

Appendix 1 (as supplied by the authors): Interview guide

Bronchiolitis

Parents will be interviewed to understand their experience having a child with bronchiolitis. Semi-structured interviews will be conducted with parents in order to get their “narrative” or experiences. The following questions will be used to guide these interviews. Being true to semi-structured interview techniques, interview questions will start broad and then move to the more specific.

1. Tell me about your experience having your child experience bronchiolitis.
 - a. What were the symptoms? How was your child behaving? How did you know they were sick? Has this happened before?
 - b. When did you decide to take them to the emergency department (ED)? Why did you decide to go to the ED?
 - c. Did your child’s illness affect your day to day activities? Were you getting the usual amount of sleep? How did it affect your family? (partner other kids)
2. Tell me about your child that was ill.
 - a. How old is your child? How was your child ill? How were they feeling? Describe this to me. Were they ‘out of sorts’? Were they eating and sleeping as they normally would? Did they miss their usual activities?
 - b. Has your child previously had bronchiolitis? If so, how many times? How was this time different? Was it different? What time of year?
3. Can you tell me about any thoughts or feelings you were experiencing during this time?
 - a. Were you worried, scared, nervous? Was it stressful? If so, how was it stressful?
4. Tell me how prepared you felt during the experience.
 - a. Did you feel confident in what to do to care for your child? Were you confident that you made the right choice to go to the ED? Did you go to your doctor or call the doctor before going to the ED? Did you call or talk to anyone else to seek advice, such as a friend? Family member? Other health care professional?
5. Did you have all of the information you needed to make decisions about when to seek healthcare? Tell me more about that.
 - a. Did you look for information when your child first became ill? Did you look for information about whether or not to go to the ED or see a doctor?
 - b. Where did you find information? What did you find? Did you find anything that was helpful? If so what was it and where did it come from?
 - c. Where would you typically look for health information for your child? Have you found information in the past? If so, what type of information was it and was it helpful? What do you think would makes information useful?

6. Do you use social media?
 - a. If so, did you look for information or ask questions on social media? Would you use social media as a place to get or ask for health information for your child? Which social media platforms do you use (Facebook, Instagram, snapchat, other).
7. What did you do to manage symptoms of bronchiolitis? (any techniques you used, for example, giving Tylenol, talking with family/friends, etc.)
 - a. How did you feel about your treatment regime? Did you feel confident in what you did? How did your child respond to this?
8. How was your experience in the ED? Tell me about it.
 - a. Did you have to wait very long? Approximately how long? How were you feeling during your wait? How was your child feeling? Did you find things for your child to do while waiting? Tell me about your interactions with the healthcare team. Was it an overall positive experience? If so, what made the experience positive? If not, what made the experience negative?
9. Tell me about when or how your child was diagnosed with bronchiolitis – were any tests done? Any medications ordered?
 - a. What tests were done? Were these tests explained to you and why they were necessary? Were you uncomfortable with any of the tests that were done (blood work, xrays, other)? If so, what made you uncomfortable about them? How was your child during these tests - were they nervous, anxious, crying, etc? Do you feel you got all the information you needed about what was happening?
10. What strategies were put in place by health care professionals to help your child? (for example, giving/prescribing medication). Did they ask you to do anything? If so, how comfortable were you with that? Did they ask you what you have already tried?
 - a. Did they give you any information before you went home from the ED? If yes, what did they give you? Did they give you any advice for what to do at home? When to see your doctor? or when to come back to the ED?
11. How did your child manage the experience? How did you feel about the outcome of this situation? Did it go as expected for you?
 - a. Was your child anxious, nervous? Did everything go as you had hoped or planned? Did you have any follow up – other tests, going back to the doctor?
12. If presented with the same situation again (your child being ill with bronchiolitis), would you do anything differently? If so, please tell me.
 - a. How would you make a decision about whether or not to go to the ED? Would you look for information before going this time? Where would you look or who would you ask for advice?
13. If the health system were to have information for parents, what do you think would be the best way to get it to parents? Through their website, call line, advertisements, social media, public health clinics, doctors' offices, etc.?