

Supplementary Table 6. Themes and additional examples of responses

Novelty of interventions and outcomes

- *I didn't see this as a diet I saw it as a way to change the way I ate and the way I behaved as far as food was concerned, it was really different but it was excellent (TTT).*
- *I've done so many diets. I would get bored out of my mind and the food I wanted to eat I couldn't eat. Everything is focused on what you put in your mouth whereas this was being focused on other things other than weight. On Do Something Different I wasn't forced into anything which was great (DSD).*
- *I've done all of it, I'm one of those yoyo dieters and I just wanted to put a stop to that. This is much more balanced than other diets I've been on (TTT).*

Convenience and practicality

- *Oh it was very easy to do because it wasn't a huge task (DSD).*
- *It was done in a really straightforward way that it didn't seem onerous (TTT).*
- *It doesn't impinge or interfere with your day, it's just there, you can pick it up when you want to (DSD).*
- *It was pretty easy to follow, it was pretty much common sense really (TTT)*

Indirect health benefits and wellness

- *On the program I was feeling really good. I was feeling strong and healthy (TTT).*
- *It has really changed the way I think, I feel more confident and started believing I can do things I didn't think I could before (DSD).*
- *I'm just so much more aware, I'm aware of how much beer I drink, I'm aware of what I'm eating, I'm mindful (TTT).*

Accountability across contexts: personnel, program, materials

- *Accountability just makes me make better decisions (TTT).*
- *When you've got to tell somebody what you've done it makes you think about what you're doing (DSD).*
- *If I had 2 days where there was no ticks it was like 'ok you're obviously forgetting about this one, you need to focus on it (TTT).*
- *Calling me every week was useful. I'm a person that has to be kept accountable, I can't do it myself (DSD).*

Sustainable behaviour change

- *I've found that doing something different helped me get back in to healthy eating rather than getting stuck in the rut of unhealthy eating and I've found it definitely easier to do that than I've found it in the past (DSD).*
- *I'm still doing things differently today because it's easy and enjoyable (DSD).*
- *Some of the tips are just ingrained in my mind now; I do them without even thinking about it (TTT).*
- *Some of the tips have just become habit now and others I do because I've realised the importance of them, they're not quite habit yet but I just know I've got to do them (TTT).*
- *There's no finite period, it's not just a 12 week period even though the study was over the course of 12 week it's about habit-forming for the rest of your life and that's really what weight loss is all about (TTT).*
- *Although targeting eating habits is a part of it, it's more so targeting your lifestyle changes which I think is what makes it more sustainable (DSD).*