SUPPLEMENTARY TABLE. Consolidated Criteria for Reporting Qualitative Studies Checklist

Item	Guide Questions/ Description	Response
Domain 1: Research Team and Reflexivity		
Personal characteristics		
1. Interviewer/ facilitator	Which author/s conducted the interview or focus group?	St. Romain Barbaree
2. Credentials	What were the researchers' credentials (eg Phd, MD)?	Staiano- PhD, MPP St. Romain- BS Allen- BS, MBA Barbaree- MBA student
3. Occupation	What was their occupation at the time of the study?	Staiano- Assistant Professor St. Romain- Research Specialist Allen- Outreach Officer Barbaree- Policy Intern
4. Sex	Was the researcher male or female?	Staiano- Female St. Romain- Female Allen- Male Barbaree- Female
5. Experience and training	What experience or training did the researcher have?	Staiano- previously administered/oversaw 16 focus groups St. Romain- previously administered and oversaw 4 focus groups and attended focus group training facilitated by national expert on 11/2016 Barbaree- previously co-moderated 2 focus groups and attended focus group training facilitated by national expert on 11/2016
Relationship with participants		
6. Relationship established	Was a relationship established prior to study commencement?	The focus group participants were recruited through ECE where relationships were already established.
7. Participant knowledge of the interviewer	What did the participant know about the researcher (e.g. personal goals, reasons for doing the research)?	Participants were told the purpose of focus groups was to gather parent/director perspectives on physical activity and screen-time behaviors in preschool aged children.

8. Interviewer characteristics	What characteristics were reported about the interviewer/facilitator (e.g. bias, assumptions, reasons, and interests in the research topic)?	None
Domain 2: Study Design		
Theoretical framework		
9. Methodological orientation	What methodological orientation was stated to underpin the study (e.g. grounded theory, discourse analysis, ethnography, phenomenology, content analysis)?	Content and thematic analysis
Participant selection		
10. Sampling	How were participants selected (e.g. purposive, convenience, consecutive, snowball)?	Convenience sampling
11. Method of approach	How were participants approached (e.g. face-to-face, telephone, email, mail)?	Face-to-face, telephone, flyer distribution, emails
12. Sample size	How many participants were in the study?	28
13. Nonparticipation	How many people refused to participate or dropped out? Reasons?	No participants who attended focus groups refused to consent.
Setting		
14. Setting of data collection	Where were the data collected (e.g. home, clinic, workplace)?	3 focus groups met at local libraries and 1 was conducted at an ECE center.
15. Presence of nonparticipants	Was anyone else present besides the participants and researchers?	In two groups, a child was present with their guardian.
16. Description of sample	What are the important characteristics of the sample (e.g. demographic data, date)?	See descriptive characteristics (Table 2).
Data collection		
17. Interview guide	Were questions, prompts, and/or guides provided by the authors? Was it pilot tested?	Moderators used a script; the script was vetted and approved by the research team.
18. Repeat interviews	Were repeat interviews carried out? If yes, how many?	No
19. Audio/visual recording	Did the researchers use audio or visual recording to collect the data?	Yes, both a video camera and an audio recorder were used to facilitate transcription.
20. Field notes	Were field notes made during and/or after the interview or focus group?	Some field notes were made but the predominant method of recording was via transcription of the audio recordings so as not to interfere with the discussion.

21. Duration	What was the duration of the interviews or focus group?	Up to 60 minutes of discussion.
22. Data saturation	Was data saturation discussed?	Yes
23. Transcripts returned	Were transcripts returned to participants for comment and/or correction?	No
Domain 3: Analysis and Findings		
Data analysis		
24. Number of data encoders	How many data coders coded the data?	2
25. Description of the coding tree	Did the authors provide a description of the coding tree?	Yes
26. Derivation of themes	Were the themes identified in advance or derived from the data?	Major themes were identified in advance, and subthemes were derived from the data.
27. Software	What software, if applicable, was used to manage the data?	NVivo software (QSR Version 11 Plus, Victoria, Australia)
28. Participant checking	Did participants provide feedback on the findings?	No
Reporting		
29. Quotations presented	Were participant quotations presented to illustrate the themes/findings? Was each quotation identified (eg, participant number)?	Yes
30. Data and findings consistent	Was there consistency between the data presented and the findings?	Yes
31. Clarity of major themes	Were major themes clearly presented in the findings?	Yes
32. Clarity of minor themes	Was there a description of diverse cases or discussion of minor themes?	Yes