

<b>Broad Themes</b>	<b>Positive Comments</b>	<b>Negative Comments</b>
<b>Marketing</b>	<p><i>"Schedule groups during sporting event"</i></p> <p><i>"Need better advertising, pts don't know where to go. MD's don't know where to refer. (3)</i></p> <p><i>"Regularly scheduled." (2)</i></p> <p><i>"...media supported by government agencies."</i></p>	<p><i>"Please expand your services to other commonly used languages in Canada"</i></p> <p><i>"Should promote general men's health, not just prostate cancer issues."</i></p> <p><i>"I have never recommended or been aware of such groups."</i></p> <p><i>"...calling it a "support group" might scare away some men."</i></p>
<b>Inclusivity</b>	<p><i>"Important to consider spouses experience with prostate cancer." (3)</i></p> <p><i>"Ethnic diverse prostate support groups would be helpful." (3)</i></p>	<p><i>"...language + culture barriers are significant." (4)</i></p>
<b>Privacy</b>	<p><i>"..an outlet for men to share their experience and stay anonymous may help other patients." (2)</i></p>	<p><i>"The vast majority of men prefer not to talk in group setting" (2)</i></p>
<b>Accessibility</b>	<p><i>"Web based support groups are important." (4)</i></p> <p><i>"There should be a support group in each community - if not web-based access available" (2)</i></p>	<p><i>"Elderly patients... are not comfortable with web-based services" (2)</i></p> <p><i>"A good portion of the largest group are not on the web so an office based group program needed" (2)</i></p> <p><i>"...web based access important but how do we access/educate them [blue-collar workers]."</i></p>
<b>Balance</b>	<p><i>"I am strongly in favor of support groups that are led/driven by patient needs and interests."</i></p> <p><i>"The support group needs to be balanced to help patients work through this in a way that doesn't alienate them."</i></p>	<p><i>"As a physician...I was very reluctant to join any groups, fearing I would become the '2nd opinion."</i></p> <p><i>"I do not think have a group lead that's a "survivor" is necessarily a good thing."</i></p>
<b>Education</b>	<p><i>"...education is most important..." (2)</i></p> <p><i>"...dissemination of up-to-date treatment options."</i></p>	-

**Table 2: Key Thematic elements from open text questions (numbers indicate number of similar comments)**