

445 **Supplemental Table 1: Selected Priority Population Input, Focus Groups (n=41)**

446 Current desire to avoid pregnancy: Most focus group participants felt it was very important to
447 avoid pregnancy at the present time. Reasons given included not being ready to take care of a
448 child, lacking support to help care for a baby, and wanting to be older, more financially stable,
449 and in a committed relationship first. Unlike the English groups, several participants in the
450 Spanish group had children. Two of these women said that the demands of having a child were
451 their greatest motivation for avoiding another pregnancy at that time.

- 452 • *Personally, I don't wanna be a baby mama, I wanna be someone's MOTHER...I wanna be*
453 *your wife. Like a lot of these men are alright with like, "that's my baby mama."* (Philadelphia,
454 English)
- 455 • *It's [motherhood is] a big distraction, it's a big responsibility...it's hard because it's not like*
456 *"I'm gonna buy this for me" it's like, "I need to buy this for my son."* (Fresno, English)
- 457 • *I don't have a stable home; I don't have any help.* (Fresno, Spanish)

458

459 Discussion of sex and contraception with friends and partners: Most participants said that they
460 frequently discuss relationships, sex, and contraception among friends. Fewer felt comfortable
461 being as open with partners about contraception, especially among the Latina participants. Some
462 women also discussed difficulties with condom negotiation.

- 463 • *Sometimes you have problems with your partner, and you wanna just, let it all out, talk about*
464 *it [with friends].* (Fresno, English)

- 465 • *I did [bring up condoms] but like, my partner would get mad...he'd be like "I have no freakin'*
466 *diseases."* (Philadelphia, English)
- 467 • *My ex-boyfriend would always ask me what kind [of contraception method] I would get, ...he*
468 *wanted to know, first.* (Fresno, Spanish)

469

470 Beliefs about unplanned teen pregnancies: Participants listed various reasons why teenagers
471 become pregnant. These included: intentionally getting pregnant as a way to keep a partner or to
472 have a baby to love; misbeliefs or lack of information about the risk of pregnancy, contraception,
473 or the challenges of parenting; "slipping up" in the heat of the moment; having sex under the
474 influence of alcohol; inconsistent or incorrect contraception use; and disliking condoms.

- 475 • *They think it's gonna keep the men.* (Philadelphia, English)

- 476 • *To have someone to love.* (Fresno, Spanish)

- 477 • *His "pull-out game" was a little weak.* (Philadelphia, English)

- 478 • *They don't think it will happen to them...and they're not that careful.* (Fresno, English)

479

480 Knowledge and use of contraception: Knowledge and attitudes about particular contraception
481 methods varied. The majority of participants had favorable views of long-acting reversible
482 methods, but several were confused about the ability to get pregnant after removal. Many
483 discussed side effects, some of which were inaccurate.

- 484 • *I'd like to kinda go deeper into all of them [contraception methods] 'cause I don't think*
485 *anybody really knows everything.* (Philadelphia, English)

- 486 • *I don't like the pill...I forget.* (Fresno, Spanish)

- 487 • *The thing that goes in your arm is the best... even if you stop having sex or have a new*

488 *partner and start having sex again you will be fine.* (Philadelphia, English)

489 • *Sometimes you have to wait like a year or longer for it [IUD] to stop working [and for*
490 *pregnancy to be possible].* (Fresno, English)

491

492 Concern for sexually transmitted infections (STIs): Participants were generally very concerned
493 about STIs, specifically about asymptomatic or incurable STIs, and partners who do not disclose.

494 • *There's some [STIs] that guys like, don't get symptoms for and that's why it gets passed*
495 *around so easily.* (Philadelphia, English)

496 • *[Unprotected sex] could lead into bigger consequences...not every guy will let you know that*
497 *he has herpes or HIV. They all say, "it's ok."* (Fresno, English)

498 • *My worst fear was... getting an STI or like, having a baby.* (Philadelphia, English)

499

500 Situations and characters to include in video: Focus group participants stressed that the video
501 must be high quality, engaging, humorous, and that characters should “look and talk” like them.
502 They felt the video should have characters who are diverse in terms of race/ethnicity and sexual
503 orientation, positive and negative male characters, and realistic depictions of teen motherhood.

504 • *I think it should be realistic, like, you gotta have people like us... what actually happens in*
505 *real life, even like the way we talk...don't sugar coat it.* (Philadelphia, English)

506 • *Having a baby, you don't have freedom. You have to pay all these bills, and a lot of females*
507 *don't understand that.* (Fresno, English)

508 • *I think you should also include like, girl on girl, they actually can get STDs.* (Philadelphia,
509 English)

510 • *[Include] some guy being like, good, and then the girl will be bad, because it's not always*

511 *that the guy is bad.* (Fresno, Spanish)

510 **Supplemental Table 2: Selected Priority Population Input, Review Panel (n=9)**

511 Review panel members provided feedback on six iterations of the storylines and script drafts, in
512 addition to feedback on animation style, music, video title, and the rough cut of the video. The
513 following is a selection of quotes from different points in the video development, one from each
514 panel member.

- 515 • *Every woman needs to know that having a baby does not guarantee the man will stick around.*
516 *Social media portrays single motherhood as this easy, fantastic situation, but in reality it's*
517 *really hard. Michelle's story is as real as it could be. (Panel member 1, Philadelphia)*
- 518 • *I also like how Chela's sexuality is discussed. It makes it relatable and will allow readers to*
519 *feel ok about their sexuality. (Panel member 2, Philadelphia)*
- 520 • *I would suggest more slang. Like how teenagers talk today- it would be more likely to catch*
521 *someone's attention. (Panel member 3, Philadelphia)*
- 522 • *I love how all of our changes were incorporated in the stories... Only thing now is the title-*
523 *it's still not the one. (Panel member 4, Los Angeles)*
- 524 • *I really like the storylines and the names changed was a good touch. In my opinion they sound*
525 *realistic and engaging as well. (Panel member 5, Los Angeles)*
- 526 • *I liked how Chela came out to her friends, and now is needing help to stay protected because*
527 *she stopped protecting herself since she got with Trina. (Panel member 6, Los Angeles)*
- 528 • *I think [Rick] should be the same race as Eva. Being that she is the first character that is*
529 *introduced and developed in this episode, it would give the audience, which would be*
530 *predominantly women of color, something to instantly relate to (not to say that women of*
531 *color do not date out of their race.) The addition of Trina showing up is incredible! (Panel*
532 *member 7, Los Angeles)*

- 533 • *Eva and Rick should be permanently broken up. We need to show that Eva learned from her*
534 *mistakes. (Panel member 8, Los Angeles)*
- 535 • *I really liked the joke of Eva and Rick “sharing something special.” I got a laugh. I thank you*
536 *for including my, and the other girls’ suggestions. “Plan A” is a perfect title. It fits well*
537 *because...they are taking precautions to avoid heading for "Plan B." (Panel member 9, Los*
538 *Angeles)*