**Appendix B: Sample Codes**

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**Accountability**

Comment:

A function or service a "coach" provides.

"Coach" will hold participant accountable, call them on the goals and plans set. Remind them and follow up. Request engagement. Pros and cons of feeling accountable to a "coach".

\*Do not double code with motivate.

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**Advisorb**

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**Allyb**

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**Assignmenta**

Comment:

"Coach" assignment

How participants react to being assigned or given a "coach" vs. having to seek one out; how the participant wants a coach assigned to them or wants to pick their own in some way

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**Assistantb**

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**Behaviora**

Comment:

Lifestyle behaviors coaches can help change or that may influence the coaching relationship. Topics include exercise (or lack thereof), diet, smoking, stress, sleep, hygiene, self-monitoring (glucose, weight).

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**ChangeUp**

Comment:

Any change in the participant's impression, belief, attitude.

Ex. "Now that we've talked about it, X is growing on me"

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**Cheerleaderb**

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**Childa**

Comment:

Reference to minor or dependent.

Ex. "That would be good for my son" or "I think that could apply to children but not adults"

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**Co-Pilotb**

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**Coachb**

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**CoachProvidera**

Comment:

Participant has prior experience with a "coaching" program. What kind of organization provided the prior coaching program? Context in which "coaching" was offered.

Examples include work, insurance, internet, social organization, etc.

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**Concernsa**

Comment:

Any concerns, worries or foreseen negative consequences of having a coach.

\*Don't double code with confidentiality.

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**Conditionsa**

Comment:

Reference to chronic conditions.

Examples include diabetes, asthma, obesity, arthritis, COPD, high blood pressure, etc.

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**Confidentialitya**

Comment:

Issues about identity or data confidentiality/protection. Feeling free to share personal information because of the perceived protections, assurances of confidentiality. Trust in data collectors/storage.

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**Consultantb**

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**Costa**

Comment:

Anything about expected cost of coaching services or who pays for the service.

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**Counselorb**

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**Descriptorsa**

Comment:

Anything about adjectives/phrases/words added to "coach" to change the meaning/effect of a "coach"

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**Direction**

Comment:

A function or service a "coach" provides. Participant expects or desires to be told what to do, be given specific direction or instruction from a "coach"

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**Educatorb**

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**Elderb**

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**Empathya**

Comment:

A characteristic of a "coach". Source conveys empathy for participant or is perceived to be empathic by participant. Can connect or relate to the participant. Make participant feel comfortable. Understand participant.

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**Experience**

Comment:

A characteristic of a "coach". The "coach" has or is perceived to have specific experience that can benefit the participant.

Ex. “Because my coach has lost weight in the past, they will better be able to help me lose weight”

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**Expertb**

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**Expertise**

Comment:

A characteristic of a "coach". May reflect expectations for education/degrees, training, or certification. May reflect a hierarchy or the "coach"-participant relationship or the role of the "coach".

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**Familiarity**

Comment:

A characteristic of a "coach". Implies previous/ongoing relationship or previous exposure to a person.

Addresses the question: Does a participant want the same person to "coach" them each time? Does a participant have to know the "coach" to accept them?

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**Familya**

Comment:

Reference to kin.

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**Friend/Pal/Buddyb**

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**Friends**

Comment:

Participant references someone not related to them.

Includes any comments about non-relatives that is not already captured by other codes such as Oth\_Exp.

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**Geekb**

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**Guideb**

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**Gurub**

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**Helperb**

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**InsCoveragea**

Comment:

Any comment regarding insurance coverage or insurance companies.

\*Do not double code with CoachProvider.

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**Interaction**

Comment:

How do participants want to interact with a coach? Frequency, mode, etc.

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**Internet**

Comment:

Anything online

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**Intrusive**

Comment:

Perceptions that coaching will be intrusive and harassing

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**Keeperb**

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**Leaderb**

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**Listena**

Comment:

A function or service a "coach" provides. A "coach" will really listen to a participant and respond accordingly; not like a robot or machine. "Coach" may act as sounding board or safe space for participant to talk/share. "Coach" may use parroting techniques and repeat back the gist of what they heard the participant say.

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**Literature**

Comment:

Research evidence, literature, librarians, information centers, articles

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**Mateb**

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**Mental Health**

Comment:

Acute stress or other mental health concerns (job stress, martial problems, child concerns). NOT diagnosed condition.

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**Mentorb**

**Minderb**

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**Mom/Dad/Parentb**

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**Motivate**

Comment:

A function or service a "coach" provides. Encourage. Push. Incentivize. "Coach" links behavior change efforts to goals and reasons for making the change (e.g., be happier, live longer, feel better).

\*Do not double code with accountable.

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**Navigatorb**

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**Non-healtha**

Comment:

Topics and activities that may not be related to health. Examples include financial planning, child care, job training, etc. May relate non-health to health outcomes.

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**Novelty**

Comment:

The idea or term is new to the participant or participant has never heard of something like this before

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**Oth\_Exp**

Comment:

Other's Prior Experience

Participant relates another person's (prior) experience. May illustrate the participant's vicarious experience with a "coach" who helped someone they know.

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**Partnerb**

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**Plans**

Comment:

A function or service a "coach" provides. Specific plans or recommendations.

Examples meal planning with recipes, exercise routine.

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**PrefInfoSourcea**

Comment:

Preferred Information Source

What were the preferred information sources the participant would turn to for info or help with a health issue?

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**PriorExpa**

Comment:

Prior Experience

Participant describes a personal experience (first hand exposure)

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**Prob**

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**Providers**

Comment:

People with medical/clinical training and expertise. Could include physicians as well as therapists, nutritionists, etc.

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**Referral**

Comment:

A function or service a "coach" provides. Expectation that "coach" would refer (tell about, send or link) a participant to another resource or information

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**Self-Direction**

Comment:

Participant reports that they know what they need to do (e.g. lose weight) or improve on something they're already working on or identified as something they need to work on (e.g. exercise). Participant expresses not wanting to be told what to do, but prefers instead to solicit specific advice, tips, resources for achieving their goal, not informed by a "coach". Participant desires support but not a "coach" who is a leader, director, or boss.

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**Services**

Comment:

A function or service a "coach" provides that are not already captured in other codes such as accountability, referral.

What can the "coach" do for participants?

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**Shepherdb**

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**Similaritya**

Comment:

"Coach" is like the participant in some way(s); same background (race, age, sex, SES, occupation, also a parent) or personal style (cheerleader, Eeyore, boot camp). Might be a desired characteristic of a "coach".

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**SourceChar**

Comment:

Source Characteristic

A characteristic of a "coach" that has not been captured by another code such as similarity, trust, empathy, etc.

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**Specialistb**

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**Spiritual**

Comment:

Focus on one's spiritual life, "health", and well-being.

Example: "being a good Christian"; "being good with God".

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**Supporterb**

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**Team**

Comment:

Participant desires team or group of “coaches”

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**Trainerb**

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**Treatment**

Comment:

Medical treatments or medications.

Examples include pills, surgeries, procedures, therapy. Can include complementary alternative medicine or traditional Western medicine.

\*Do not double code with behavior

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**Trusta**

Comment:

A characteristic of a "coach"; being trustworthy. Participant trusts information source or that "coach" has their best interests at heart; is giving participant accurate information or direction.

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**Watcherb**

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**Whiz/Wizardb**

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**a *a priori* codes**

**b term presented on an index card during the interview**