Supplementary material

Interview guide phase 1: collection of personal stories

Can you tell me a bit about yourself?

● Age

● Work and/or daily activities

● Any other information you would like to share about yourself

● Experiences with mental health

Can you tell me about your experience with 3114?

● How did you learn about the 3114 number?

● What was the direct reason that led you to call 3114?

Can you explain the steps you followed when you decided to seek help through 3114?

Did you encounter any difficulties when calling 3114?

● Was the wait time too long?

● Was there a mismatch between you and the responder?

● Any other difficulties?

How did you handle these difficulties?

Can you tell us a bit about the conversation with the 3114 responder?

● Specific aspects you appreciated during the conversation?

● How did this conversation help you?

How are you feeling today?

● How did 3114 contribute to that?

Do you have any recommendations for people who, like you, have not yet called 3114 or had a less positive experience with it?

Debriefing

Thank you very much for sharing your story with us. We will now transcribe the interview. The transcription will be pseudonymized, meaning that all data that could identify you will be removed. After the transcription, the recordings will be destroyed within a maximum of three months. We will then use the transcription to write your story. A few weeks later, we will send the narrative to you by email. You will be able to read it, suggest any changes if you wish, and approve it before we use it.

Do you have any questions? How are you feeling right now? If the participant is in distress, the interviewer will immediately contact 3114.

Interview guide phase 3: exploring end-user perspectives

Introduction

In a moment, I will give you a link to a page containing personal stories. Read the personal stories on this page. Think aloud while browsing the page. Tell me everything that comes to your mind. There are no right or wrong thoughts. We are very interested in your thoughts and ideas as you view the content. Take all the time you need. You can spend as much time as you like reading the stories. It’s entirely up to you whether you want to read one story, several, or none. I will speak as little as possible during the think-aloud procedure so as not to interfere with your thoughts. If you remain silent for a while, I’ll gently prompt you to keep thinking aloud. If at any point you wish to take a break or stop the interview, just let me know. Participation in this study is entirely voluntary, and you may stop at any time. If you would like to speak with a healthcare professional afterward, we can help you get in touch. Once you indicate that you are finished, we will move on to the next part. We will have a short interview based on the things you mentioned during the think-aloud. Do you have any questions?

Practice thinking aloud

Since thinking aloud is not a common practice, let’s do a short exercise. Have a look at this webpage (link to a website with content unrelated to suicide or 3114). Think aloud as you view the page.

If the participant understands what is expected, we can begin the think-aloud procedure.

Think-aloud procedure

I will now give you the link to the page with the personal stories. Please click on the link and take a look. Just a reminder, you are free to do whatever you want. Think aloud as you browse the page and/or the stories.

Interview

Questions based on what was said during the think-aloud procedure.

Main question:

We’re curious to know whether the story or stories (or just the story titles, if the participant didn’t read any) have changed your thoughts about 3114. Could you tell us a bit more about that?

Suggested follow-ups:

**1. Identification**

To what extent can you see yourself in the person from the story?

**2. Target behavior (calling 3114)**

To what extent would you personally decide to call 3114 after reading the story/stories/story titles?

**3. Self-efficacy**

After reading the story/stories, how confident are you in your ability to call 3114?

**4. Skills**

After reading the story/stories, how clearly do you know the steps to contact 3114? Can you tell me what those steps are?

Debriefing

Thank you very much for your participation. We will now transcribe the interview. The transcription will be pseudonymized, which means all identifiable data will be removed. Once transcription is complete, the recordings will be destroyed. After the interviews with all participants are completed, we will analyze them. Based on the results, we will gain concrete insights into the impact of the stories, which will help us design more appropriate content in the future. Do you have any questions? How are you feeling right now? If the participant is in distress, we will help them contact 3114.