

Interview topic guide: employees in intervention arm

Thank you for agreeing to be interviewed. I would like to hear your views about the Walk to Work scheme and whether it is possible for workplaces to encourage people to increase the amount of walking in their journey to and from work. We will be recording the discussion but what you say will be confidential. If we quote anything you say, we will use an ID number and not your name or your company's name. Please be as honest as you can.

a) Influences on travelling to work

I would like to start by asking what you think are the most important influences on the way people travel to work. (PROMPT: Personal, family, job, workplace location, public transport, working hours)

b) The Walk to Work scheme

In your workplace, has a Walk to Work promoter contacted you about walking to work?

If no Did you know if there was a Walk to Work promoter (workplace contact) in your workplace?
If there was, can you think of any reasons why they may not have contacted you?

If yes *How did they contact you (face to face, email, telephone)?*

How many times did the Walk to Work promoter (workplace contact) contact you to encourage you to walk to work?

Where and when did the contacts take place?

How useful were these contacts?

Overall, what are your views about the idea of having a Walk to Work promoter in the workplace?

Taking one step at a time booklet

Were you given a 'Taking one step at a time ...' booklet? (*Show the booklet*)

If no Did you know anyone else who was given the booklet?
Can you think of any reasons why you did not receive one?
(*Now continue to pedometer section on the next page*)

If yes What did you think of the booklet?
Did you use the booklet at all?

If no, What were the main reasons why you didn't use the booklet?
(*Now continue to pedometer section on the next page*)

If yes When did you use the booklets (PROMPT: at the start or all the way through)
Did you list the benefits and barriers and possible solutions for you to walk to work?
If yes, can you give examples of barriers and solutions which did/did not work for you?
Did you set goals for yourself? (PROMPT: Short, intermediate and long term goals)
If yes, what goals did you set? Did you find it helpful?
If no, why not?

Did you need to review your goals?

If yes, can you describe what you needed to change?

Did you experience any setbacks that may have stopped you walking to work?

If yes, what happened?

Did you overcome the setback and start walking to work again?

If yes, what did you do?

Did you record your progress in the diary pages at the back of the booklet?

If yes, did you find it helpful?

If no, why not?

Did you look at any of the websites suggested in the booklet (page 24)?

If yes, which ones? Were they helpful?

If no, why not?

Can you think of anything else we could include in the booklet that would be helpful?

Pedometer

Were you given a pedometer / or did you download a free pedometer on your smartphone?

If no Did you know anyone else who was given/downloaded a pedometer?

Can you think of any reasons why you did not receive or download a pedometer?

If yes Did you record your steps in the diary?

Did you find the pedometer helpful?

If yes, why?

If no, why not?

Newsletters

Did you receive the newsletters at each of the contact points? (*Show sample newsletters*)

If no Did you know anyone else who received newsletters?

Can you think of any reasons why you did not receive them?

If yes Did you find them helpful? What did you like/dislike about them?

Did you receive them by email/post/both?

Do you prefer email/post or both?

Can you think of anything else we could include in the newsletters which would be helpful?

c) Support in your workplace

Did you notice any changes in your workplace during the scheme (PROMPT: posters, bus or train timetables, workplace facilities, competitions, financial incentives?)

If yes, what were they?

Did you find them helpful?

If yes, how?

If no, why not?

Have you received any other support to encourage you to walk to work?

If yes, what? (PROMPT: Employer, work colleagues, family, friends)

Do you think that support in the workplace can be effective in encouraging some people to walk to work?

If yes, why?

If no, why not?

d) Walking to work

Thank you for filling in Questionnaire 2.

EITHER: I understand you **HAVE NOT** increased the amount you walked to work.

What were the main reasons for not increasing the amount you walk to work?

Can you think of anything that would make it easier for you to walk to work?

If yes, what?

Could we have done anything differently in the Walk to Work scheme to help you to increase your walking to work?

OR: I understand you **HAVE** increased walking to work.

Can you tell us how much walking you do now compared with what you were doing before the scheme?

How do you decide whether or not you're going to walk to work on a given day?

Would you say it is part of your daily, weekly, monthly routine?

Do you think you will maintain this increase in walking to work?

Do you do anything to encourage yourself to keep walking to work when other options may seem more attractive?

Finally, is there anything else you would like to say about travel to work or about walking before we end the interview?

Thank you for your help with our research.