

## **Outline Topic Guides to inform Common Process Evaluation in SALIENT**

### **Stakeholder/Respondent groups**

#### **1. Intervention recipients/users**

Primary option will be in-person focus groups. However, given the nature of recruitment to some trial this may also be one-to-one interviews conducted remotely via a digital platform or telephone.

#### **2. Intervention designers / developers / implementers**

Primary option will be in-person one-to-one interviews. Secondary option will be remote interviews like the above.

### **Approach**

A common data set will be collected across IPEs but precise topic guide wording will be tailored to the needs of the specific context of the included trial/interventions. This will generate comparable data across all included trials/evaluations to inform a SALIENT meta-evaluation. To do this we will develop a common topic guide that comprises two main sections.

**Section one** will be an intervention-specific narrative account of the process that stakeholders and respondents observed, are aware of and participated in.

**Section two** will be a set of broader 'common' wider questions that will be used across the various process evaluations.

For this evaluation we will use the basic principles of realist evaluation: we are trying to understand what works, for whom, in what circumstances, and why. Given the time constraints and the nature of the various interventions in the SALIENT study, it is unlikely that we will be able to conduct true realist evaluations but will broadly try to adhere to realist principles wherever possible in all process evaluations.

### **Sample topic guide – Intervention Recipients/Users**

#### **1. Introduction:**

- Thank participant/s for agreeing to take part in the focus group/interview
- Introduce study
- Emphasise that it is a discussion with no right/wrong answers, and it would last about an hour
- Describe confidentiality and anonymity procedures (for focus groups including respecting each other's confidentiality about any personal details shared)
- Ask if any questions about the study or maintaining confidentiality
- Check if participant/s still happy to take part

- Talk through consent form and gain permission to audio-record
- Ask participants to sign the consent form

## **2. Background**

- Introductions. If an FG then go around the group to introduce everyone.
- FGs: If you could include your name (for recording)

## **3. Narratives around their experience of using the intervention**

- Tell me about your experience of the intervention?
- What do you think of the intervention? Was it easy to use/access? Did you understand how the intervention was presented? Could you apply it to your shopping/purchasing/food related behaviour?
- Do you think that the changes/swaps you could have made based on the intervention were OK for you? What about other people you buy food for e.g in your household such as partners, children and other relatives?
- Did you make any changes to what you buy/choose as a result of the intervention? What items did you stop or start buying/choosing? Will you continue with these changes?
- What kind of impacts on your shopping do you think it has had (good and bad)?
- Were there any things that made the intervention hard/easy to use?
- Were there any wider considerations when shopping using the intervention e.g. cost, availability, taste, preferences etc..
- Has it changed what you eat? Has it made you think about the environment any differently? What do you understand by a low carbon or more sustainable and / or a healthy diet? (we will be asking about either or both, depending on the intervention)
- If so, what kind of changes have you made? Do you think these changes will last? Maybe prompts about food waste, diet, reducing meat purchase and consumption, increasing purchases of plant-based products etc?
- Have there been any other impacts? E.g. has it made your shopping cheaper/more expensive?
- Will you continue using the intervention in the future?
- How do you think the intervention works to change behaviour?
- Under what circumstances do you think the intervention might work best?
- What people do you think might be most affected by the intervention? Who would use it most/least? What could be done to get more people to use it?
- Do you think the intervention is effective? If not, why?
- What improvements would you make to the intervention?
- What are the likely impacts of these improvements?

## **4. Closing**

- Thank participants for their time
- Make sure they have researchers' contact details

- Make sure they receive gift voucher

## **Sample Topic Guide – Designers/Developers/Implementers**

### **1. Introduction:**

- Thank participant for agreeing to an interview
- Introduce study
- Describe confidentiality and anonymity procedures
- Ask if any questions about the study or maintaining confidentiality
- Check if participant still happy to take part
- Talk through consent form and gain permission to audio-record
- Ask participant to sign the consent form
- Explain that we understand that we know that they may not have been involved in, or know about all aspects of the intervention, so if we ask you a question that is unclear or unrelated to your role then please tell us.

### **2. Background**

- What is your current role?
- Describe your place in the organisation, what team/group are you in?
- How are you involved? What are your responsibilities and tasks?
- When did you become involved in the development of the intervention

### **3. Narrative around how the intervention**

- Tell me about the intervention and what you think about it
- How did the intervention come about? What was its rationale and what was it trying to achieve?
- How did the design process work? What were the steps? Were users involved in development and testing?
- How do you think the intervention works to change behaviour?
- What is your view of the intervention? Acceptable to the user? Effective?
- What about the reach of the intervention? Who is it for and why?
- How did you think the intervention might work (or not work)? For whom would it work for the best/the least?
- What were/are the challenges in development and implementation?
- Were these challenges resolved? How?
- What helped or hindered the delivery of the intervention?

### **4. Core questions**

- How was the business case for the intervention developed? Did this business case change over time? How was the business funded?
- Have there been any external pressures (from investors, the public etc)? Did these pressures result in any changes?
- How did the regulatory environment affect the design and development of the intervention?
- How was/is this intervention related to the organisation/companies' wider health/environmental goals?
- How are/were organisation/business decisions made?

- How did users react to the intervention? Did they like it? Does it work in the way you expected?
- Did you change anything because of user feedback or make any other changes post-implementation?
- What would help make the intervention work better/more effectively?
- Do you think the intervention is a (commercial) success? Would the organisation/company develop other interventions or develop this one further?
- Where do you see this product going in the future?

## **5. Closing**

- Thank participants for their time
- Make sure they have researchers' contact details
- Make sure they receive gift voucher (if appropriate)