

**Supplementary Table 5. Complete list of themes and codes developed from interview data**

<b>Theme</b>	<b>Codes</b>
<b>Novelty of interventions and outcomes</b>	Novel No hunger No dietary restriction Other diets cause hunger Sense of achievement when tick sheet full Awareness to tick sheet Physically seeing is tangible accountability Dislike fad diets Not restrictive Refreshing Maintenance is point of difference from other programs Booklet is reference point Portion/scales/plates/booklet/tick sheet- physical to see Free will (not forced) Choice
<b>Convenience and practicality</b>	Phone call is convenient Practical to implement in daily life Text message is non-obtrusive Text message is convenient Intervention fits into lifestyle and daily habits/routines Practical to implement in daily life Easy tasks Easy change Enjoyable Easy to incorporate into lifestyle Similar to lifestyle Comfortable change Straight forward GC easy to talk to Easy to understand Simple instructions Instructional
<b>Indirect health benefits and wellness</b>	Indirect benefits Beneficial to mental health Personally beneficial Encouraged exercise General wellness Improved creativity Increased energy Increased wellbeing Weight loss success Triggered imagination Ripple effect Awareness Enjoyable Mindful Insightful Exciting Triggered imagination Motivated Self-confident Empowered Personal growth Personal Self-efficacy Supportive

	<p>Increased confidence</p> <p>Confidence to be out of comfort zone</p> <p>Learning curve</p> <p>Anticipation</p>
<b>Accountability</b>	<p>Responsibility to GC</p> <p>Accountability to study</p> <p>Accountability to/through tick sheet</p> <p>Accountability to tips</p> <p>Meaningful accountability</p> <p>Enjoyed accountability</p> <p>Accountability to GC</p> <p>Fear of judgment (not losing weight)</p>
<b>Sustainable behaviour change</b>	<p>Change of habits</p> <p>Change of focus</p> <p>Lifestyle change</p> <p>Habits through repetition</p> <p>Lifestyle program</p> <p>Holistic approach</p> <p>Set focus</p> <p>Changed mindset</p> <p>Changed attitude</p> <p>Behavioural change</p> <p>Initial stages are challenging</p> <p>Uncomfortable to start</p> <p>Changing habits is challenging</p> <p>Manageable long term</p> <p>Progressively easier</p> <p>Long-term change</p> <p>Changing routines</p> <p>Sustained weight loss</p> <p>Sustained benefits</p> <p>Sustained awareness</p> <p>Sustained behaviour change</p>