

Supplementary file S1. Interview guide for consumers

Section A

1. Which adult group do you belong?
 - a. 18-39 years ☐
 - b. 40-54 years ☐
 - c. 55-70 years ☐
 - d. above 70 years ☐
2. What is your gender?
 - a. Male ☐
 - b. Female ☐
 - c. Prefer not to disclose ☐
3. What is your marital status?
 - a. Never married ☐
 - b. Married ☐
 - c. Cohabiting ☐
 - d. Previously married ☐
 - e. Prefer not to disclose ☐
4. What is your employment status?
 - a. Employed ☐
 - b. Not employed or retired ☐
5. Which part of Ghana do you live?
 - a. Urban area (major cities like Accra, Kumasi, Tamale or district capital like Bekwai, Dodowa)
 - b. Rural area (not within major cities or district capital)
6. What is your highest education level?
 - a. No formal education/ Primary ☐
 - b. Secondary ☐
 - c. Tertiary or above ☐
7. Has your doctor or nurse informed you that you have type 2 diabetes?
 - a. Yes ☐
 - b. No ☐
8. If you answered 'Yes' to question 2, how long have you been diagnosed with type 2 diabetes? -

9. How active are you?
 - a. Inactive ☐
 - b. Moderately active ☐
 - c. Highly active ☐

Section B

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- Tell me more about the type of exercise you do on a weekly basis
 - Tell me about your exercise goals
 - What encourages you to exercise?
 - Tell me more about what discourages you to exercise
 - What can be done to support you to overcome exercise barriers?
 - What things increase or decrease your self-confidence for being physically active?
 - How do you know if you have achieved the amount of exercise you want to achieve?
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