Active Women over 50: Consumer consultation – INTERVIEW GUIDE

Thank you for agreeing to be part of this consultation about strategies for our physical activity program for women aged 50. I'm a qualitative researcher on this project which means my job is to deepen our understanding of people's views and experiences. So today, I'm looking forward to hearing your thoughts about how we could best attract people to a program like AWo50 and about what that program should look like. I should mention that have not been involved in the program design so I won't take anything you say personally.

I will be audio recording our conversation but, as the information sheet mentions, your identity will be kept confidential when we report on the what was said. Is that OK? [HIT RECORD]

I sent some of the draft program material in advance – did you get a chance to look at them?

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Recruitment flyer

1. First, Let's talk about the flyers for recruiting women to take part in the AWo50 trial. The aim is to raise awareness and attract as many eligible participants as possible. When you first saw the flyers for the AWo50 trial, what was your initial impression? Did the images and/or text evoke any specific emotions or reactions?

2. Which flyer option do you think might be the most effective?

3. Taking part in a trial involves some time and effort. How well does this flyer convince you that it would be worth the effort, for you?

4. Does the content and design of the flyer effectively communicate the trial aims, what it involves and who can take part? Are you left with any big questions about the trial?

Introduction, technology delivered program

5. We'll talk in a minute about the individual components of the program that we're thinking of using but first I'm keen to hear you views overall on the idea of a program that's delivered remotely and relies on technology [Prompt: Are there any challenges or clear benefits of using technology to be more active?]

6. Have you used technology to help you be more active? What difference, if any, did it make?

7. Does where you live in Australia makes a difference to the sort of program design and delivery methods that you prefer? [prompt, e.g., a PA program delivered via your phone might be more attractive if it is hard to access services near you physically].

Individual components

We're now going to explore each of the draft components of the program that are intended to inspire and support women over 50 to get more active.

SMS messages

8. Let's start with the text messages that can be delivered to people's mobile phones at a frequency that they chose. What did you think of them?

9. Do you have any suggestions for improving the content or the 'look' of these messages to make them more encouraging and inspiring?

Email messages

10. People will also be able to opt in to email messages which are longer and have hyperlinks to other resources. What did you think of the examples we sent?

11. Do you have any suggestions for improving the content or the 'look' of these messages to make them more encouraging and inspiring?

Messages overall

12. Would the option to increase/decrease the frequency of SMS or email messages improve the acceptability of the messages?

13. Is it a problem that these messages are one-way and women will not be able to communicate with us via these messages?

Website

14. The website for AWo50 contains a range of information and resources for getting more active. What were your overall impressions of the website?

15. We want the website to be interesting and engaging. How successful is this and what would make it more appealing?

16. We want the content to offer diverse, high quality information. What was your impression of the content? How appropriate do you think it is for the aims of this study in motivating women aged 50+ to get more active?

17. How easy is the website to navigate around and click on the right links?

18. How likely would you be to use a website like this? Have you used other websites to support your physical activity? What did you like about them?

19. What barriers if any, would there be to using a website like this?

20. We're wondering about adding a feature to the website which would allow users to personalise it by doing things like inputting their for physical activity data, goals, and maybe having charts that map progress. Would you find a personal dashboard helpful? If so, what features would be most useful and appealing?

Telephone health coaching

21. Another strategy is for helping women be more physically active is telephone health coaching. We're thinking 2 sessions with a trained health coach, each about 40 minutes. They'd work with each person to identify physical activity options that fit with their preferences and lifestyle, and help them to set some personalised goals. The health coach could also offer a range of resources. What do you think about this idea?

22. How willing would you be to receive telephone health coaching sessions?

23. Could telephone health coaching like this make a difference in your physical activity and help you become more active?

24. Would there be any barriers to receiving telephone health coaching sessions?

Private Facebook group

25. We know that social connection and accountability can support physical activity. One way of including this in the program in a way which isn't too costly is through a private group on Facebook. This would be by-invitation and only for women who are taking part in the trial. Women could share their wins and challenges, share tips, ask questions to the group, or just be observers. The group would be moderated by someone from the Active Women over 50 project team who is also in the target group. What are your thoughts about this as a strategy?

26. How willing would you be to join a group like this?

27. Could a Facebook group help you become more active?

28. Do you currently use Facebook or social media of any sort? If so: which one?

29. What type of content do you find engaging? (eg. videos, personal physical activity challenges, people's stories, recommendations of podcasts, reminders of website content)

30. Do you see any challenges to being part of a private Facebook group for Active Women over 50?

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31. We've talked about four strategies overall: 1. text or email messages, 2. a website, 3. a private Facebook group. And 4. telephone health coaching, Which of these options do you think are most important? If you had to drop one, which would it be?

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Wrap up

32. My final question is about motivation. What else could the program do to help women get and stay active? For example, should we offer incentives and, if so, what should they look like?

33. We're about to finish – Is there anything else we should know that would help us to understand how we can maximise our support of women over 50 to be active?

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