

Semi-structured interview schedule for intervention participants for use during three-month interviews

SEMI-STRUCTURED INTERVIEW TOPIC GUIDE

3 months – Intervention Group

The facilitator will introduce herself and reiterate the purpose of the interview i.e. to gather thoughts and opinions on the Supporting MumS study.

The facilitator will emphasise that although the interview will be tape-recorded for research purposes, all information provided by the respondent will be kept anonymous (i.e. their name will never be disclosed). The approximate time of the interview (20 minutes) will be stated. Individuals will also be informed that if at any stage they wish to discontinue with the focus group they are free to do so. In addition, it will be made clear to respondents that they can inform the facilitator if there are any particular statements they do not wish to be transcribed at the end of the session.

Topic Guide:

Opinions on the SMS study

- Why did you sign up to take part in the SMS study? i.e. what were your motivations for signing up to take part?
- What do you think of the information you received at the beginning of the study? (i.e. the poster, information sheet, leaflet, info from researchers via telephone etc.)
- What do you think of the SMS study so far?
- Did you have a preference for which group you would be assigned to at the start (intervention/control – remind participants of the groups)?

Opinions on the text messages

- Overall, how have you found the text messages you have received so far? (*Prompt: content, tone, length, clarity, relevance*)
- Have you been receiving any of the messages related specifically to breastfeeding or smoking? If yes, were they useful?
- What type of text messages do you like the most/least? Why?
- What do you think of the messages that prompt you to check your weight each week?
- What do you think of the messages that prompt you to set goals and review your goals each week?
- When you get a text message, how likely are you to read it?
- Do you ever go back and re-read messages? Do you keep the messages or delete them?
- Have you used any of the trigger words?
- Do you click on the links in the messages to the SMS website? *If not, why not?*
- What did you think about the frequency of text messages (i.e. how often you are receiving them)?
- Could the text messages you have received so far have been improved in any way? If so, how?

Behaviour change

- Have you changed your eating habits or physical activity as a result of the text messages? (*Prompt: in what way? Main changes they have made*)
- Have there been any negatives about signing up for the messages?
- What do you think are the main benefits you have gained so far from signing up for the messages?

Social support

- You were given the opportunity to link up with another mum taking part in the SMS study or opt to have a friend or family member also receive the messages. Have you done this so far? If so how are you finding it? If not, why not?
- Have you used the discussion forum? (either just to look at the posts or to join in)

Study website

- Have you visited the website?
- What do you think of the website? (*Prompt: visually, navigation, quality of information*)
- Why did you visit the website? (*Prompt: only when a link was received via text message/to source information at other times*).
- Was there anything you didn't like about the website?

Data collection

- *How did you find the study visits (i.e. meeting with a researcher) so far?*
- What did you think of having the option of being able to meet a researcher at your home instead of travelling somewhere for the visit?
- What do you think of the questionnaires you have had to complete? (*Prompt: what did you think of the length? How easy were they to understand?*)
- How did you find wearing the 7-day step counter and completing the step diary?
- Did you receive a £20 'One4all' shopping voucher following your study visit? What did you think of this part of the study i.e. receiving vouchers? / Did it influence your decision to sign-up to the study?/ Why do you think we gave vouchers to participants taking part?

INTERVIEW ENDS

Semi-structured interview schedule for active control participants for use during three-month interviews

SEMI-STRUCTURED INTERVIEW TOPIC GUIDE

3 months – Control Group

The facilitator will introduce herself and reiterate the purpose of the interview i.e. to gather thoughts and opinions on the Supporting MumS study.

The facilitator will emphasise that although the interview will be tape-recorded for research purposes, all information provided by the respondent will be kept anonymous (i.e. their name will never be disclosed). The approximate time of the interview (20 minutes) will be stated. Individuals will also be informed that if at any stage they wish to discontinue with the interview they are free to do so. In addition, it will be made clear to respondents that they can inform the facilitator if there are any particular statements they do not wish to be transcribed at the end of the session.

Topic Guide:

Opinions on the SMS study

- Why did you sign up to take part in the SMS study? i.e. what were your motivations for signing up to take part?
- What do you think of the information you received at the beginning of the study? (i.e. the poster, information sheet, leaflet, info from researchers via telephone etc.)
- What do you think of the SMS study so far?
- Did you have a preference for which group you were assigned to at the start (intervention/control – remind participants of the groups)?

Opinions on the text messages

- Overall, how have you found the text messages you have received so far? (*Prompt: content, tone, length, clarity, relevance*)

- What type of text messages do you like the most/least? Why? (*prompt: developmental messages; play ideas*)
- When you receive a text message, how likely are you to read it?
- Do you click on the links in the messages to the SMS website? If not, why not?
- What do you think about the frequency of text messages (i.e. how often you are receiving them)?
- Could the text messages you have received so far have been improved in any way? If so, how?

Impact of study

- Have there been any negatives about signing up for the messages?
- What do you think are the main benefits you have gained so far from signing up for the messages?

Study website

- Have you visited the website?
- What do you think of the website? (*Prompt: visually, navigation, quality of information/links*)
- Why did you visit the website? (*Prompt: only when a link was received via text message/to source information at other times.*)
- Was there anything you didn't like about the website?

Data collection

- *How did you find the study visits (i.e. meeting with a researcher) so far?*
- What did you think of having the option of being able to meet a researcher at your home instead of travelling somewhere for the visit?
- What do you think of the questionnaires you have had to complete?–(*Prompt: what did you think of the length? How easy were they to understand?*)
- How did you find wearing the 7-day step counter and completing the step diary?
- Did you receive a £20 'One4all' shopping voucher following your study visit? What did you think of this part of the study i.e. receiving vouchers? / Did it

influence your decision to sign-up to the study?/ Why do you think we gave vouchers to participants taking part?

INTERVIEW ENDS

Semi-structured interview schedule for intervention participants for use during 12-month interviews

SEMI-STRUCTURED INTERVIEW TOPIC GUIDE

12 months – Intervention Group

The facilitator will introduce herself and reiterate the purpose of the interview i.e. to gather thoughts and opinions on the Supporting MumS study.

The facilitator will emphasise that although the interview will be tape-recorded for research purposes, all information provided by the respondent will be kept anonymous (i.e. their name will never be disclosed). The approximate time of the interview (20 minutes) will be stated. Individuals will also be informed that if at any stage they wish to discontinue with the focus group they are free to do so. In addition, it will be made clear to respondents that they can inform the facilitator if there are any particular statements they do not wish to be transcribed at the end of the session.

Topic Guide:

Opening question

- What did you think of the SMS study overall?

General questions on the maintenance phase text messages

Thinking about SMS text messages you have received during the last 6 months of the study:

- Did you like the text messages you received? (*Prompt: tone, length, clarity, relevance*)
- Did you find the text messages useful or not useful?
- What did you think of the frequency/number of text messages (e.g. roughly 5-6 per week) you received during the past 6 months?
- When you got a text message, how likely were you to read it? Do you ever go back and re-read messages? Did this change any throughout the study?

Opinions on specific types of maintenance text messages

The next few questions are to get your opinions on the different types of text messages sent during the last 6 months:

- What types of text message did you find the most and least useful?
- You have received a weekly text asking you text your weight and whether it has gone up, down or stayed the same. What did you think of these texts? Did you reply? If so, what did you think of the replies?
- Have you used any trigger words (e.g. slip-up, bad-day, crave, exhausted). If yes, what did you think of the replies you received? If not, what was the main reason you did not use the trigger words?
- What did you think of the questions that asked you to respond with a yes/no answer? Did you respond to these messages, and if so, what did you think of the replies?
- Do you think how you interacted with/responded to the text messages sent changed any over time?
- What did you think of the messages that talked about overcoming barriers to eating well/doing activity? (*Prompt: for example text messages that gave advice on how to get back on track after the weekend/holiday or a slip-up*)
- What were your opinions on the 'mum's tips' text messages?
- What did you think of the messages that prompted you to set goals and review your goals each week? Did you set goals during the study? If yes, how did you find this? If no, what are the main reasons you didn't set goals?
- What do you think of the texts that had links to the SMS website **and** to other links? (*Prompt: did you click on the links?*)
- Did you visit the SMS website during the past 6 months? Why did you visit the website?

Behaviour change

- Have you changed your eating habits or physical activity as a result of the text messages? (*Prompt in what way? Main changes they have made*)

- Do you think you will continue with the changes you have made now that the study has finished?
- Did you keep track of the food you ate/ amount of physical activity you did during SMS? If yes, how did you keep track?
- Have there been any negatives about signing up for the messages?
- What do you think are the main benefits you gained from signing up for the messages?

Social support

- You were given the opportunity to link up with another mum taking part in the SMS study or opt to have a friend or family member also receive the messages. Did you do this? If not, why not?
- Have you used the discussion forum? (either just to look at the posts or to join in). If yes, what did you think of it? If no, what were the main reasons?

Data collection

- What do you think of the questionnaires you have had to complete during the study visits? (*Prompt: what did you think of the length? How easy were they to understand? Did the way you answer them change as time went on? (trying to see if they became so used to them they filled them out quicker/auto pilot) Is there anything you would change about them?*)
- How did you find wearing and posting back the step counter during the study? (*prompt- easy to remember*)
- How easy/difficult did you find arranging study visits?
- Were the home visits helpful rather than having to travel somewhere for the study visits?
- What did you think of the vouchers given as part of the SMS study? Anything you would change about the vouchers?

Overall evaluation

- What was the best thing about the SMS study?
- What was the worst thing about the SMS study?
- Information was delivered solely through text messages in SMS, how do you feel this worked for you? (*Prompt: compared to for example face-to-face*)

advice/information or a phone call, try to suss out what they would like, 1 face to face or more face to face sessions if they say they would prefer some face to face)

- Is there anything we could have done that would have made the experience better for mums? (Prompt: is there anything they feel should be have added to the *text messages*?)
- Did you know anybody else taking part in the SMS study? If yes, did you share/talk about your messages?
- Would you take part in the SMS study again if you had the chance/would you recommend the SMS study to new mums?
- Have you taken part in similar research studies before? Why did they sign up to this one?
- Let them know it's the end and ask if they have any further comments

Thank you for taking part in the interview and for taking part in our research we really appreciate it!

INTERVIEW ENDS

Semi-structured interview schedule for active control participants for use during 12-month interviews

SEMI-STRUCTURED INTERVIEW TOPIC GUIDE

12 months – Control Group

The facilitator will introduce herself. If participant completed a 3 month interview, facilitator will mention that the purpose of doing a second interview with some similar questions is to get participant's overall opinions of the text messages during the year to help us evaluate how useful it was for mums.

The facilitator will emphasise that although the interview will be tape-recorded for research purposes, all information provided by the respondent will be kept anonymous (i.e. their name will never be disclosed). The approximate time of the interview (20 minutes) will be stated. Individuals will also be informed that if at any stage they wish to discontinue with the focus group they are free to do so. In addition, it will be made clear to respondents that they can inform the facilitator if there are any particular statements they do not wish to be transcribed at the end of the session.

Topic Guide:

Opinions on the SMS study

- What did you think of the SMS study overall?

Opinions on the text messages

- Overall, did you like the messages you received during the SMS study?
(*Prompt: tone, length, clarity, relevance*)
- Did you find the text messages useful?
- Which type of text messages did you like the most/least? (*Prompt: play tips, developmental texts, reassuring texts etc*)
- When you received a text message, how likely were you to read the message? Was this the same throughout the study?

- What did you think of the texts that had links to the SMS website? (*Prompt: did you click on the links?*)
- What did you think about the frequency of text messages (i.e. how often you received them)?
- Could the text messages have been improved? If so, how?

Impact of the study

- Have there been any negatives about signing up for the messages?
- What do you think are the main benefits you have gained from signing up for the messages?

Study website

- Have you visited the website during the study? If yes, can you remember why you visited?

Data collection

- What did you think of the questionnaires you had to complete during the study visits? (*Prompt: what did you think of the length? How easy were they to understand?*)
- How did you find wearing and posting back the step counter during the study?
- How easy/difficult did you find arranging study visits?
- Were the home visits helpful rather than having to travel somewhere for the study visits?
- What did you think of the vouchers given as part of the SMS study?

Overall evaluation

- What was the best thing about the SMS study?
- What was the worst thing about the SMS study?
- Is there anything we could have done that would have made the experience better? (*Prompt: is there anything they feel should have added to the intervention?*)

- Did you know anybody else taking part in the SMS study? If yes, did you share/talk about your messages?
- Would you take part in the SMS study again if you had the chance/would you recommend the SMS study to new mums?

Thank you very much for taking part in this interview and for all your help with our research we really appreciate it.

INTERVIEW ENDS