**Supplementary material A**

The model specification:

Reception children : *Yt = β0 + β1T + β2At + β3S + β4O + β5F + β6J*

*Year 6 children : Yt = β0 + β1T + β2At + β3S + β4K*

Where:

*Yt* : Average monthly obesity prevalence at month T (T=1,….,69)

*T* : Study Time (months) [1:69]

*A* : Pre (0) or post (1) announcement

*At* : Time (months) since announcement [0{29}, 1:69]

*S* : September (1) or other months (0)

*O* : October (1) or other months (0)

*J* : June (1) or other months (0)

*K* : July (1) or other months (0)

*F* : February (1) or other months (0)

And coefficients are interpreted as follows

Reception children:

*β0* : Intercept

*β1* : Trend change in obesity prevalence across time

*β2* : Trend change in obesity prevalence (post announcement)

*β3* : Seasonal variation in obesity prevalence in September

*β4* : Seasonal variation in obesity prevalence in October

*β5* : Seasonal variation in obesity prevalence in February

*β6* : Seasonal variation in obesity prevalence in June

Year 6 children:

*β0* : Intercept

*β1* : Trend change in obesity prevalence across time

*β2* : Trend change in obesity prevalence (post announcement)

*β3* : Seasonal variation in obesity prevalence in September

*β4* : Seasonal variation in obesity prevalence in July