Supplementary figure 1 – Caption <Frequency of newspaper articles about generic, childhood, and adult obesity>

Frequency of newspaper articles about generic, childhood and adult obesity

- Present study sample (all articles predominantly related to childhood obesity) (n=797)
- Hilton et al. 2012 sample (all articles related to obesity) (n=2,414)
- Hilton et al. 2012 sample (excluding articles that mention children; n=1,439)

Supplementary figure 2 – Caption <Proportion of articles within years mentioning different categories of drivers and solutions about generic, childhood, and adult obesity>

Proportion of articles within years mentioning different categories of drivers and solutions within articles about generic, childhood and adult obesity

- Individual drivers
- Societal drivers
- Individual solutions
- Societal solutions

- Present study sample (all articles predominantly related to childhood obesity) (n=797)
- Hilton et al. 2012 sample (all articles related to obesity) (n=2,414)
- Hilton et al. 2012 sample (excluding articles that mention children; n=1,439)