**Supplemental Material 4: Related supporting quotes for each category**

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| **Supporting quotes** | **Subcategories** |
| *“The community members’ readiness is highly affected by awareness about childhood obesity and its consequences in adulthood.” (A pediatrician, female)*.  *“The knowledge of community members about the scientific definition of childhood obesity is an important component of readiness” (A nutritionist, female)*.  *“Mother’s knowledge about childhood obesity can affect her behavior and readiness; therefore, increasing the mothers’ awareness is highly recommended”. (A pediatrician, female)*  *“Another dimension can be education from early childhood by focusing on physical activity and healthy food choices.” (An epidemiologist, female).*  “*Evaluation of current interventions can be very effective for improving the CR for childhood obesity in every community”. (A nutritionist, male)* | ***Subcategory 1: Community awareness and education.*** |
| *“Changing the children’s food industry like sugar and salt reduction greatly impacts childhood obesity prevention and improves the CR ….”* *(A health policy specialist, male).*  *“…the efforts like taxation on unhealthy food items are useful for preventing childhood obesity in my community, and it can also serve as an informal education for community members”. (A nutritionist, Female)* | ***Subcategory* 2***:* ***Food industry improvement efforts.*** |
| *“Attention to key stakeholders such as Ministry of Education and Welfare organization during health planning is important. Thus,* *advocacy efforts to engage key stakeholders are highly recommended” (A sociologist, female).*  *“Attention should be paid to the audience and stakeholders of the program…” (A nutritionist, male)* | ***Subcategory* 3: *Engaging the key stakeholders*** |
| *“Lack of resources and facilities is a permanent problem for tackling childhood obesity that can be somewhat resolved through proper management”*.  *Existing some resources such as active non-governmental organizations (NGOs) and scientific associations play an essential role in increasing the CR* *…”. (An epidemiologist, female).*  *“Existing facilities like health promoting schools and relevant data registry systems should be considered…” (A health education and promotion specialist, female).*  *“*… *successful experiences and efficient strategies for involving families in childhood obesity interventions should be considered...” (A nutritionist, male).*  “… *by attracting new resources and their management, we can provide successful programs to increase CR”. (A nutritionist, male)* | ***Subcategory* 4: *Supply and management of resources*** |
| *“… The social acceptability of prevention efforts should be considered to improve the readiness of Iranian society for engaging in childhood obesity prevention programs”. (A health education and promotion specialist, female).*  *“The need to cope with obesity is one of the prerequisites for the readiness of community…”. (A nutritionist, female).*  *The socio-cultural dimension of childhood obesity is very important …Some groups consider childhood obesity as a sign of health”. (A child psychologist, female).*  *“Incompatibility of perceptions and definitions of people and researchers (and or health staffs) about childhood obesity can be confusing and should be considered in the model.” (A general physician, male)* | ***Subcategory* 5:** ***The socio-cultural context*** |