

Appendix 1: Ethnographic interview topic guides

1. Interviews with Practice Staff

Introductory questions:

- a) Can you tell me your job role and how this relates to the care of patients with T2D / delivery of diabetes education?
- b) Which structured education (SE) programme(s) are your patients in your practice with T2D referred to?
- c) What have been the challenges to referral and/or uptake of [this SE programme] to date?
 - o *Prompts:* what do you think has impeded / helped this?

Questions:

- a) Over the last X months an 'embedding package' has been trialled in this CCG.
 - I. Can you tell me what you know about this / what it involves?
- b) Questions relating to:
 - I. A marketing strategy – (Q: What marketing have you seen?)
 - II. Improved referral & data collection processes – (Q: can you tell me how anything has changed in the way that you refer people to [SE/the programme]? What about changes to the data that is collected about SE referral/uptake?)
 - III. A local champion - Q: Are you aware of a local champion for SE? What contact have you had with them? How important is the role?
 - IV. An 'Embedder' - Q: Are you aware of this person and their role? What contact have you had with them? How important is the role?
 - V. The administrator of the SE programme (i.e. the person who arranges the courses and books people on to them) – Q: Have you had any contact with them? How helpful was that? How important is the role?
 - VI. A tool kit (containing practical advice and resources) – (Q: Are you aware of a tool kit relating to SE? Have you used the tool kit? If so, how? Which tools have you used? How was it helpful? How could it have been more helpful?)
- c) How do you think the embedding package has addressed / will address the challenges to referral/uptake that you mentioned earlier?
 - I. Which aspects do you think have been most/least helpful and why? / What worked well/didn't work well and why
 - Is there anything missing/not needed and why?
 - Has it changed/improved anything? How? E.g.:
 - Uptake to SE,
 - Outcomes for the participants?
 - How SE is received by patients?
 - A difference to how you work?
 - II. Can you see it working long term? Will all the elements always be needed (e.g. marketing, the champion)?
- d) In terms of SE, what do you think about the option of an online course?

2. Interviews with Patients

Introductory questions:

- a) Demographic data (see appendix)
- b) Would you mind telling me your age? How you would describe your ethnicity? Do you have a disability?
- c) How long have you been diagnosed with T2D?
- d) What were you told about diabetes when you first found out you had it? What information or advice were you given?

Questions:

- a) Tell me a bit about your experience with diabetes education since you've been diagnosed?
- b) What about your experience with [name of SE programme]:
 - I. How did you get involved with it? (Who told you about it? Were you referred? By whom?)
 - II. How were your needs and preferences taken into account as part of this referral?
 - III. What were your expectations?
 - IV. What did you like about it? What would you change?
 - V. Would you refer a family member or friend?
 - VI. What makes it easier / harder to attend?
 - VII. Do you think it would suit everyone or are there certain people it wouldn't suit?
 - VIII. Would you like to have the option of an online course? Instead of/as well as what you have now?
 - IX. What about other ways to get this information/education?
 - X. What should we call these kinds of programmes? is 'diabetes education' the right name?
- c) Over the past [number of months] months, your practice has been trying improve the way it identifies and refers people for help with managing their diabetes and to make sure that [SE programme] meet people's needs...
 - I. How has your experience during these X months differed from previous diabetes care / education?
 - II. What was done well?
 - III. What could have been improved?

3. INTERVIEW WITH STRUCTURED EDUCATION DELIVERERS/PROVIDERS

Introductory questions:

- a) Can you tell me your job role and how this relates to the delivery of diabetes education?
- b) Which structured education (SE) programme(s) do you deliver/provide?
- c) What challenges have you been aware of in the referral and/or uptake of [this SE programme] to date?
 - what do you think has impeded / helped this?

Questions:

- a) Over the last X months an 'embedding package' has been trialled in this CCG.
 - I. Can you tell me what you know about this / what it involves?
- b) Questions relating to:
 - I. A marketing strategy – (Q: What marketing have you seen?)
 - II. Improved referral & data collection processes – (Q: can you tell me how anything has changed in the way that people are referred to [this SE programme]? What about changes to the data that is collected about SE referral/uptake?)
 - III. The administrator of the SE programme (i.e. the person who arranges the courses and books people on to them) – Q: Can you talk about how you work with them? How helpful is this process? How important is their role?
 - IV. A local champion - Q: Are you aware of a local champion for SE? What contact have you had with them? How important is the role?
 - V. An 'Embedder' - Q: Are you aware of this person and their role? What contact have you had with them? How important is the role?
 - VI. A tool kit (containing practical advice and resources) – (Q: Are you aware of a tool kit relating to SE? Have you – or anyone you work with – used the tool kit? If so, how? Which tools were used? How was it helpful? How could it have been more helpful?)
- b) How do you think the embedding package has addressed / will address the challenges to referral/uptake that you mentioned earlier?
 - I. Which aspects do you think have been most/least helpful and why? / What worked well/didn't work well and why
 - II. Is there anything missing/not needed and why?
 - III. Has it changed/improved anything? How? E.g.:
 - IV. Uptake to SE,
 - V. Outcomes for the participants?
 - VI. How SE is received by patients?
 - VII. A difference to how you work?
 - VIII. Can you see it working long term? Will all the elements always be needed e.g. marketing, the champion?
- c) Is there an online version of this SE programme? Can you tell me about that?
- d) What do you think about the option of an online course? What are the pros and cons?

4. Interviews with Commissioners

Introductory questions:

- a) Can you tell me a little bit about your job/role (also prompt re how big CCG region is etc.)
- b) Have you been involved in the commissioning of structured education programmes for self-managing chronic disease (specifically diabetes?)
- c) Can you tell me about the most recent time that you've commissioned a programme? Can you tell me more about the [commissioning /decision-making] process? What was important to consider when making that decision?
- d) Have you considered/would you consider commissioning an online course?
- e) What relationship do you have with the providers? Do you meet with them/monitor them regularly?
- f) Would you find this feedback useful? How would it impact future commissioning decisions?
- g) How would you like to receive this information?

Questions:

- a) Over the last X months an 'embedding package' has been trialled in this CCG.
 - I. Can you tell me what you know about this / what it involves?
- b) Questions regarding:
 - I. A marketing strategy – (Q: What marketing have you seen?)
 - II. Improved referral & data collection processes – (Q: can you tell me how anything has changed in the way that people are referred to [SE/the programme]? What about changes to the data that is collected about SE referral/uptake?)
 - III. A local champion - Q: Are you aware of a local champion for SE? What contact have you had with them? How important is the role?
 - IV. An 'Embedder' - Q: Are you aware of this person and their role? What contact have you had with them? How important is the role?
 - V. The administrator of the SE programme (i.e. the person who arranges the courses and books people on to them) – Q: Have you had any contact with them? How helpful was that? How important is the role?
 - VI. A tool kit (containing practical advice and resources) – (Q: Are you aware of a tool kit relating to SE? Have you used the tool kit? If so, how? Which tools have you used? How was it helpful? How could it have been more helpful?)
- c) Which elements do you think that the provider is responsible for delivering and/or which are the responsibility of the CCG?
- d) How do you think such an Embedding Package might improve and sustain uptake?
- e) What outcomes would you expect to see from the use of this tool kit?