

Appendix A. *Example interview guide*

Topic	Guiding Questions	Possible Follow-Up Questions
General Pregnancy	Tell me about how your pregnancy has been so far.	What has been challenging? What has been surprising?
Diet During Pregnancy	I am curious what you've been eating during your pregnancy. Tell me about what you ate throughout the day yesterday. What are your thoughts about what you should eat and drink during pregnancy?	What did you eat (in the morning, afternoon, evening)? What is healthy to eat? What is unhealthy to eat?
Exercise During Pregnancy	What are your thoughts about what you should do for exercise during pregnancy?	What is healthy to do for exercise? What is unhealthy to do for exercise? Tell me more about what your physical activity is like.
Weight Gain During Pregnancy	Your body changes a lot during pregnancy. What have you noticed changing?	How do you feel? How do you feel about how much weight you have gained?
Intervention Development	We want to know how to help women be healthy during their pregnancy. What would have helped you to make healthy choices during your pregnancy?	What made it hard for you to (eat well, exercise, or gain the amount of weight you wanted to during your pregnancy)?
Summary	Thank you for taking the time to tell me a little bit about your pregnancy. Is there anything else you think I should know?	
