**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