Supplemental Table S1. Perceptions of associations across terms

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| “*I think of* ***specialist*** *and* ***counselor*** *kind of similar… specialist is probably broader*” (NCC10) |
| “*An* ***expert*** *is more focused on the problem, but a* ***consultant*** *and* ***counselor*** *are the ones that I feel would help with that*.” (NCC11) |
| “*A* ***consultant*** *is someone you go to for general information, someone to talk to as well as the* ***counselor****.*” (AMMM1) |
| “*A* ***coach****, he or she falls in the same part as a* ***trainer***” (AMMM1) |
| “***Coach****ing is more like* ***teach****ing*” (NCMM2) |
|  “***Coach*** *pretty much goes with* ***educator*** *because it’s almost the same thing, just a different title*.” (TPMM3) |
| “…*A* ***coach****, it* ***educate****s you too.* ***Advise****s you and* ***mentor****s you, so it all falls together*.” (TPMM5) |
| “*If you were doing a hierarchy,* ***guide*** *would not be at the level of a* ***navigator****. They'd be a little bit lower, but they would be able to guide someone where they need to go*.” (NCC2) |
| “*I think a* ***helper*** *can be assigned. I think a helper is a little less personal. It’s a little more matter-of-fact. It’s the computer guy at the office. …I don’t sense I need to have bonded with my helper like my* ***mentor****. You know?*” (NCC8) |
| Helper: “*I think that it’s definitely a friendly term. It’s something that lets you know that you’re being assisted…that’s going to stand by you and really work with you to do what they can to* ***help*** *or* ***assist***.” (TPC6) |

Supplemental Table S2. Quotes illustrating connections between health and non-health issues

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| **Connecting stress and health** |
| *“I think when you’re less stressed, your health is better. When you’re happier, your health improves.”* (TPMM2) |
| *“If you improve your health you can handle stress better.”* (TPMM6). |
| *“Stress management, developing new skills, parenting…working on all that kinda reduces the stress on your body and stuff like that, which in turn, gives you more energy to do other things, because stress kinda brings you down, makes you tired, your body and stuff like that.”* (MOHC4)  |
| “*Financial planning always comes to mind. Even a job or an employment coach would be helpful… I think it takes the stress off … Stress is a big indicator in health. I think if you’re stressed out, then your health is poor*.” (TPC5)  |
| *“Bills play a huge part in a lot of people’s choices. Rent. When you have multiple children, you have to stretch your money as far as it can go, and sometimes you may have to leave yourself out…money plays a big part of that…that plays a huge part on people’s stress…Health wise, everything leads back to health regardless.”* (AMMM1)  |
| **Perceptions that everything is related to health** |
| *“I know if I’m not healthy, nothing else is going to happen.”* (NCC4)  |
| “*I think so many things are tied into health in some way. Financially, if you’re struggling, it’s very difficult to afford healthy foods, to be able to afford a gym membership, or to do certain things. You may have to work a lot more, so that keeps you from having time to do a lot of other things and to take good care of yourself. With parenting, that can be a really stressful situation and also uses a lot of your time and energy. It can be challenging to balance that with taking care of your health*.” (TPC6)  |
| **Recognizing competing priorities to wellness** |
| *“…they’ve got three kids and a daytime job because they gotta be at home at night for the kids. The doctor’s office closes at 4:00, so they can’t go to the doctor. It’s always to the ER because of that.”* (NCC1) |
| “*Life gets in the way … I work really long hours. I have another job after my eight-hour job. What do I sacrifice? Sleep? Do I sacrifice sleep so I could work out in the morning? Because there’s no way I’m working out at 8 when I get home….. I think about that a lot.*” (TPC3)  |
| “*I take care of my mom. You’ve got to go home, make dinner, take care of my mom, do the dishes, get ready for tomorrow…. It’s just like once I get home I don’t want to go back out [to exercise]*.” (AMC2)  |