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Title	Implementation of a calorie menu labeling policy in public hospitals: study protocol for a multiple case study
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Publication date	2019-09-24
Original Citation	Kerins, C., Houghton, C., McHugh, S., Geaney, F., Toomey, E., Hayes, C., Perry, I. J. and Kelly, C. (2019) 'Implementation of a calorie menu labeling policy in public hospitals: Study protocol for a multiple case study', International Journal of Qualitative Methods, 18, pp. 1-10. https://doi.org/10.1177/1609406919878339
Type of publication	Article (peer-reviewed)
Link to publisher's version	https://journals.sagepub.com/doi/10.1177/1609406919878339 - 10.1177/1609406919878339
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Item downloaded from	https://hdl.handle.net/10468/8822

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Supplementary File 2 *Focus Group Topic Guide*

Focus Group Purpose

Since the introduction of the HSE Calorie Posting Policy in 2015, there has been varying levels of uptake across Irish public hospitals. This research aims to explore the factors that may influence implementation of this policy. The focus group discussion will help us to better understand the process of implementing calorie posting and some of the challenges and successes faced. In doing this focus group, we are not trying to achieve consensus but rather, we hope to gather information on everyone's experience/opinions in implementing calorie posting. During the focus group, specific questions will be asked to help guide the discussion.

[Questions within [ ] and italics are designed as prompts for the interviewer to be used as and when appropriate.]

Opening the session

Check all participants have received a study information sheet, reviewed it and provided written consent to participate in the focus group discussion. Outline the focus group logistics and ground rules prior to commencement.

(A) Logistics

- *Focus group will last approximately 90 minutes*
- *Feel free to move around*
- *Location of bathroom and exit*
- *Help yourself to refreshments*

(B) Ground Rules

- *Participation in the focus group is voluntary.*
- *It's all right to abstain from discussing specific topics if you are not comfortable.*
- *All responses are valid - there are no right or wrong answers.*
- *Please respect the opinions of others even if you don't agree.*
- *Speak as openly as you feel comfortable.*
- *Help protect others' privacy by not discussing details outside the group.*
- *Stay with the group and please don't have side conversations.*
- *Turn off mobile phones if possible.*

Audio-Recording & Confidentiality

This focus group discussion will be audio taped so that we have an accurate record of everyone's thoughts. Please be assured that the tape and subsequent transcript will be kept confidential. Hospital or catering management and staff (outside the focus group) will not have access to any individual or group responses. Once the focus group discussion has been transcribed, only a site identifier will be linked to the transcript, while any information linking focus group participants to the transcript will be destroyed. Similarly, if the name of your hospital or specific names of other staff members are mentioned, this information will also be removed. The audio recording will be destroyed as soon as the transcript is verified and analysed by research staff.

All names will be kept confidential – so please feel free to openly express your thoughts and opinions (if comfortable to do so) in the focus group discussion.

Does anyone have any questions for me? [Answer any questions]

Are you all ready to begin? I'm going to start recording now.

Introduction

Welcome everyone and start with introductions. Ask focus group participants to introduce themselves (first name and job title/role).

I would like to start with a few questions to help me understand how you first learned about the HSE Calorie Posting Policy and your role/responsibilities in implementing this policy at your hospital.

- [How did you first hear about calorie posting requirements in your hospital?]
- [How did you learn about your role and responsibilities in implementing this policy?]
- [How did you feel about your role and responsibilities in implementing this policy?]
- [Did you have a say in whether you participated?]
- [Did you feel your participation was voluntary?]

Level of Implementation

- Has the HSE Calorie Posting Policy been implemented in your hospital?
    - [When was it implemented?]
    - [Where and on what menus has it been implemented? E.g. staff canteens and breakfast/full menus]
    - [How do you think policy implementation is going? Why do you say that?]

Factors influencing implementation

1. CFIR Domain: Process

Now, I would like to hear about the process you went through to implement calorie posting. Will you please describe how the policy was implemented at your hospital, to the best of your recollection or knowledge?

- [Describe the steps taken to implement the policy?]
- [Were there any particular strategies or tactics used to help with implementation? If so, please describe.]
- [Did you need to engage individuals/groups from within or outside the hospital/canteen setting to assist with implementation? E.g. suppliers, dietitians. If so, how did you engage them and what was the outcome?]
- [Were there any concerns about carrying out or accomplishing the implementation according to plan? Were there any concerns regarding the accuracy of the calorie information? If so, please explain.]
- [Did you receive any feedback about the progress and quality of implementation? If so, please explain.]
- [Did you need to refine existing work practices to accommodate calorie posting? If so, please explain.]
- [Did you need to adapt the calorie posting policy to meet local needs? If so, please describe.]
- [Did you test/pilot calorie posting before rolling out? If so, please explain.]
- [Were any activities undertaken to scale up calorie posting? Is so, please describe.]

2. CFIR Domain: Intervention Characteristics

Can you describe any features or aspects of the HSE Calorie Posting Policy that may have helped or hindered implementation?

- [Who developed the policy? Who decided to implement the policy? Did this help or hinder implementation?]
- [Were you aware of any information or evidence which showed whether or not the policy would be effective? To what degree did the evidence influence your opinion or decision to implement the policy?]
- [Were you aware of any advantages or disadvantages of implementing the calorie posting policy compared to doing nothing (i.e. the status quo) or implementing alternative policies/programs?]
- [Were there any supporting materials (e.g. toolkit for calorie posting – guidance materials) to help implement the policy? How did you access them? Did they help or hinder implementation?]
- [What was your perception of the quality of the supporting materials, packaging, and bundling of the calorie posting policy?]
- [Was the policy and/or its implementation complicated? If so, how? Discuss duration, scope, intricacy and number of steps involved.]
- [What costs were considered when deciding to implement the policy? What costs were involved in implementing the policy?]

3. CFIR Domain: Inner Setting

Can you describe any factors within your hospital and/or canteen setting that may have helped or hindered implementation of the HSE Calorie Posting Policy?

- [Did the infrastructure of the hospital/canteen (e.g. size, physical layout, number of departments/units, decision-making autonomy, core staff/teams, hospital specialisation) affect implementation of the policy? Please describe.]
- [How do people keep connected and informed in your hospital/canteen? Did this influence implementation of the policy? Please describe.]
- [What was the general level of receptivity in your hospital/canteen to implementing the policy? How did people respond or react to the policy? Please explain.]
- [Did you see a need for this type of policy? Why or why not?]
- [How well did the policy fit with the hospital/canteen mission/purpose/values? How well did the policy fit with existing work processes and practices in your hospital/canteen?]
- [Were there other competing policies/programs to be implemented in the hospital/canteen? What level of priority was placed on implementing the calorie posting policy compared to other policies/programs?]

- [Were there any incentives in place to foster (or hinder) implementation, e.g. rewards or disincentives for staff engaging in menu labelling]
- [How did implementation of the calorie posting policy align with other hospital/canteen goals?]
- [What level of support did you receive from hospital/canteen leaders or management?]
- [Describe the resources (e.g. staff, money, time) needed to implement the policy? Did you have sufficient resources?]
- [Did you have access to knowledge and information to assist with calorie posting? If so, please explain. E.g. training, experience staff, experts, documentation, nutrition software packages etc.]

4. CFIR Domain: Outer Setting

Can you describe any factors outside your hospital setting that may have helped or hindered implementation of the HSE Calorie Posting Policy?

- [Were you aware of other hospitals or organisations that had implemented a similar policy? Did this information influence your decision to implement the policy? Did implementing the policy provide a competitive advantage/gain over other hospitals or organisations? If so, please explain.]
- [Was there any perceived pressure from the media or societal expectations/watch-dogging? Did this influence implementation of the policy? If so, please explain.]
- [How did implementing the calorie posting policy meet consumer needs (i.e. in this instances, staff and the public)? Was there demand for this information? Has there been any feedback from staff and the public? Has this influenced implementation?]
- [Did any local or national policies, guidelines, regulations or performance indicators have an influence on your decision to implement the HSE Calorie Posting Policy? Please describe.]
- [Were there any incentives or disincentives coming from outside the hospital setting to implement the policy?]
- [Is there networking done outside the hospital/canteen (with other external organisations i.e. external people and groups)? Did this influence implementation of the calorie posting policy? Please describe.]
- [Did awareness of the economic climate have an influence on policy implementation? If so, please explain.]

- [Did the educational system have any influence on policy implementation? Is so, please explain.]

Overall Experience

How would you describe the overall process of implementing the HSE Calorie Posting Policy?

Do you have any suggestions or recommendations for other hospitals who have yet to implement the policy?

Do you have any suggestions or recommendations for future policy development and implementation within the HSE?

Is there anything else you would like to add?

Thank everyone for taking part in the focus group discussion. Emphasise the importance of protecting others' privacy by not discussing details outside the group.