

**SUPPLEMENTARY MATERIAL SECTION TO THE FOLLOWING PAPER:**

5

**Recommendations and Improvements for the Evaluation of Integrated  
Community-wide Interventions Approaches.**

Tessa M. van Koperen<sup>a</sup>, Carry M. Renders<sup>a</sup>, Eline J.M. Spierings<sup>a</sup>, Anna-Marie Hendriks<sup>c</sup>,

10 Marjan J. Westerman<sup>a</sup>, Jacob C. Seidell<sup>a</sup>, Albertine J. Schuit<sup>a,b</sup>

**Correspondence to:** Marije van Koperen, VU University FALW, De Boelelaan 1085, 1081

HV Amsterdam, The Netherlands; E-mail: marije@cuprifere.nl; Telephone: #31-20-

5983718

15

**Supplementary 1: Interview guide for semi-structured interviews with operationalized concepts from “The Behaviour Change Wheel” [1]**

**1. Introduction** (with informed consent)

20 **2. Opportunities**

- What are prohibiting factors for the evaluation?
- What are promoting factors?
- Is there sufficient budget to evaluate the JOGG-approach?
- 25 • What was your role in budget generating/ allocating (money, resources, personnel) for evaluation? Do you think that your role should have been done by someone else? If you could do it again, would you do it differently?
- Has anyone helped you in generating budget / resources?
- What do you think that your colleague’s think of the evaluation of the JOGG-approach?
- 30 • Is there anyone in the organization that supports or stimulates the evaluation? Can you tell us more about that? Who is it and how does that person motivate?
- How did you experience the evaluation training and evaluation manual offered by the JOGG-office?
- How can evaluation be improved in the future?
- How could you help to better carry out the evaluation?

35 **3. Motivation**

- What is your view on the evaluation of the JOGG-approach?
- How do you feel / what is your opinion about the assessment handbook for and during the evaluation of the JOGG-approach?
- How do you feel / what is your opinion about the assignments between training sessions?
- 40 • What do you think would happen if the JOGG-approach is not evaluated?
- Have you previously evaluated such a large program, or played a part in it? How have you experienced that?
- When you evaluate does your opinion on the evaluation of the JOGG-approach play a role? Why / why not?
- 45 • How does ‘priority’ play a role in the evaluation of the JOGG-approach?
- To what extent do you feel responsible for evaluating the JOGG-approach? Why / why not?

**4. Capability**

- How should you evaluate the JOGG-approach?
- 50 • How do you evaluate the JOGG-approach according to the evaluation manual?
- To what extent do you have the capacity to carry out the evaluation process in satisfaction?
- How easy or how difficult is it for you to evaluate the JOGG-approach?
- To what extent do you know what is expected of you within the evaluation process of the JOGG-approach?
- 55 • How can you keep a good overview during the evaluation of the JOGG-approach?
- To what extent do you manage to understand the needs of different stakeholders involved in the JOGG-approach?
- How could you be supported to carry out the evaluation?

60 **5. Closing**

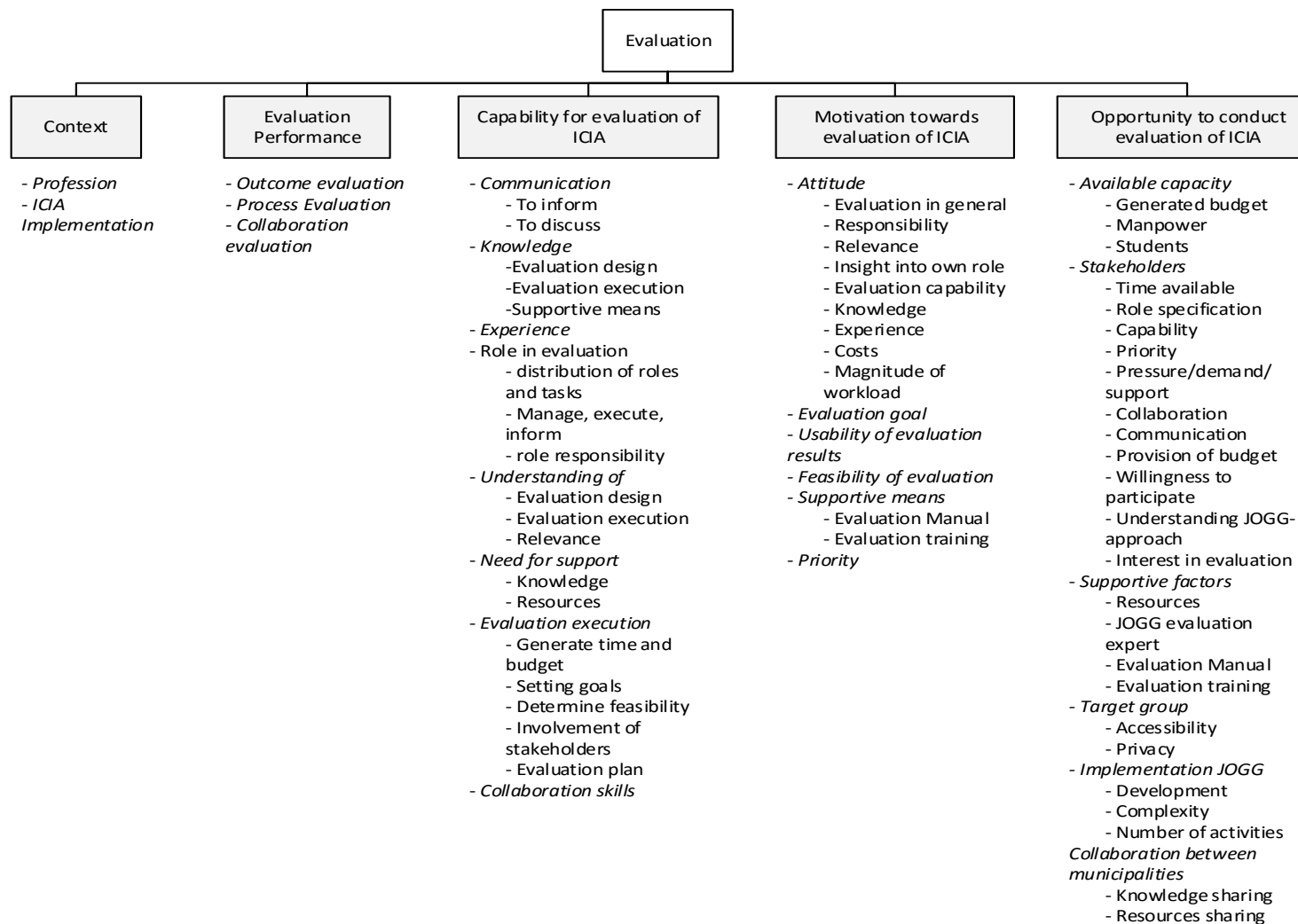
**Supplementary 2:** Topic list for the focus groups and additional interviews regarding the EM based upon the innovation characteristics of the Roger's Diffusion of Innovation theory [2]

<b>Theme</b>	<b>Topics</b>
<i>Introduction</i>	Introduction & Informed consent
	Goal clarification
<i>Knowledge</i>	Knowledge and awareness of EM*
<i>Relative advantage</i>	Opinion on EM*
	Opinion on additional tools in EM*
	Any (dis-)advantages of EM*
<i>Compatibility</i>	Usability of EM* in practice
	Perceived designated user
	Starting point of use
	Description of use
	Experiences and expectations of use
	Alignment of EM* use with programme budget
	Compatibility of EM* with organisational policy regarding evaluation
	Risks or negative consequences for organisation in step-wise use of EM*
	Personal reservations for step-wise use of EM*
	Missing information/ necessary add-ins
<i>Attainability</i>	For non-users: reservations for use (prohibiting factors)
	Necessary factors to stimulate use
<i>Complexity</i>	Complexity in use
	Opinion on offered evaluation method in EM*
	Suggestions for improvements to stimulate use
<i>Lay-out</i>	Opinion on lay-out
	Suggestions on lay-out improvements

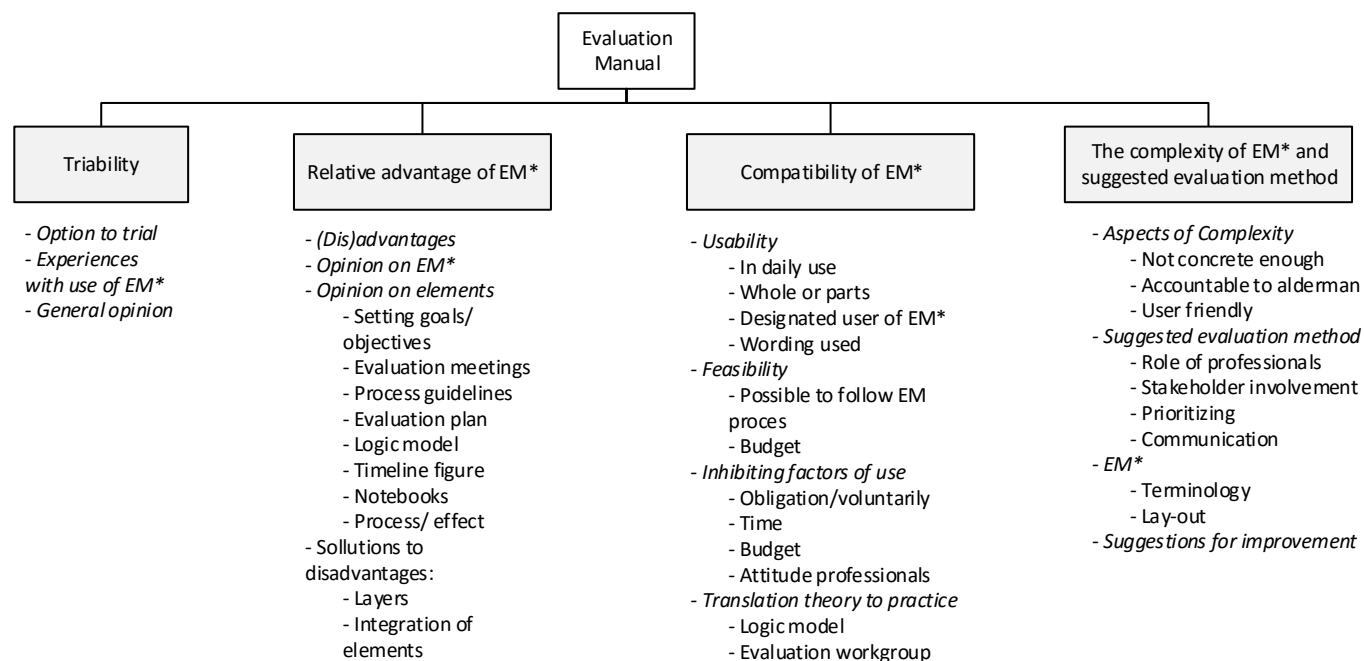
65

\* EM = Evaluation Manual

**Supplementary 3:** The code tree for the axial coding of the fragments of the semi-structured interviews



**Supplementary 4:** The code tree for the axial coding of the fragments of the Focus Groups



5

\*EM = Evaluation Manual

## References

1. Michie, S., M. van Stralen, and R. West, *The behaviour change wheel: A new method for characterising and designing behaviour change interventions*. Implementation Science, 2011. **6**(1): p. 42.
- 5 2. Rogers, E.M., *Diffusion of preventive innovations*. Addictive Behaviors, 2002. **27**(6): p. 989-993.