

Appendix 1 (as supplied by authors): Partnerships between health organizations and the food industry				
American Academy of Family Physicians	Coca Cola	\$600,000 grant and development of educational material for AAFP's patient resource webpage familydoctor.org	http://www.aafp.org/online/en/home/publications/news/news-now/inside-aafp/20091006cons-alli-coke.html	
American Diabetes Association	Cadbury-Schweppes	2005-2008 National and local support of ADA Weight Loss Matters & America's Walk for Diabetes	http://collaboration.cadbury.com/SiteCollectionDocuments/Responding%20to%20Consumer%20Health%20Concerns%20-%20Consumer%20Health%20Programs.pdf	
American Dietetic Association	Hershey's	Funded visits with RDs & establishment of partnership website	http://www.eatright.org/Media/content.aspx?id=6442452998	
Boys and Girls Clubs of America	Yum! Brands	Sponsorship, food provision, scholarships, co-branded fundraising involving sale of Taco Bell food	http://www.tacobellgraduation.com/Press_Room_2009_Fundraiser.html	
British Nutrition Foundation	Cadbury-Schweppes	Sustaining member, positions on scientific committee, BNF council and board of trustees	http://www.nutrition.org.uk/search/cadbury?ordering=&searchphrase=all	
Canadian Association for Health, Physical Education, Recreation and Dance	PepsiCo	Presenting sponsor of Balance First™ - an initiative aimed to teach children to "Balance" calories in vs. calories out	http://www.fcpmc.com/issues/hal/initiatives.html	
Juvenile Diabetes Research Foundation	Boston Pizza	Sponsorship and co-branded fundraising involving sale of Boston Pizza food.	http://www.bostonpizza.com/en/about/pressreleases/2010/10-02-11/boston_pizza_foundation_breaks_through_10_million_fundraising_mark.aspx	
National Health Services UK	Kellogg's, Mars Inc., McCains, PepsiCo, Nestle, Tesco, Unilver	Funding and direction for UK government's anti-obesity campaign Change4Life in return for a promise of a "non-regulatory" approach in regard to food and obesity	http://www.guardian.co.uk/society/2010/jul/07/no-anti-junk-food-laws	
Oxford Health Alliance	PepsiCo	Development of Community Interventions for Health program	http://www.pepsico.com/Purpose/Human-Sustainability/Partnerships-and-Community.html	http://www.nhs.uk/Change4Life/Pages/national-partners.aspx
ParticipACTION	Coca Cola	Cobranded events, webpages and press releases via both ParticipACTION and SOGO Active	http://www.participaction.com/en-us/PartnersAndSponsors/SpecialThanks.aspx	
Save the Children	PepsiCo	\$5 million sponsorship	http://www.pepsico.com/Purpose/Human-Sustainability/Partnerships-and-Community.html	
Susan G. Komen for the Cure	Yum! Brands	KFC cobranded charitable campaign involving sales of fried chicken	http://www5.komen.org/KomenNewsArticle.aspx?id=6442452002	
The Heart and Stroke Foundation of Canada	Boston Pizza	Sponsorship, co-branded fundraising involving sale of pizzas and provision of Boston Pizza coupons to school children	http://www.bostonpizza.com/en/about/pressreleases/2010/10-02-09/boston_pizza%E2%80%99s_got_love_in_t	http://www.weightymatters.ca/2010/09/heart-and-stroke-still-marketing-for.html

		involved in HSF fundraising.	he_oven.aspx	
UNICEF	Cadbury-Schweppes	Cadbury co-branded fundraising campaign involving sale of Cadbury chocolate bars	DOI 10.1016/S0140-6736(10)61964-2	
Yale University School of Medicine	PepsiCo	Establishment of MD/PhD Fellowship & Research Facility	http://opa.yale.edu/news/article.aspx?id=7152	