

Supplementary File 1 – Focus Group Discussion Questions

Severity

1. How much of a threat do you perceive or know physical inactivity to be?
2. How dangerous do you perceive or know non-communicable diseases to be?
3. How much knowledge do you have on the impact of physical inactivity on an individual's life expectancy?

Susceptibility

1. How susceptible do you perceive yourself to be to non-communicable contracting diseases?
2. How long do you think you will be able to live without any non-communicable diseases?
3. What do you perceive to be the ultimate cost of physical inactivity?

Benefits

1. What do you perceive as the benefits of being physically active?
2. How much knowledge do you have on the impact of physical activity on an individual's health?
3. What are the beliefs you have about physical activity?

Barriers

1. What are the barriers that prohibit you from engaging in physical activity?

Self-efficacy

1. How do you feel about physical activity?
2. How confident are you that you can adhere to physical activity?

Cues for action

1. How much knowledge do you have about physical activity?

Social marketing

1. What would you sacrifice to be physically active? – Price
2. What type of messages would you like to be exposed to in order to be more physically active?– Product
3. Which platforms would you like these messages to be delivered in order to initiate or adhere to physical activity? – Promotion
4. Which places typically encourage you to be physically inactive where these messages can be placed? – Place

Phase 3 Focus Group Discussion Questions

Severity

1. Following the information and social marketing intervention, how much of a threat do you now perceive or know physical inactivity to be?
2. How dangerous do you now perceive or know non-communicable diseases to be?
3. How much knowledge do you now have on the impact of physical inactivity on an individuals' life expectancy?

Susceptibility

1. After the intervention you have been exposed to how susceptible do you now perceive yourself to be to contracting a non-communicable disease?
2. How long do you now think you will be able to live without any non-communicable disease?
3. What do you now perceive as the ultimate cost of being physically inactive?

Benefits

1. What do you now perceive as the benefits of being physically active?
2. How much knowledge do you now have on the impact of physical activity on an individual's health?
3. What beliefs do you now have about physical activity?

Barriers

1. What are the barriers that now prohibit you from engaging in physical activity?

Self-efficacy

1. How has the way you feel about physical activity changed?
2. How confident are you now that you can adhere to physical activity?

Cues for action

1. How much knowledge do you now have about physical activity?