

Suppl 2. Discussion guide for stakeholders

Duration: 30-60mins

Objective: Understand activities and the processes involved in the implementation of the behavioural incentives intervention, from initial discussions through to intervention design, set up, project management and facilitation. Explore perceptions on acceptability of the intervention and suggestions for improvement.

1. Introduction

5mins

- Explain aim of interview: to understand your thoughts on the behavioural incentives trial and its implementation in the Go4Fun programme.
- Explain confidentiality, recording for research purposes, sign/ collect consent.
- Tell me a little about your background and your role now. What are your favourite/ least preferred parts of your job?

2. Perceptions of and role in the Go4Fun programme

10mins

- What words come to mind when you think of the Go4Fun programme?
- What are the main benefits of the programme? To whom?
- What are the most important components of the programme?
- In your view is anything missing from the programme content?
- What are the weaknesses of the programme? [*prompt parts with low engagement, low understanding, nutrition content, structure/ flow, leadership, management...*]
- DRAW IT: Who is responsible for the management of the programme? [*prompt key managers, then people at all levels*] – can you draw a management structure, including everyone involved?
- How well is the programme managed?
- What are the strengths and weaknesses in the management of the programme?
- What is your usual role in managing the programme?

3. Their role in the intervention

10mins

- Describe your role in the incentives intervention
- At what point did you get involved? Which further points throughout the trial were you involved?
- How did you first hear about the trial?
- What were your first thoughts about the trial?
- Did you have any reservations?
- How did you communicate these?
- How did you overcome the reservations, or do they still exist?
- What other issues did you have at any point in the trial?
- How did you work through these?
- Who did you work with?

4. Delivering the intervention

20mins

- What are your thoughts on the delivery of the intervention?

- Describe the processes involved as you see them
- How would you describe the collaborations involved?
- Were you aware of or personally involved in any conflicting views throughout the implementation of the intervention? [*Prompt the ethics process, designing the new resources, replacing existing resources, introducing the goal-setting and rewards scheme and working through these with families, recording goals, standardising attendance incentives, selecting and procuring the rewards themselves*].
- Who was involved in the conflicting views?
- Tell me about any disruption you feel there was to the normal programme [*explore specific components*]
- What did you feel worked especially well? Why do you think this went well?
- What worked less well? Tell me about the main problems and how they were overcome.
- Are you aware of any problems experienced or feedback from the participating families? How were you made aware of this? Was there a response?

Specific components

- a) Goals and Rewards Group Tracker
 - b) SMART goal setting and structured rewards
 - c) Attendance rewards
 - d) Goal achievement rewards
 - e) Six month goal setting and text messages
- How well do you feel each component was integrated into the existing programme?
 - How well did you and the leaders understand it and how well was it facilitated?
 - What would have improved the process?

5. Perceptions on the impact of the intervention 15mins

- To what extent do you feel the enhanced goal setting and rewards scheme motivated families to do the goals at home?
- To what extent do you feel the rewards (attendance or those linked to goals) motivated families to attend the programme?
- What role do you feel the programme leader played in motivating families to attend and achieve goals?
- What impact do you think the intervention had for families?
- To what extent does the intervention improve the Go4Fun programme?
- To what extent does the intervention address weaknesses with the existing programme?
- What would you suggest to improve the intervention? What would you add or remove?

Thank and close - anything else to add?