**Supplementary material**

Explanation of the activities used during the in-depth interviews.

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| **Activity** | **Purpose** | **Questions** | **Exploratory** | **Elaborative** |
| ‘Grocery Shop’Identify dairy products that participants purchase regularly and that themselves and their child consume regularly  | Introduction activity to identify general patterns including potential ***strategies*** and ***expected outcomes*** related to purchasing and consuming milk and milk products | 1. ‘Please tell us about what you have on your plate’
2. ‘How do you decide what products to purchase for yourself and your family?’
3. ‘Do you limit/encourage your child’s dairy product consumption in any way?’
4. ‘When you think about the milk products that you like, how do you normally consume them?’
 | Yes | Yes |
| Participants provided with a list of positive and negative outcomes and asked to think about whether these could occur from consuming dairy products for a) themselves and b) their child | To elicit perceived positive and negative ***outcomes*** for ***consuming*** dairy products for themselves and their child and elicit the ***value*** attached to these outcomes | 1. Are there any benefits that you think your child can get from consuming milk and milk products?
2. Are there any additional benefits, not listed, you think your child get from consuming milk and milk products?
3. What negative outcomes do you think your child may experience from consuming milk and milk products?
4. Do any of these anticipated negative outcomes stop you from feeding your child dairy?

Questions repeated from the parents perspective | Yes | Yes - this activity was modified slightly with participants asked:1) What are your top 5 barriers to consuming milk and milk products? 2) What are the top 5 benefits from consuming milk and milk products? |
| Brainstorm activity. Participants asked to share how they decide what dairy products to purchase  | Elicit perceived ***benefits and barriers*** to ***purchasing*** milk and milk products | 1. How do you determine which groceries you buy?
2. Based on the list we created, where does dairy fit into your grocery shopping?
3. What prevents you from purchasing dairy?
4. How does your family react when you buy dairy and put it in the fridge?
 | Yes | No |
| Brainstorming activity for purchasing strategies which were recorded on a flip chart by the researcher | To elicit ***strategies*** for ***purchasing*** dairy products/healthy diet | 1. Do you have any strategies you currently use to ensure that you purchase dairy products/healthy food products in the grocery store?
2. Can you think of any other strategies that might work for others life yourself to purchase dairy products?
 | Yes | Yes  |
| Brainstorming activity for consumption strategies which were recorded on a flip chart by the researcher | To elicit ***strategies*** for ***consuming*** dairy products/healthy diet for the parent and child | 1. What strategies do you currently use to ensure that you consume adequate dairy products/a healthy diet
2. Do you think your child notices what you eat?
3. What strategies do you use to ensure your child consumes adequate dairy products/a healthy diet
4. What strategies would encourage you to increase your consumption of dairy products? (Recipes, research articles etc.)
 | Yes | Yes |
| Participants were given a brown envelope full of positive and negative outcomes identified as valued by the exploratory focus groups. Participants were asked to rank the outcomes in order of importance and glue onto the paper provided | To elicit which ***outcomes*** parents ***value*** when making decisions about what they want to ***purchase*** and what they want their family to ***consume***  | 1. Can you tell me what you consider to be the most important things when determining what to purchase for your family?
2. Can you tell me what you consider to be the most important things when determining you and your child should consume?
 | No | Yes |
| Myth busters activity aimed at providing parents with a series of different ‘facts’  | Elicit what ***outcomes*** participants ***value*** and how they make decisions regarding information | 1. Please determine whether you believe this myth buster if it was presented to you
2. Please also record whether you care about this information or not
 | No | Yes |
| Effective communication. Participants shown images of a message campaign and asked about this method of communication | To determine how parents would like information to be shared with them and what information they would like to receive  | 1. Where do you get your information about dairy products?
2. What would make you pay attention to a message about a food product?
3. What would make you believe and agree with the message about the product?
4. What would make you remember the message?
5. What would be the best method of communication for you?
 | Yes | Yes – modified as parents were presented with specific delivery methods and asked if they would like this (e.g., calendars, newsletters, grocery pads) |