**Supplementary Material:**

**Focus Group Coding Structure**

* Antiviral experiences
* Concern about spread (rate, mode, etc.)
* Concern for others (family, friends, colleagues)
* Dislike health enhancing messages
  + Pushy, patronising
  + Scepticism, distrust
* Dislike fact-focused messages
* Dislike risk reduction messages
  + Confidence
  + Contradictory
  + Lack of information
* Dislike emotion focused messages
  + Alarmist
  + Lack of information
  + Scepticism
* Distrust of pharma
* Importance of choice
* Information wanted
* Knowledge
* Like health enhancing messages
* Like fact-focused messages
  + Factual and statistics
  + Gives perspective
* Like risk reduction messages
  + Social responsibility
  + Trustworthy
* Like emotion focused messages
* Likelihood of taking antivirals
* Media impact
* Message source and audience
* Other protective measures
* Perceived severity and risk
* Perceptions of previous pandemics
* Preferred messages
* Psychological impact
* Scenario response
* Seek information
* Social media use
* Treatment of children
* Treatment pressure
* Trust in healthcare workers
* Vaccination barriers
  + Effectiveness concerns
  + Not ‘at risk’
  + Not for everyone
  + Perceptions of risk or severity
  + Safety concerns
* Vaccination beliefs
* Vaccination drivers
  + Avoid disruption
  + Being ‘at risk’
  + Concern about spread
  + Employer views
  + Past experience
  + Right thing to do
* Vaccination experiences
* Vaccination intentions (yes, no, delay, unsure)
* Vaccine or treatment access
* Vaccine versus antivirals