

# Supplementary file 1: Interview guide

## Introduction

Dear [Participant],

Thank you very much for being here today. My name is Emma van der Elsen, I am a master's student at Maastricht University's Department of Health Education and Promotion. Today, I'll be conducting the interview for my master thesis on behalf of the World Health Organization in the European Region and Maastricht University.

The purpose of today's interview is to learn about your thoughts and opinions on alcohol health warning labels. We'll start by discussing your general perceptions about these labels, and then we'll move on to specific questions about their content and format.

Before we get started, I want to let you know that this interview will be recorded for accuracy and reference purposes. The recording will be deleted afterwards. Your participation indicates your agreement to being recorded. If you have any concerns or questions about this, please feel free to let me know.

The interview will last about 25-30 minutes. I remind you of your right to withdraw from the interview or to skip questions that you do not want to answer at any time.

Do you have any questions before we start?

*\*Start recording\**

- Could you briefly introduce yourself by your age and where you are from?
- Alcohol is a widely consumed product, both by young and old. What is your first association if I say the word alcohol consumption?
- Could you tell me a little bit about your own alcohol consumption? Probe: how often and how much do you drink?
- What do you know about the risks of alcohol consumption? Probe: what do you know about alcohol consumption and heart health; what do you know about alcohol consumption and cancer?
- How do you know what you know about alcohol? Probe: where do you get your information from?
- How do you perceive the potential impact of alcohol on your health?
- Do you ever read the label? Probe: What do you read? Do you ever notice / read nutritional information or health warnings?
- To what extent do product labels impact your decision-making process when purchasing alcohol? Probe: how?

## **Alcohol health warning labels in general:**

*\*Provide example of alcohol health warning label\**

Alcohol health warning messages are messages that contain information about the potential harms of alcohol consumption. At the moment, in the Netherlands, messages like these contain a pregnancy pictogram.

- What do you think in general about communicating risks associated with alcohol consumption through product labels? Probe: Which risks do you think should / should not be communicated through the product label?
- What do you think would be the influence of these alcohol health warning labels on you or the people around you? Probe: how acceptable would you or people around you find these alcohol health warning labels?

## **Content:**

*\*Provide examples of different health warning label content, showing each message separately.\**

*Examples:*

- Alcohol harms your health
- Alcohol increases the risk of cancer
- Alcohol increases the risk of breast, bowel, throat, and mouth cancer
- Drinking alcohol can harm your unborn baby
- Alcohol increases risks of violence and abuse

Question asked after each separate message is shown:

- What's your first impression of this message?

Questions asked after all separate messages are shown:

- Which message is the most effective to increase your knowledge?
- Which one is most effective to increase your perception of harm?
- Would you consider changing your drinking behavior based on any of the messages provided? Probe: why/why not?; Would it change your perception of how healthy alcohol is?
- Would you discuss this kind of information with your friends or family? Probe: why?/why not?

## **Signal words**

*\*Provide examples of different signal words within alcohol health warning messages\**

"Alcohol increases the risk of cancer"

"Warning: alcohol increases the risk of cancer"

- How do you perceive the differently worded messages? Probe: How should the message be worded?
- What do you think about the fact that “warning” is explicitly stated?
- How much does the message source matter? Probe: Would you perceive the message differently if it was from the government vs. no particular source?

### **Framing**

*\*Provide examples of different framing within alcohol health warning messages\**

Positive: Drinking less reduces your risks of getting cancer.

Negative: Drinking alcohol increases your risks of getting cancer.

Ambiguous: Enjoy, but drink responsibly.

- What are your thoughts about these different types messages?
- Which message would you prefer to see? Probe: Why?

### **Format:**

*\*Shows examples of different formats of alcohol health warning labels separately (with the same content: “Alcohol increases your risk of cancer”)\**

- What do you think about the different formats? Probe: Why?
- What size do you think the label needs to be? Probe: small, medium, large; why?
- What difference would it make if the warning was positioned on the front or back of the beverage? Probe: Why?

### **Ending**

*\*Interviewer summarises and signals the conclusion of the interview\**

- Of all the information presented to you, or also any other information that was not discussed today, which type of message content of alcohol health warning messages would you describe is most appropriate and likely to be effective? And which format? Probe: Why?

*End*



**Example 3:** Example of a warning message using different colour schemes on the label



**Example 4:** Example of a warning message alongside nothing, a symbol, or an image on the label



# Supplementary File 3: COREQ checklist

## Consolidated criteria for reporting qualitative studies (COREQ): 32-item checklist

Item No	Guide Questions/Description	Reported on Page #
<b>Domain 1: Research team and reflexivity</b>		
<b>Personal Characteristics</b>		
1. Interviewer/ facilitator	Which author/s conducted the interview or focus group?	4
2. Credentials	What were the researcher's credentials? E.g., PhD, MD	4
3. Occupation	What was their occupation at the time of the study?	4
4. Gender	Was the researcher male or female?	4
5. Experience and training	What experience or training did the researcher have?	4
<b>Relationship with participants</b>		
6. Relationship established	Was a relationship established prior to study commencement?	4
7. Participant knowledge of the interviewer	What did the participants know about the researcher? e.g. personal goals, reasons for doing the research?	4
8. Interviewer characteristics	What characteristics were reported about the interviewer/facilitator? e.g. Bias, assumptions, reasons and interests in the research topic	4
<b>Domain 2: study design</b>		
<b>Theoretical framework</b>		
9. Methodological orientation and Theory	What methodological orientation was stated to underpin the study? e.g. grounded theory, discourse analysis, ethnography, phenomenology, content analysis	3
<b>Participant selection</b>		
10. Sampling	How were participants selected? e.g., purposive, convenience, consecutive, snowball	4
11. Method of approach	How were participants approached? e.g., face-to-face, telephone, mail, email	4
12. Sample size	How many participants were in the study?	4
13. Non-participation Setting	How many people refused to participate or dropped out? Reasons?	4
14. Setting of data collection	Where was the data collected? e.g., home, clinic, workplace	4
15. Presence of nonparticipants	Was anyone else present besides the participants and researchers?	N/A
16. Description of sample	What are the important characteristics of the sample? e.g. demographic data, date	4
<b>Data collection</b>		
17. Interview guide	Were questions, prompts, and guides provided by the authors? Was it pilot tested?	5
18. Repeat interviews	Were repeat interviews carried out? If yes, how many?	5

Item No	Guide Questions/Description	Reported on Page #
19. Audio/visual recording	Did the research use audio or visual recording to collect the data?	5
20. Field notes	Were field notes made during and/or after the interview or focus group?	5
21. Duration	What was the duration of the interviews or focus group?	5
22. Data saturation	Was data saturation discussed?	4
23. Transcripts returned	Were transcripts returned to participants for comment and/or correction?	5
<b>Domain 3: analysis and findings</b>		
<b>Data analysis</b>		
24. Number of data coders	How many data coders coded the data?	5
25. Description of the coding tree	Did the authors provide a description of the coding tree?	5
26. Derivation of themes	Were themes identified in advance or derived from the data?	5
27. Software	What software, if applicable, was used to manage the data?	5
28. Participant checking	Did participants provide feedback on the findings?	5
<b>Reporting</b>		
29. Quotations presented	Were participant quotations presented to illustrate the themes/findings? Was each quotation identified? e.g., participant number	19-26
30. Data and findings consistent	Was there consistency between the data presented and the findings?	19-26
31. Clarity of major themes	Were major themes clearly presented in the findings?	19-26
32. Clarity of minor themes	Is there a description of diverse cases or a discussion of minor themes?	19-26

**Developed from:**

Tong A, Sainsbury P, Craig J. Consolidated criteria for reporting qualitative research (COREQ): a 32-item checklist for interviews and focus groups. *International Journal for Quality in Health Care*. 2007. Volume 19, Number 6: pp. 349 – 357

## Supplementary File 4: Drinking categories

**Table 2.** Drinking categories

Type of drinker	Description
Drinker	Has occasionally drunk alcohol in the past year
Guideline drinker	Drinking no alcohol or at least not more than 1 glass of alcohol per day
Occasional excessive drinker	Drinking more than 14 glasses of alcohol per week (women) or more than 21 glasses of alcohol per week (men) at least once every three months
Excessive drinker	Drinking more than 14 glasses of alcohol per week (women) or more than 21 glasses of alcohol per week (men)
Occasional heavy drinker	Drinking at least 4 (women) or 6 (men) glasses of alcohol in one day at least once every month
Heavy drinker	Drinking at least 4 (women) or 6 (men) glasses of alcohol in one day at least once a week