts and feelings toward yourself are accurate?

	Not at all	Extremely
To what extent do you feel conflict when you think about yourself?
To what extent are your thoughts and feelings toward yourself one-sided or mixed?
To what extent is your reaction toward yourself confused?

PART 2.

Next, we are interested in your thoughts about the following article which we are evaluating for use in future health campaigns (e.g., in leaflets or online).

Please read the article carefully and then answer the questions that follow.

EATING ENOUGH FRUIT AND VEGETABLES:

FACTS AND ADVICE

EATING AT LEAST 5 A DAY

The UK Government recommends you eat at least 5 portions of fruit or vegetables a day to help reduce the risk of heart disease, some cancers and many other chronic conditions.

PREVENTING CHRONIC DISEASES: HEART DISEASE

Eating at least 5 portions of fruit and vegetables a day has been shown to reduce the risk of coronary heart disease and stroke. Each additional portion of fruit and vegetables a person eats a day appears to lower the risk of coronary heart disease and stroke. Intakes of more than 5 portions of fruit and vegetables a day have been associated with a 17%

reduction in coronary heart disease risk, and intakes of 3-5 portions a day have been associated with a 7% reduction in coronary heart disease risk.

Evidence suggests that one of the benefits of increasing fruit and vegetable intake is that it helps reduce blood pressure. High blood pressure is a major preventable cause of stroke and heart attacks.

PREVENTING CHRONIC DISEASES: CANCER

While a recent, much publicised, study found that the contribution to cancer prevention may be smaller than previously thought, it still concluded that eating at least 5 portions of fruit or vegetables a day protects against cancer. Research has shown that eating more vegetables decreases the risk of colorectal (bowel) cancer and gastric (stomach) cancer.

Eating at least 5 fruit and vegetables a day may also help reduce the chances of becoming overweight or obese, which also contribute to cancer.

PREVENTING CHRONIC DISEASES: OTHER CHRONIC CONDITIONS

There are other health benefits to eating at least 5 portions of fruit or vegetables a day too, including delaying the development of cataracts, reducing the symptoms of asthma, improving bowel function, and helping to manage diabetes.

All in all, experts still recommend eating at least 5 fruit and vegetables a day for the range of health benefits this brings.

HOW IT WORKS

The reason why fruit and vegetables are so beneficial is because of the array of compounds they contain. As well as vitamins and minerals (such as folic acid, vitamin C and potassium), fruit and vegetables also contain many non-nutrient complex plant compounds (called phytochemicals). These appear to improve the function of the immune system and some are also antioxidants that destroy free radicals in the body. Free radicals are believed to have a role in causing cancer as well as in creating other harmful effects to our bodies.

I TAKE A VITAMIN TABLET EVERY DAY. ISN'T THAT ENOUGH?

It appears that the benefits of fruit and vegetables stem not only from their individual compounds, but also from the interaction between them. Dietary supplements containing isolated vitamins and minerals do not appear to have the same beneficial effects as fruit and vegetables themselves. Indeed in some studies, supplements have

caused more harm than good, as the optimum dose to protect against disease is not always fully understood.

To get the maximum benefits, you need to eat different types of fruit and vegetables. Fruit and vegetables all contain different combinations of fibre, vitamins, minerals and other nutrients. So, aim to include a variety of fruit and vegetables in your 5 A DAY to get the most benefit.

RECOMMENDATIONS

To receive the health benefits of fruit and vegetable consumption, aim for AT LEAST 5 portions of a variety of fruit and vegetables (excluding potatoes) EVERY day.

Fresh, frozen, chilled, canned, 100% juice, and dried fruit and vegetables all count.

KEEP TRYING

Remember, it's like BRUSHING YOUR TEETH; this is something you need to do EVERY day, not most days or occasionally, but EVERY DAY.

However, if you miss a day don't worry; you can always try again tomorrow. The important thing is to KEEP TRYING; the more often you try, the more often you will have days in which you meet your target of fruit and vegetables.

Next, you will find some tips on how to add fruit and vegetables to your diet.

HOW TO INCREASE YOUR FRUIT CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Drink fruit juice or eat fruit with your breakfast

- Make a smoothie with fruit juice and your preferred fruits (you could put over-ripe fruit in a smoothie rather than throwing it out)

- Add chopped fruit to your breakfast cereal or dessert

- Eat fruit as a starter or a dessert

- Keep a stock of fruit sticks for snacks

- When on the move, carry with you easy to eat fruit such as bananas, apples or satsumas

HOW TO INCREASE YOUR VEGETABLE CONSUMPTION

To help you meet the 5 A DAY recommendation you could:

- Eat homemade vegetable soup

- Serve 2 large portions of vegetables with your dinner or have a salad as a starter

- When eating out try the vegetarian option or order a salad with your main meal

Add extra vegetables to a take away (e.g., add peppers and mushrooms to a pizza or a curry)

Add extra salad vegetables to a sandwich (e.g., lettuce, tomatoes, cucumber or grated carrot)

Keep a stock of vegetable sticks for snacks, such as carrots or celery

PORTION SIZE

One portion of 80g can be estimated as:

3 tablespoons of vegetables

2 or more tablespoons of pulses (e.g., beans, lentils)

1 cereal bowl of salad

1 medium sized fruit (e.g., apple, banana, pear, orange)

2 smaller fruits (e.g., plum, satsuma)

1 cup of very small fruits (e.g., berries, grapes)

2-3 tablespoons of fresh fruit salad, stewed or canned fruit

1 tablespoon of dried fruit

1 or more glasses of fruit juice (count juice as 1 portion however much you drink)

**REMEMBER YOU SHOULD TRY TO EAT AT LEAST 5 A DAY EACH AND
EVERY DAY**

FURTHER INFORMATION

If you would like to find out more, below is a website containing more information.

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

We will provide you with the address of the website again at the end of the measures, so that you can look at it when you have finished completing the measures.

Next, we would like to ask you about the REASONS FOR eating at least 5 fruit and vegetables every day in the NEXT 7 DAYS.

Please indicate whether you consider the following to be for you REASONS FOR eating at least 5 fruit and vegetables every day in the NEXT 7 DAYS and how strong these reasons are.

The REASONS FOR my eating at least 5 fruit and vegetables every day in the NEXT 7 DAYS.

Because it would be good for my health

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Because it would provide me with vitamins, minerals and other nutrients

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Because it would make my diet more balanced

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Because it would help me prevent some illnesses

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Because I like the taste of fruit and vegetables

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Because it would be easy to do

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Are there any REASONS FOR your eating at least 5 fruit and vegetables every day in the NEXT 7 DAYS that are not on the list but that are important to you?

If so, please describe these below?

Next, we would like to ask you about the REASONS AGAINST eating at least 5 fruit and vegetables every day in the NEXT 7 DAYS.

Please indicate whether you consider the following to be for you REASONS AGAINST eating at least 5 fruit and vegetables every day in the NEXT 7 DAYS and how strong these reasons are.

The REASONS AGAINST my eating at least 5 fruit and vegetables every day in the NEXT 7 DAYS.

Because it would be too expensive

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Because it would be too time consuming to do

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Because it would be too difficult to do

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Because I don't like the taste of fruit and vegetables

- ☐ Not a Reason
- ☐ Reason

How strong this reason is for you?

- ☐ Slightly strong
- ☐ Quite strong
- ☐ Moderately strong
- ☐ Very strong
- ☐ Extremely strong

Are there any REASONS AGAINST your eating at least 5 fruit and vegetables every day in the NEXT 7 DAYS that are not on the list but that are important to you?

If so, please describe these below?

Now, please look over the list of reasons below. Which ones would you say were the MOST IMPORTANT to you in influencing your decision WHETHER or NOT to eat at least 5 fruit and vegetables a day in the NEXT 7 DAYS?

Please tick the 5 MOST IMPORTANT reasons:

- ☐ Because it would be too time consuming to do
 - ☐ Because it would help me prevent some illnesses
 - ☐ Because it would be too difficult to do
 - ☐ Because it would be good for my health
 - ☐ Because it would provide me with vitamins, minerals and other nutrients
 - ☐ Because I like the taste of fruit and vegetables
 - ☐ Because it would make my diet more balanced
 - ☐ Because it would be easy to do
 - ☐ Because it would be too expensive
 - ☐ Because I don't like the taste of fruit and vegetables
-

Next, we would like to ask you about eating 5 A DAY during the NEXT 7 DAYS.

I intend eating at least 5 portions of fruit and vegetables every day in the next 7 days.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

☐ Definitely no

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Definitely yes

How likely is it that you will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

☐ Very unlikely

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Very likely

I intend eating ____ portion(s) of fruit and vegetables every day in the next 7 days.

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 5+

For me eating at least 5 fruit and vegetables every day in the next 7 days would be

☐ Unenjoyable

☐

☐
☐ neither
☐
☐
☐ Enjoyable

☐ Boring
☐
☐
☐ neither
☐
☐
☐ Fun

☐ Painful
☐
☐
☐ neither
☐
☐
☐ Pleasurable

☐ Bad
☐
☐
☐ neither
☐
☐
☐ Good

☐ Foolish
☐
☐
☐ neither
☐
☐
☐ Wise

☐ Harmful
☐
☐
☐ neither
☐
☐
☐ Beneficial

☐ Useless

☐

☐

☐ neither

☐

☐

☐ Useful

☐ Unimportant

☐

☐

☐ neither

☐

☐

☐ Important

Most people who are important to me think I should eat at least 5 portions of fruit and vegetables every day in the next 7 days.

☐ Strongly disagree

☐.

☐.

☐.

☐.

☐.

☐ Strongly agree

☐ Very unlikely

☐.

☐.

☐.

☐.

☐.

☐ Very likely

People who are important to me would disapprove/approve of me eating at least 5 portions of fruit and vegetables every day in the next 7 days.

☐ Disapprove

☐.

☐.

☐.

☐.

☐.

☐ Approve

Most people I know will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

☐ Very unlikely

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Very likely

Of the people you know, how many will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

☐ None

☐ .

☐ .

☐ .

☐ .

☐ .

☐ All

	Definitely no	Definitely yes
I feel morally obliged to eat at least 5 fruit and vegetables every day in the next 7 days.
Eating at least 5 fruit and vegetables every day in the next 7 days would be in line with my personal values.
Eating at least 5 fruit and vegetables every day in the next 7 days is for me a question of principle.

How much control do you have over whether or not you will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

- ☐ No control
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Complete control

I feel in complete control over whether or not I will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

It is up to me whether or not I will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

I know for sure that if I wanted to I could eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

If I wanted to, I could easily eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

If I wanted to, I would find eating at least 5 portions of fruit and vegetables every day in the next 7 days easy.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

We are now going to ask you about your thoughts and feelings about the Eating Enough Fruit and Vegetables article that you have read.

The message in the article was...

	Not at all	Extremely
... exaggerated
... misleading
... manipulative
... convincing

The article made me feel...

	Not at all	Extremely
... irritated
... angry

Next, we are going to ask you what you think about eating or NOT eating 5 A DAY.

Is NOT eating at least 5 portions of fruit and vegetables every day a relevant threat to you?

- ☐ Not at all
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very much

Is NOT eating at least 5 portions of fruit and vegetables every day something you should pay attention to?

- ☐ Not at all
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very much

How concerned are you about NOT eating at least 5 portions of fruit and vegetables every day?

- ☐ Not at all
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very much

How personally at risk do you feel from NOT eating at least 5 portions of fruit and vegetables every day?

- ☐ Not at all
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very much

You don't really need to worry about eating at least 5 portions of fruit and vegetables every day until you are middle aged or older.

- ☐ Not at all
- ☐ .

- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very much

You don't need to worry about eating at least 5 portions of fruit and vegetables every day unless you have a very unhealthy lifestyle.

- ☐ Not at all
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very much

In my opinion, you can't always eat right; you have to enjoy life.

- ☐ Not at all
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very much

You should just enjoy living, even if you run some health risks.

- ☐ Not at all
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very much

I'll make changes to my fruit and vegetables consumption later; it is not something I have to worry about right now.

- ☐ Not at all
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .

☐ Very much

Thinking back to Part 1, where you completed an exercise on values, please answer the following questions on how you felt immediately after completing that task.

The task made me think about...

☐ Things I don't like about myself

☐

☐

☐ not at all

☐

☐

☐ Things I like about myself

☐ Things I'm bad at

☐

☐

☐ not at all

☐

☐

☐ Things I'm good at

☐ Things I don't value about myself

☐

☐

☐ not at all

☐

☐

☐ Things I value about myself

In the next 7 days, how many portions of fruit - of any kind - do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next 7 days: _____

In the next 7 days, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the next 7 days: _____

Now, we would like to ask you some questions about you and your personal attitudes and beliefs.

When we think about ourselves, our thoughts are sometimes negative and sometimes positive. In this study we are interested in the POSITIVE thoughts you have about yourself.

For each of the following statements, choose the rating that indicates how much you agree or disagree with the statement.

Thinking POSITIVELY about myself is something...

	Disagree completely	Agree completely
... I do automatically.
... that feels sort of natural to me.
... I do without further thinking.
... I would find hard not to do.
... that's typically "me".

Sometimes when we face difficulties, challenges or problems in our daily lives we can find ourselves thinking about ourselves. We are interested in how often you find yourself thinking about yourself when things start to bother you.

When I feel threatened or anxious by people or events I find myself...

	Disagree completely	Agree completely
... thinking about my strengths.
... recalling times I did the right thing.
... thinking about my values.
... thinking about my principles.
... thinking about the people who are important to me.
... thinking about what I stand for.
... thinking about my family.
... thinking about my friends.
... thinking about the things I am good at.
... thinking about the things I like about myself.
... thinking about the things I am bad at.

... thinking about the things that I value about myself.
... thinking about the people who believe in me.
... thinking about my failings.
... thinking about the people I love.
... thinking about the things that I'd like to change about myself.
... thinking about the people I trust.
... thinking about the things I believe in.
... remembering things I have succeeded at.

Please indicate how often you behave in the stated manner.

	Almost never	Almost always
When I fail at something important to me I become consumed by feelings of inadequacy.
I try to be understanding and patient towards those aspects of my personality I don't like.
When something painful happens I try to take a balanced view of the situation.
When I'm feeling down I tend to feel like most other people are probably happier than I am.
I try to see my failings as part of the human condition.
When I'm going through a very hard time, I give myself the caring and tenderness I need.
When something upsets me I try to keep my emotions in balance.
When I fail at something that's important to me I tend to feel alone in my failure.
When I'm feeling down I tend to obsess and fixate on everything that's wrong.
When I feel inadequate in some way, I try to remind myself that feelings of inadequacy are shared by most people.
I'm disapproving and judgemental about my own flaws and inadequacies.
I'm intolerant and impatient towards those aspects of my personality I don't like.

Which of the options in the drop-down menu best describe your ethnicity?

- ☐ White
- ☐ Mixed
- ☐ Asian
- ☐ Black
- ☐ Other ethnic group
- ☐ Information withheld

What is your highest educational level?

- ☐ Post-graduate qualification
- ☐ Degree level qualification
- ☐ A level/Vocational A level or equivalent
- ☐ O Level/GCSE/CSE or equivalent
- ☐ Other

Thank you for completing the first set of measures.

If you wish to look up the website containing more information on eating 5 A DAY, please click on the link below, which will open in a new window.

NHS

<http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/>

To make sure that your responses to the current measures are recorded, please click “Finished? Submit your Responses” button after you have finished working on these measures.

Thank you for your participation.

We will email you in 7 days with the last set of measures.

=====

=====

Thank you for agreeing to take part in this study, which has been approved by the Ethics Committee of the Department of Psychology at the University of Sheffield.

All of the data collected will be treated in the strictest confidence, will be held anonymously, and will be analysed only by the research team. Your participation is voluntary and you have the right to withdraw from the study at any time.

Please answer EVERY question, even if you feel you have been asked it before; some questions are asked more than once. This is important for the research and we apologise if this causes you any concern.

Today we would like you to complete the last set of measures, which should take about 10 minutes of your time.

Before you begin completing the measures, we need you to complete a unique participant code below. This will ensure your anonymity and enable us to keep track of your participation.

Please write the first 3 letters of the TOWN you were born in: _____
The DATE in the month you were born (e.g. 01 or 19): _____
The first 4 letters of your MOTHER'S FIRST NAME: _____

For example, if you were born in CARdiff on the 19 April and your mother was called SARAh, your code would be CAR19SARA

Next, we would like to ask you some questions about your consumption of fruit and vegetables.

Please note that:

1 portion of fresh fruit = 80g
1 portion of dried fruit = 30g
1 portion of fresh vegetables = 80g

Juice can only count as 1 portion a day, however much you drink.

Potatoes are starchy food so they don't count towards your vegetable consumption.

You can familiarise yourself with some examples of portion sizes for different fruit and vegetables by clicking [HERE](#).

When answering questions about your fruit and vegetable consumption, we will give you this link again, so you can consult it if you need.

Now, we would like to ask you about the particular fruit and vegetables you have eaten in the last 24 HOURS.

Please don't forget to include fruit and vegetables contained in mixed dishes, such as curries, stir-fries and salads.

Where you have eaten a dish containing more than 1 fruit or vegetable, please count ALL the fruit or vegetables that you know it contained.

DAILY FOOD CHECKLIST

VEGETABLES, FRESH, FROZEN, CANNED, DRIED

In the last 24 HOURS, about how many portions did you eat of the following vegetables? (Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Avocado pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, green, broad, runner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans, lentils, peas (dried)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beansprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beetroot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli/calabrese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussel sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cabbage or spring greens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cauliflower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coleslaw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garlic [clove]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marrow or courgette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mushrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mustard & Cress, watercress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onion, cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onions, spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parsnip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas, fresh or frozen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas, tinned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pepper (red/green)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radishes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spinach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Squash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swede, turnip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweetcorn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomatoes, fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tomatoes, tinned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other fresh herbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixed salad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixed vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetable based soup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pulse (lentil) based soup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other vegetables you have eaten in the last 24 HOURS that are not on the list (e.g. celeriac, asparagus, fennel, aubergine, pumpkin).

Please include the number of portions (e.g. celeriac - 1/4).

FRUIT

In the last 24 HOURS, about how many portions did you eat of the following fruits?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes by clicking [HERE](#).

	None	1/4	1/2	1	2	3+
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apricot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Berries, e.g. raspberries, strawberries, blueberries, blackcurrants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cherries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dried fruit, e.g. raisins, prunes [30g handful]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit salad, fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit salad, canned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grapes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grapefruit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mango	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Melon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orange, satsuma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peach, nectarine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pineapple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real fruit juice (100%), e.g. orange, apple [medium glass]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rhubarb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stewed fruit with sugar
Watermelon

Other fruit you have eaten in the last 24 HOURS that are not on the list (e.g. pomegranate, kiwi, papaya, Sharon fruit).

Please include the number of portions (e.g. pomegranate - 1/2).

Next, we would like to ask you some questions about your consumption of fruit and vegetables on a TYPICAL DAY in the LAST 7 DAYS.

If you need to, you can get information on portion sizes by clicking [HERE](#).

In the last 7 days, did you eat at least 5 portions of fruit and vegetables on a TYPICAL DAY?

- ☐ No, and I did not intend to do so.
- ☐ No, but I was thinking about it.
- ☐ No, but I strongly intended to do so.
- ☐ Yes, but it was difficult for me.
- ☐ Yes, and it was easy for me.

In the last 7 days, how many portions of fruit - of any kind - did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the last 7 days: _____

In the last 7 days, how many portions of vegetables did you eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the last 7 days: _____

WEEKLY FOOD CHECKLIST

In the LAST 7 DAYS, about how many portions did you eat of the following foods?
(Please select one radio button on each line)

If you need to, you can get information on portion sizes for fruit and vegetables by clicking [HERE](#).

	None	Less than 1 a week	1 to 2 a week	3 to 5 a week	6 to 7 a week	8 to 11 a week	12 or more a week
Pasta or rice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beans (baked, tinned, or dried) or lentils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other vegetables (any type)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit (fresh, frozen, canned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the LAST 7 DAYS, did you eat any other fruit or vegetables not on this list?

If so, please write in below, including the number of portions (e.g. dried fruit - 3):

We are now going to ask you for your thoughts about eating at least 5 portions of fruit and vegetables every day in the LAST 7 DAYS.

During the last 7 days, I have...

	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
... often had an intention to eat at least 5 portions of fruit and vegetables every day on my mind.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... constantly been aware of a desire to eat at least 5 portions of fruit and vegetables every day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... consistently monitored whether I ate at least 5 portions of fruit and vegetables every day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... taken care to eat fruit and vegetables throughout the day to achieve at least the recommended 5 portions of fruit and vegetables every day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... really tried hard to regularly eat at least 5 portions of fruit and vegetables every day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

... done my best to meet my standards for eating at
least 5 portions of fruit and vegetables every day.

.

Next, we would like to ask you about eating 5 A DAY during the NEXT 7 DAYS.

I intend eating at least 5 portions of fruit and vegetables every day in the next 7 days.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

☐ Definitely no

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Definitely yes

How likely is it that you will eat at least 5 portions of fruit and vegetables every day in
the next 7 days?

☐ Very unlikely

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Very likely

I intend eating ____ portion(s) of fruit and vegetables every day in the next 7 days.

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 5+

For me eating at least 5 fruit and vegetables every day in the next 7 days would be

☐ Unenjoyable

☐

☐

☐ neither

☐

☐

☐ Enjoyable

☐ Boring

☐

☐

☐ neither

☐

☐

☐ Fun

☐ Painful

☐

☐

☐ neither

☐

☐

☐ Pleasurable

☐ Bad

☐

☐

☐ neither

☐

☐

☐ Good

☐ Foolish

☐

☐

☐ neither

☐

☐

☐ Wise

☐ Harmful

☐

☐

☐ neither

- ☐ ()
- ☐ ()
- ☐ () Beneficial
- ☐ () Useless
- ☐ ()
- ☐ ()
- ☐ () neither
- ☐ ()
- ☐ ()
- ☐ () Useful
- ☐ () Unimportant
- ☐ ()
- ☐ ()
- ☐ () neither
- ☐ ()
- ☐ ()
- ☐ () Important

Most people who are important to me think I should eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ () Strongly disagree
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () Strongly agree
- ☐ () Very unlikely
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () .
- ☐ () Very likely

People who are important to me would disapprove/approve of me eating at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ () Disapprove
- ☐ () .
- ☐ () .

- ☐ .
- ☐ .
- ☐ .
- ☐ Approve

Most people I know will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

- ☐ Very unlikely
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Very likely

Of the people you know, how many will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

- ☐ None
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ All

	Definitely no	Definitely yes
I feel morally obliged to eat at least 5 fruit and vegetables every day in the next 7 days.
Eating at least 5 fruit and vegetables every day in the next 7 days would be in line with my personal values.
Eating at least 5 fruit and vegetables every day in the next 7 days is for me a question of

principle.

How much control do you have over whether or not you will eat at least 5 portions of fruit and vegetables every day in the next 7 days?

- ☐ No control
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Complete control

I feel in complete control over whether or not I will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

It is up to me whether or not I will eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

I know for sure that if I wanted to I could eat at least 5 portions of fruit and vegetables every day in the next 7 days.

- ☐ Strongly disagree
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ .
- ☐ Strongly agree

If I wanted to, I could easily eat at least 5 portions of fruit and vegetables every day in the next 7 days.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

If I wanted to, I would find eating at least 5 portions of fruit and vegetables every day in the next 7 days easy.

☐ Strongly disagree

☐ .

☐ .

☐ .

☐ .

☐ .

☐ Strongly agree

In the next 7 days, how many portions of fruit - of any kind - do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Juice can only count as 1 portion a day, however much you drink.

Portions of fruit per day in the next 7 days: _____

In the next 7 days, how many portions of vegetables do you expect to eat on a TYPICAL DAY? (Put zero if none.)

If you need to, you can get information on portion sizes by clicking [HERE](#).

Potatoes are a starchy food so they don't count towards your vegetable consumption.

Portions of vegetables per day in the next 7 days: _____

Lastly, before you finish we would like to ask you some questions about this study.

What do you think the purposes of this study were?

Thinking back to the first part of the study that you did 7 days ago, did you think any of the tasks were related in any way?

- ☐ No
☐ Yes

Can you tell us something about how?

Had you completed any of these tasks before?

- ☐ No
☐ Yes

Can you briefly describe which one and when?

To make sure that your responses to the current measures are recorded, please click “Finished? Submit your Responses” button.

Thank you for your participation.

Once all the data have been collected, we will run the prize draw and email you feedback for the study.

Feedback for the Study of Diet and Health Beliefs

What were the aims of the study?

The first aim of the study was to research the effect of reminding people about their important values on their willingness to act on threatening health information. It has previously been shown that such reminders make people feel more content about themselves, which can lead them to be more open to unwelcome health information and sometimes to be more willing to act on it. Specifically, the study aimed to see whether being aware of important values enhances people's motivation and ability to increase their fruit and vegetable consumption.

The second aim of the study was to research the role of the reasons for and against eating fruit and vegetables in the relationship between people's motivation to increase fruit and vegetable consumption and their actual behaviour. It has been suggested in the research literature that reasons that people hold for or against fruit and vegetables consumption might have a direct effect on their intentions and behaviour.

How was the study run?

To achieve these aims, participants were randomly assigned to (1) the self-affirmation or control condition and (2) the reasons for/against or reasons against/for condition. Participants in the self-affirmation condition wrote about why their most important value is important to them, whereas participants in the control condition wrote about why their least important value might be important to someone else. The reasons for and against were identical but were presented in a reverse order for the two groups with the aim of counteracting any possible artefacts of the presentation order.

Reference

Epton, T., & Harris, P. R. (2008). Self-affirmation promotes health behaviour change. *Health Psychology, 27*, 746-752.

Further information

If taking part in the study has raised your concern about the link between fruit and vegetable consumption and health, you can find further information about this issue on the following website:

<http://www.nhs.uk/LiveWell/5ADAY/Pages/5ADAYhome.aspx>

If you have any other queries, please contact:

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Thank you for your participation.
