Supplementary Table 1. Coding frameworks

Questions 1: When you hear the term [one of the six labels], what words or feelings does this make you think of?

Code	Explanation	Examples
Activity restriction	Any reference to being unable to do typical daily activities	Caution, light work, rest, sleep loss, time off work, careful
Aging	Any reference to the condition being due to aging	Old, getting old/older, ancient
Psychological distress	Any reference to feelings of fear, anxiety, worry or stress	Fear, anxious, worry, stress, scared, depressed, nervous, etc.
Feels dismissed	Any reference to feeling dismissed by another person	Not interested in my opinion, not bad to those who don't suffer from it, not real, made up
Good prognosis	Any reference to the condition recovering either quickly or without treatment	Temporary, no treatment needed, heal over time
Irrelevant response	The response did not address the question	"Nothing at all", "I don't really have any feelings"
Mechanism of injury	Any reference to why the pain started	Injury, overuse issue, caused by lifting, sports injury
Minor issue	Any reference to the condition being 'non-serious'	Not serious, everyday issue, common, annoyance, uncomfortable, inconvenient
Pain experience	Any reference to pain	Pain, hurt, intermittent, discomfort, recurrent
Poor prognosis	Any reference to the condition taking a long time to recover	Persistent pain, long recovery, long-term issue
Serious issue	Any reference to the condition being 'serious'	Deteriorating, serious, bad, very ill
Tissue damage or dysfunction	Any reference to tissue damage or dysfunction	Tendon tear, arm out of place, sprained ligaments, pulled muscle, stiffness, weakness
Treatment/ investigation	Any reference to the need for treatment or investigation	Rest, pain medication, heat, surgery, physiotherapy, requires imaging
Uncertainty	Any reference to being unsure what the label means	Complicated, confused, uncertainty, need more information
Unhappy/ frustration	Any reference to being unhappy or frustrated	Sad, anger, annoyed, feel bad, upset, helpless, useless

Question 2: What treatment (s) (if any) do you think a person with [one of the six labels] needs?

Code	Examples (if needed)
Activity modification	Avoid lifting, avoid aggravating activities, avoid strenuous activities
Acupuncture	
Chiropractor	
Cognitive behavioural therapy	
Cold	
Compression	
Diet	
Doctor	
Electrotherapy	Laser, ultrasound
Elevation	
Emergency department/hospital	
Ergonomics/posture	Adjust computer screen height
Exercise	
Good mattress	
Heat	
Hydrotherapy	
Immobilisation	Sling
Injection	Cortisone injection
Investigations	X-ray, ultrasound, MRI
Light exercise	Gentle exercise, exercise but be careful
Manipulation	
Massage	
Medication	Panadol, anti-inflammatories, muscle relaxants, supplements
Irrelevant response	
Natural or unknown therapies	Stone therapy, finger therapy, natural remedies, tea, spa baths
No treatment	Time, patience, will heal itself in time
Normal movements	Keep arm moving, normal activity, stay active
Osteopathy	
Pain clinic	
Physiotherapy	
Prayer/hope/meditation	
Rest	Taking it easy, relaxation, reduce overall activity
Second opinion	
Specialist	
Stay healthy	Good sleep, avoid smoking
Surgery	
Taping/bracing	Brace, strapping
Time off work	

Topical treatments	Ointment, rub, Voltaren gel, oils
Unsure	
Wait and see	