**Supplemental Material: Semi-Structured Interview Guide**

[Opening]

Thank you for meeting with me today. I am working with a group of clinical psychologists and psychiatrists on a project about cognitive behavioral therapy, the kind of therapy that you’ve been doing with your therapist. For this project, we want to develop a few short educational videos that describe what cognitive behavioral therapy is to children and their parents. Cognitive behavioral therapy is a mouthful. I’ll be calling it CBT from now on.

1. To start, please tell me what comes to mind when you think about CBT?
2. Could you tell me what you know about CBT? In your own words, how would you explain what CBT is?
3. When you first learned about the kind of therapy we do here, do you remember what questions you had? What did you want to know about CBT?
4. How much did you know about CBT from movies, TV, the Internet, or other people? Did all or any of it match your experience?
5. Thinking about your experience, were there any parts of therapy that were confusing?
6. What would you want to tell someone who was about to start CBT?
7. Think of three words that describe how you felt about CBT when you first learned about it. What would those words be? And if you were to add a picture to each of these words, what would it be?

FOLLOW UP: How so?

1. The goal of the CBT is to reduce anxiety. If someone asked you how anxiety becomes a problem in someone’s life, what would you say? What is important for other patients to know?
2. Could you tell me if there any specific skills or areas that CBT targets?

FOLLOW UP: What about thoughts? Feelings? Actions?

Are there any questions you wish you’d asked before you started the CBT?

1. [For parents: What was your involvement in CBT?] What would be useful for [other] parents to know?
2. Have you ever read or heard about any scientific research about CBT? Is this something we should talk about in the videos?
3. Did you know about somebody else’s experience with CBT? Was is positive or negative? What would be useful for others to know?

As I said, we want to develop a few videos about CBT. Let’s talk about those now.

1. First, we need to decide ***who*** will be in the video. What characters do you think we should include?

FOLLOW UP: Should there be any non-human characters? Animals? Superheros?

What about children. Should we include a boy or girl?

 Parents?

Friends?

 Doctor?

1. Ok. Now we need to decide ***where*** they talk.

FOLLOW UP: Home?

 School?

 Doctor’s office?

 Somewhere outside, e.g., in the park?

1. This is starting to shape up nicely. Next, we should to decide ***what*** they would talk about. We’ve already started talking about this. What questions about CBT do our characters need to ask and answer?

FOLLOW UP: Should they find out about the CBT explanation of how anxiety becomes a problem in someone’s life?

Should they ask about how it has worked for other kids?

Should they ask about how exposures work?

Should they ask about what parents can and can’t do to help?

1. Now the fun part. We get to decide ***how*** the video will look like.

Let me ask you first, are there any cartoons or animated movies that you like?

My examples might be slightly different. Here are some pictures. Which style do you like the most? How so?

1. What do you think the take home message from the videos should be?
2. Is there anything I missed? Anything important that I haven’t asked about?