No	Item	Guide questions/description
Domain 1: Research team and reflexivity		
Personal Characteristics		
1.	Interviewer/facilitator	Which author/s conducted the interview or focus group?
		AT, AL, CH
2.	Credentials	What were the researcher's credentials? <i>PI qualifications PhD MSc, MMedSci, Ba, RGN</i>
3.	Occupation	What was their occupation at the time of the study? Researcher
4.	Gender	Was the researcher male or female? <i>Female</i>
5.	Experience and training	What experience or training did the researcher have? <i>PhD. Over</i> 15 years experience as a health services researcher
Relationship with participants		
6.	Relationship established	Was a relationship established prior to study commencement? <i>No</i>
7.	Participant knowledge of the interviewer	What did the participants know about the researcher? Research goals, reasons for doing the research, outputs

No	Item	Guide questions/description
8.	Interviewer characteristics	What characteristics were reported about the interviewer/facilitator? e.g. Reasons and interests in the research topic
Domain 2: study design		
Theoretical framework		
9.	Methodological orientation and Theory	What methodological orientation was stated to underpin the study? <i>Qualitative inquiry,</i> framework analysis and social marketing
Participant selection		
10.	Sampling	How were participants selected? e.g. purposive and snowball
11.	Method of approach	How were participants approached? e.g. Older people face-to-face via trusted contact. Staff by telephone, mail, email
12.	Sample size	How many participants were in the study? 50 older people and 25 staff
13.	Non-participation	How many people refused to participate or dropped out? <i>No drop out</i>
Setting		
14.	Setting of data collection	Where was the data collected? e.g. home, and workplace
15.	Presence of non- participants	Was anyone else present besides the participants and researchers? <i>No</i>

No	Item	Guide questions/description
16.	Description of sample	What are the important characteristics of the sample? e.g. age, gender
Data collection		
17.	Interview guide	Were questions, prompts, guides provided by the authors? Examples of questions and list of issues covered provided
18.	Repeat interviews	Were repeat interviews carried out? <i>No</i>
19.	Audio/visual recording	Did the research use audio or visual recording to collect the data? <i>Audio</i>
20.	Field notes	Were field notes made during and/or after the interview or focus group? <i>Yes</i>
21.	Duration	What was the duration of the interviews or focus group? 20-60 mins
22.	Data saturation	Was data saturation discussed? No, not a grounded theory study
23.	Transcripts returned	Were transcripts returned to participants for comment and/or correction? <i>No</i>
Domain 3: analysis and findingsz		
Data analysis		
24.	Number of data coders	How many data coders coded the data? 4
25.	Description of the coding tree	Did authors provide a description of the coding tree? Thematic framework summary used to present findings.

No	Item	Guide questions/description
		Segmentation model given
26.	Derivation of themes	Were themes identified in advance or derived from the data? <i>Initial thematic framework developed a priori and then developed during analysis</i>
27.	Software	What software, if applicable, was used to manage the data? <i>NVIVO</i>
28.	Participant checking	Did participants provide feedback on the findings? Some attended the consultation event
Reporting		
29.	Quotations presented	Were participant quotations presented to illustrate the themes / findings? Was each quotation identified? <i>Yes</i>
30.	Data and findings consistent	Was there consistency between the data presented and the findings? <i>Yes</i>
31.	Clarity of major themes	Were major themes clearly presented in the findings? <i>Yes</i>
32.	Clarity of minor themes	Is there a description of diverse cases or discussion of minor themes? <i>NO</i>