

Table S1: Topic Guide

	Questions	Prompts
Intro	Tell me a bit about what you do here in CUMH	Types of pregnant women Stage of pregnancy (booking visit, delivery)
Usual Care	When you see an OB woman for the 1 st time during pregnancy, what usually happens?	What does the assessment/visit involve? Do you weigh them? What do you talk about? How do you think that information is usually received? What issues does the woman usually raise? Topics covered: diet, exercise, nausea, cravings
	Can you tell me a bit about the last women you saw?	What stage of pregnancy? When was this? Describe the mother... What did you talk about? What issues did she raise? Topics: diet, PA, nausea, cravings...
	Do you discuss the woman's weight specifically?	Tell me about that... - Appropriate weight gain - How do you judge (guidelines) - Do you know what advice to give?
	Having the conversation	How do you feel talking about weight and obesity? How is it received? (upset, shock, embarrassment) How could this conversation be made easier? (for you/the woman)
	And what about PA, would that come up?	- Women previously exercising? - Types of PA?
	How are these issues followed up during pregnancy?	If a woman is gaining EGW, what would you do?
	To what extent do resources influence your visit with an OB pregnant woman?	- Time available - Access to equipment (weighing scales) - Ability to refer to dietician - Patients co-operation
	Can you think of times where women have made positive life style changes during pregnancy? And those who haven't made any changes, what were the barriers?	Tell me about that... Motivations, Supports, Outcome Any targeted support available? - Dietetic services, exercise programmes, weight management programme. - Women's perceptions of PA (benefits)
	What do you think would help these women to change their behaviour during pregnancy?	Have you seen technology being used to support BC? - What kind, features, - Did someone recommend it? - What information was it providing to women? What about mobile phone apps, text message/phone, web based information forums, pedometer? Would these support mechanisms be useful? - If it provided you with information as well
	Any other comments or suggestions on how behaviour change could be supported during pregnancy?	- Individual meetings - Group peer led sessions

CUMH, Cork University Maternity Hospital; OB, overweight and obese; PA, Physical activity; HCP, Health care professional; EGW, Excessive gestational weight; BC, Behaviour change