

1 **Supplementary Material**

2 **Appendix 1 – Focus Group Discussion Guide**

3 **A National Survey of Attitudes to Health-Promoting Financial Rewards**

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5 **I. Introduction to the Research**

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- 7 • Welcome to the focus group
- 8 • This group will discuss the acceptability of financial rewards for health promoting
- 9 behaviours, e.g. a cash reward in return for increasing physical activity.

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11 **II. Introduction to the Researchers**

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- 13 • I am Emma Giles and I am a researcher at the Institute for Health & Society at Newcastle
- 14 University, with a background in marketing, public health and health behaviours.
- 15 • Introduce second moderator if applicable.

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17 **III. Ethical Issues**

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- 19 • Before we begin, has everyone brought their signed consent forms? (Collect forms)
- 20 • To remind you, this session will be audio recorded. If you object to this please say now.
- 21 • All data arising from this focus group will remain confidential and of use to the researchers.
- 22 The data will be securely stored and any information you give will be anonymised. You are
- 23 free to withdraw from this research at any time by contacting the research team.
- 24 • Can I also remind you that you are bound by confidentiality and for you not to repeat what is
- 25 discussed outside of this room.
- 26 • A debriefing sheet will be provided to you at the end of the session providing you with the
- 27 contact details of the researchers.

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29 **IV. Ground Rules**

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- 31 • Please contribute to the discussion. Everything you say is valued and there are no right or
- 32 wrong opinions.
- 33 • If someone is talking please try not to talk over the top of them, as it is difficult to capture
- 34 multiple voices on the audio recording.

- 35
- Please respect other people’s opinions, even if they are different from your own.
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- This discussion should take no longer than 90 minutes and could be much shorter.

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38 **V. Ice-Breaker’**

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- Can we introduce ourselves to the group. I’ll start...

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42 **VI. Section One: Financial rewards**

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- Before we begin I would just like to provide you with a couple of examples of what we mean by financial rewards and losses.

- These incentives can be for many health behaviours: including smoking, healthy eating, vaccination and screening, physical activity, safe sun and sensible alcohol consumption.

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- Can I just ask who has come across financial rewards or losses for smoking, dietary, vaccination, screening or safe sun behaviours? (In what context)

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- Who has come across financial losses for these sorts of behaviour? (In what context)

- Who has come across lottery systems for these sorts of behaviours? (In what context)

- What do you think are the advantages of rewards, lotteries and penalties?

- What do you think are the disadvantages of rewards, lotteries and penalties?

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58 **VII. Section Two: What makes financial rewards acceptable?**

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- This second section will ask your opinions on whether you think financial incentives are acceptable and why. Please remember to think about rewards, penalties and lottery systems.

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- Would you accept a financial incentive to change your behaviour?

- Why do you say that?

- Would you think it is acceptable to offer them to other people? Who? Why?

- Would financial rewards help you to change your behaviours? Can you explain?

- How fair do you think financial reward schemes are?

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- 69 • Do you think financial reward schemes are fair to everyone? Can you provide examples of
70 what you mean?
- 71 • How can financial reward schemes help individuals to achieve their behaviour goals?
- 72 • Should everyone be given financial rewards? Can you provide examples of what you mean?
- 73 • What do you think about financial rewards and long term behaviour change (e.g. for quitting
74 smoking for two or more years)?
- 75 • What do you think is the effect of financial rewards on individual's motivation to change
76 their behaviour?
- 77 • What advantages do financial rewards give to governments do you think?
- 78 • What advantages do financial rewards give to individuals do you think?
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80 **VIII. Section Three: What makes financial rewards unacceptable?**

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- 82 • This section will ask your opinions on whether you think financial rewards are unacceptable
83 and why. Please remember to think about rewards, penalties and lottery systems.
- 84 • Do you think that individuals who receive financial rewards will be honest when they are
85 reporting their behaviours to a researcher?
- 86 • For what reasons would you not accept a financial reward to change your behaviours?
- 87 • What do you think you would feel if you didn't manage to change your behaviour and so
88 couldn't receive a financial reward?
- 89 • What do you think you would feel if you were penalised for not changing your behaviour?
- 90 • Do you think financial rewards discriminate against any particular (types of) individuals? Can
91 you say who and why?
- 92 • What disadvantages do financial rewards give to governments do you think?
- 93 • What disadvantages do financial rewards give to individuals do you think?
- 94 • How cost-effective are financial rewards do you think?
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96 **IX. Section Three: Cross-cutting themes**

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- 98 • This section will ask your opinions on wider issues related to financial rewards.
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- 100 • Where do you think financial rewards should be used? In which countries? Why?
- 101 • What are your feelings towards financial rewards?
- 102 • What are your feelings towards financial penalties?

- 103 • Do you think people should be penalised for unhealthy behaviours? Why?
- 104 • Do you think people should be rewarded for healthy behaviours? Why?
- 105 • Should everyone be entitled to the same incentives? Why? Why not?
- 106 • Do you think financial rewards can bring people together? Why? Why not?
- 107 • What format do you prefer for incentives and why?
- 108 • How much is an acceptable reward amount and why?
- 109 • How often would you need a reward and why?
- 110 • How would you prefer financial reward to be referred to, e.g. rewards, penalties, losses?

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112 **X. Questions/Comments?**

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- 114 • Thank you for participating in this focus group.
- 115 • We have discussed [quick summary].
- 116 • Does anyone have any comments or questions or wish to change their thoughts on
117 incentives after hearing what others have said?
- 118 • Please take this debriefing sheet with you, and if you have any questions arising from your
119 participation in this research please do contact me using the details provided.
- 120 • Thank you; here is the £20 voucher to thank you for your time. Please could you sign the
121 sheet to say that you have received your voucher?
- 122 • If you have any travel expenses, please take one of these envelopes and complete the form
123 as per the instructions inside.
- 124 • Thank you.

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