

## Supplementary File

### Socio-Demographic Questionnaire

*Thank you for participating in this focus group study. Before beginning the group discussion, we have a few general questions for you. Please note that all responses will be kept confidential.*

1) What is your gender?

1. Male
2. Female
3. Prefer not to say

2) What is your current age? \_\_\_\_\_ years

3) Which of these best describes your racial or ethnic background?

1. White/Caucasian
2. Japanese, Chinese, or Korean
3. South East Asian
4. South Asian
5. African or Caribbean
6. European
7. Middle-Eastern/Arab
8. Latin American (including Central America)
9. Filipino
10. Aboriginal
11. Mixed ancestry
12. Other: \_\_\_\_\_
13. Prefer not to say

4) Are you currently a student (or going back to school in the fall)?

1. No
2. Yes – please indicate your program (e.g. Psychology):  
\_\_\_\_\_
3. Prefer not to say

5) What is the highest level of formal education you have achieved?

1. Some high school
2. High school
3. Apprenticeship/Professional Certificate
4. Some college
5. College diploma
6. Some university

7. Undergraduate university degree
8. Graduate university degree
9. Other (please specify): \_\_\_\_\_
10. Prefer not to say

6) What will your employment status be, as of September 2012?

1. Not employed
2. Employed part-time
3. Employed full-time
4. Prefer not to say

7) Have you ever taken a nutrition course?

1. Yes
2. No
3. Don't know/prefer not to say

*Now we would like to ask you a few questions to determine your skin tone. Please answer to the best of your ability.*

8) Which best describes your eye colour?

0. Light colours
1. Blue, gray or green
2. Dark
3. Brown
4. Black

9) What is your natural hair colour?

0. Sandy red
1. Blond
2. Chestnut or dark blond
3. Brown
4. Black

10) Which best describes your skin colour (in unexposed areas)?

0. Reddish
1. Pale
2. Beige or olive
3. Brown
4. Dark brown

11) Which best describes your tendency to get freckles (in unexposed areas)?

0. Many
1. Several
2. Few
3. Rare
4. None

12) What happens if you stay in the sun too long?

- 0. Painful blisters, peeling
- 1. Mild blisters, peeling
- 2. Burn, mild peeling
- 3. Rare
- 4. No burning

13) Do you turn brown?

- 0. Never
- 1. Seldom
- 2. Sometimes
- 3. Often
- 4. Always

14) How brown do you get?

- 0. Never
- 1. Light tan
- 2. Medium tan
- 3. Dark tan
- 4. Deep dark

15) Is your face sensitive to the sun?

- 0. Very sensitive
- 1. Sensitive
- 2. Sometimes
- 3. Resistant
- 4. Never have a problem

16) How often do you tan?

- 0. Never
- 1. Seldom
- 2. Sometimes
- 3. Often
- 4. Always

17) When was your last tan?

- 0. +3 months ago
- 1. 2-3 months ago
- 2. 1-2 months ago
- 3. Weeks ago
- 4. Days

## Focus Group Questions

“Ok so as I mentioned, the study we are designing will examine the knowledge, attitudes and perceptions of young adults in relation to vitamin D. The study will involve an **online** intervention aimed at increasing knowledge and consumption of vitamin D. Now I’ll ask you some questions that will help us decide on the best approach to use.”

- 1) If you were to learn about vitamin D through an online program, how would you like to get this information? We have a list of ideas here that we’d like your opinions on. Please let me know whether you think these would be useful for people your age. The first one is...

*(go through these separately)*

- i. Educational messages written out in text  
E.g. The importance of vitamin D to bone health, and the fact that your peak bone mass is reached by age 20-30.
- ii. Statistics (written and/or read via audio)  
E.g. “X% of Canadians aged 18-25 are deficient in vitamin D.”  
“X% of young adults do not meet the recommended number of daily servings for milk and alternatives”.
- iii. Educational messages delivered by a health professional  
E.g. The importance of vitamin D to your health, explained by a dietitian or doctor.
- iv. Short video highlighting about vitamin D, with live testimonials by people your age  
E.g. A short video featuring a 20 year old young man or woman speaking in plain language about the importance of vitamin D and explaining why they take daily supplements.
- v. Interactive survey containing educational modules and quizzes  
E.g. each page would have some facts on vitamin D, and you would have to read and click through the pages, and perhaps answer a short quiz at the end to test your knowledge.

“Ok, now we have a few more general questions that would help us design our study”.

- 2) What would be more helpful: a message that scared you (e.g. a young mother whose baby was born with rickets because she did not consume enough vitamin D during her pregnancy), or a positive message (e.g. adequate vitamin D can help you build strong bones and may prevent certain types of cancer)?
- 3) What would be most likely to influence you: a message that focused on immediate benefits (e.g. building strong bones for enhanced athletic performance) or long-term effects (e.g. preventing osteoporosis later in life)?
- 4) Behaviours are often difficult to change because they are so ingrained in our daily routines. Keeping in mind that we are planning to deliver our program online,

what do you think *we* could do that would get *you* to make changes to your diet - such as drinking more milk or taking vitamin D supplements?

- 5) Overall, what issues relating to vitamin D would be most relevant to you?
  - Bone health
  - Avoiding cancer and other chronic diseases
  - Increasing calcium absorption
  - Mental health/seasonal affective disorder (i.e., *some people think vitamin D improves their mood*)
  - Other
  
- 6) Is there anything else you'd like to add in general that we haven't discussed yet?

## Coding Scheme for Focus Group Transcriptions

### Initial Codes

Code #	Code Name
1	Relevant, relatable
2	Short, concise, importance/value of time
3	Active searching
4	Positive attitudes towards statistics
5	Negative attitudes towards video featuring testimonial by someone of own age (i.e., young adult)
6	TED talks would be useful/interesting
7	Materials should be attention grabbing (visually appealing, infographics, interactive, surprising, shocking, interesting, memorable, touching)
8	Incentives would be a motivator
9	Credibility is important
10	A mixture of techniques/methodologies would be ideal/appeal to more people
11	Immediate effects are more effective than long-term
12	Simplicity valued

### Final Themes

Codes Included	Theme Name
2, 3, 12	“Time is of the essence” <i>Subtheme:</i> “Stress simplicity”
6, 7, 8	“Intervention materials require ‘a hook’” <i>Subtheme:</i> “Incentives increase motivation”
1, 11	“It’s all about me: personal relevance and feedback” <i>Subtheme:</i> “Immediate health outcomes are more relatable than long-term effects.”
5, 9	“Credibility is essential”
4, 6, 10	“Two strategies are better than one!”