

Appendix A – Interview guide

Table 3

Interview guide

| Category | Question | Probe |
|---|--|---|
| Job description | Can you tell me something about your work and the patients you see? | X |
| Discussion of alcohol with patients | Can you tell me something about whether and how you discuss alcohol with your patients? | X |
| PHCP alcohol consumption | Can you tell me something about your own alcohol consumption? | How often and how much do you drink? |
| PHCP knowledge regarding alcohol related risks | What do you know about the risks of alcohol consumption? | What do you know about alcohol consumption and heart health; what do you know about alcohol consumption and cancer? |
| | How do you get your knowledge/information about alcohol? | X |
| PHCP risk perception regarding alcohol related risks | In what ways do you think alcohol has an impact/influence on your health? | And on the health of your patients? |
| PHCP perceived influence of AHWL when buying alcohol | To what extent do product labels influence your decision when buying alcohol? | How? |
| PHCP awareness of AHWL | Do you ever read the label? | What exactly do you read, do you ever notice/read warning labels? |
| PHCP attitude towards AHWL | In general, what do you think about communicating risks related to alcohol consumption through product labels? | Which risks do you think should/should not be communicated via product labels? |
| PHCP perceived influence of AHWL | How do you think these warning labels would affect you or the people around you? | And on your patients? How acceptable would you or the people around you find these alcohol health warnings? |
| Perceptions regarding the type of message* | After each message, can you tell me what your first impression of the message is? | X |

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| Category | Question | Probe |
|--|--|---|
| Perceived influence of AHWL on behaviour* | Would you consider changing your drinking habits based on any of these messages? | Why? Would it change your perception of how healthy alcohol is? |
| Perceptions regarding signal words* | How do you feel about the fact that 'warning' is explicitly mentioned? | X |
| Perceptions regarding causal language* | How do you experience the differently worded messages? | How do you think the message should be worded? |
| Perceptions regarding framing* | What are your thoughts on these different ways of wording the messages? | X |
| | Which message do you prefer? | Why? <i>Probe by preference 'enjoy but drink in moderation':</i> What does drink in moderation mean to you? |
| Perceptions regarding positioning* | What difference would it make if the warning was on the front or back of the product? | Why? |
| Perceptions regarding colour scheme* | How do you feel about the difference in colour use and colour combinations? | Why? |
| Perceptions regarding images* | What do you think about adding different types of images alongside the text message? | X |
| Perceptions regarding size* | How big do you think the label should be? | Small, medium, large; why? |
| Preferred regarding format and content | Of all the information presented to you and even all the other information not discussed today, which type of alcohol labelling content would you describe as the most appropriate and likely to be effective? And which format? | Why? |
| Discussion of alcohol with patients | How would having warning labels on alcohol products affect the ability to discuss alcohol with your patients? | X |

Note: *AHWL messages or designs were presented to the PHCP
AHWL: alcohol health warning label; PHCP: primary healthcare providers

Appendix B – Content and designs of alcohol health warning labels

Table 4

Content of alcohol health warning labels used in the interview

| Category | Message |
|------------------------|--|
| Type of message | Alcohol harms your health |
| | Alcohol increases your risk of cancer |
| | Alcohol increases your risk of breast, bowel, throat, and mouth cancer |
| | Drinking alcohol can harm your unborn baby |
| | Alcohol increases risks of violence and abuse |
| Signal words | Alcohol increases your risk of cancer |
| | Warning: alcohol increases your risk of cancer |
| Causal language | Alcohol causes cancer |
| | Alcohol increases the risks of cancer |
| | Alcohol can cause cancer |
| Framing | Drinking less reduces your risks of getting cancer |
| | Drinking alcohol increases your risks of getting cancer |
| | Enjoy, but drink responsibly |

Figure 1

Designs of the alcohol health warning labels used in the interview



1.



2.



3.

Note: 1. Positioning of the AHWL; 2. Colour scheme of the AHWL; 3. Use of image on the AHWL.
AHWL: alcohol health warning label