Flexibility should be used when undertaking the interviews and applying the topic guide in terms of wording of questions, order of questions, use of probes/prompts and every opportunity made to allow participants to raise their own issues. Questions will vary depending on different staff roles.

Opening:
Introductions:
• Interviewer to introduce themselves and thank them for their participation.

Establishment of ground rules
• No right or wrong answers we just want to find out what you think
• Confidentiality – information collected during the study is confidential and access will be restricted to our research team. Some of your comments may be included in a report on the study or in articles for scientific journals but these will not use your real name.
• The conversation will be recorded however nobody will be able to identify you from that recording other than me.
• Any questions?
• Ask them to sign consent form if one has not been sent in.

TURN ON AUDIO RECORDER and inform participant the recorder is now on.

Health topics in the curriculum
• Has poor dental health been something your school has been concerned about in the past?
• Did you previously cover health topics in the curriculum such as dental health including tooth brushing, visiting the dentist?

Dental health lesson
• Who delivered the dental health lesson?
  Probe: Specialised PHSE teachers or teachers used to teaching other disciplines?
• How was it delivered?
  Probe: lesson, an assembly, a combination of both or something else
• Was it delivered as part of the school’s PHSE curriculum or some other part of the programme?
• When was the BRIGHT lesson delivered? date(s)
• Do you think the content of the lesson was pitched at an appropriate level for the age group?
• What did you think of the duration of the lesson? Was it too short or too long?
• What did you think of the timing of the lesson?
  Probe: early morning, mid-day, late afternoon or before break/lunch or early in the week on a Monday vs an afternoon lesson on a Friday
• Did you think that the students found the lesson engaging?
  Probe: Were there any signs of engagement in any of the different activities?
• Did you think that the students found the lesson boring?
  Probe: Were there any signs of lack of student engagement in any of the different activities?
• Did the lesson stay on topic? If not, why?
• How did the lesson plan go?
  Probe: Were you able to include the video clip, photos, factsheet, booklet, toothbrushing plan?
• Was there anything particular in the lesson plan that you remember the students finding it difficult to understand?
• Did students ask any questions? Were teaching staff able to answer these?
• Were there any adaptations you felt you had to make to the original lesson plan?
• Now that you have given the lesson, is there anything you think could improve it?

Text messages
• When the students started getting their text messages did they ask any questions about them or mention them at all?
  Probe: students forgetting they had signed up to receive text messages as part of BRIGHT

Intervention overall
• Have the students mentioned any changes to their tooth-brushing behaviour as a result of the dental lesson and receiving the text messages?
• Are you aware of any other school-based activities this school has taken part in to improve dental health? Healthy school programme? Water in schools initiatives? Etc

Closing
• Is there anything you would like to add, anything we’ve missed out?

[Switch off recorder]

Participants will be thanked for the discussion and given a gift voucher (for telephone interviewees the voucher will be sent to the school).

Participants will be de-briefed on the next steps of the research process.