**Supplementary material: Focus group discussion guide**

**Topic introduction:** *As you all know, there are many infant formula products out there to choose from. So let’s look at what helped your decision about what infant formula to buy for your child.*

1. When you first started feeding (or first started thinking about feeding) infant formula to your most recent child, who did you talk to or where did you go for information about the different products available?
2. What was the most helpful source of information or advice on infant formula?
3. What made you decide on the particular product that you ended up buying?
4. Did you decide what you were going to buy before you got to the shop or while you were at the shop?
   1. How come?
   2. What is it about information that you get from other sources that helps you choose between products/make a decision more easily than using just the labelling information alone?

**Topic introduction:** *Now let’s look at how useful the different parts of the label are when you’re choosing which infant formula to buy.*

1. When choosing between different infant formula products, what information did you look for on the package/label to help you make a decision?

**Individual activity followed by group discussion:**

*Now, we’re going to give each of you a stack of cards. Each card shows a different piece of information that you can find on or with a tin of infant formula.*

i. Claims (e.g., nutrition content claims)

ii. The protein source statement (e.g., ‘whey dominant’)

iii. The nutrition information statement

iv. The ingredient list

v. Premium labelling or logos (e.g., ‘Gold’)

vi. The breast is best statement

vii. Price

viii. Brand

ix. Age information (e.g., ‘From birth’, Step 1)

*You’ll notice that in the middle of the table we have five buckets labelled from ‘Very useful’ to ‘Not at all useful’. We would like you to think about each piece of information and then put the card into the bucket that best matches how useful you find that information when you’re deciding on which particular infant formula product to buy.*

*You can have a few minutes to do this.*

*[Each bucket was emptied from most to least useful, and the following questions were asked for each piece of labelling information]*

1. How do you use the \_\_\_\_ (insert name of part of label) when choosing between infant formula products/when making a decision about which infant formula product to buy?
2. When you read this, what main message do you get from it? What do you understand it to mean? How does it affect your choice of infant formula??
3. Is it easy/clear to understand? Can you think of any way this could be improved to make it clearer or easier to understand?
4. Is it easy to find? Do you expect to see it in a certain location on the product?

Additional questions when discussing the ingredient list:

1. Are there specific ingredients that you look for or try to avoid when choosing between products? Which ones? How come?

Additional Q when discussing most/least useful labelling information:

1. What do you think makes \_\_\_\_\_ (insert name of part of label) so useful/important when you’re deciding which infant formula to buy? / What do you think are some of the reasons why you find/don’t find \_\_\_\_\_ (insert name of part of label) very useful/important?

**Topic introduction:** *Now, let’s look at your thoughts on the information about infant formula that was and is available to you.*

1. Overall, thinking about all the information you gathered from different people and different places before making a decision about which infant formula to buy, do you feel that you had enough information to make a good decision between the different infant formula products available?

(Probe: This includes information that you might have received from family, friends, the hospital, your doctor, on the internet, in pamphlets)

1. Is there any further information you would have liked to know before shopping for infant formula?

(Probe: What additional information, if any do you think would have helped you to make a better informed decision/to feel better about the decision you made?)

1. Now thinking only about the information that you see on tins of infant formula, do you feel there is enough information to allow you to decide between products (using the labelling information alone)?
2. What other information do you feel is missing from or would be a useful addition to the information that you see on tins of infant formula?
   1. How would you use this information?
   2. How would this information help you choose between products?

**Conclusion:** *So, that brings us to the end of the discussion. Is there anything that hasn’t already been raised that you think is important to include or mention?*