

Appendix 1 (as supplied by the authors)

Parents' Perceptions of Obesity Prevention Education for Infants - Semi-structured Interview Guide

Introduction

Background

- Family?
- Knowledge of obesity prevention? For children? For babies?

Objective#1: gather perceptions about infant obesity prevention education with a focus on the following messages:

- **No sweet drinks for kids, not even juice**
- **No screen time for kids under two**
- **Division of Responsibility**
 - “ How do you feel about the idea of doing Behaviour X?”
 - “Is this is something new for you?”
 - “What do you like / dislike about it?”
 - “What are the benefits / negative effects of doing Behaviour X?”
 - “How confident are you that you could do Behaviour X”
 - “What are the things that would make it easier / harder for you to do Behaviour X?”
 - “Who are the people in your life who would support / not support you in doing Behavior X?”
 - “Can you think of anyone who does Behaviour X?”
 - “Are there other challenges that you think parents might face in doing Behaviour X?”
 - Do you have any other thoughts or ideas about this recommendation?

Objective #2: explore preferences for different types of education materials such as posters, displays, videos and text messaging compared to currently-used printed information handouts.

- Thoughts about messages or images that participants have seen
- Input on samples of posters, video, handouts, texts, swag etc
- Timing?