

Appendix S1: COREQ checklist

Domain 1: Research team and reflexivity		
1.	Interviewer/facilitator	Four interviewers carried out the interviews: EH – 7, OO – 7 interviews, and VM (see acknowledgements) – 4, JSh - 3.
2.	Credentials	JSh and EH were professional researchers (PhD and MSc respectively). JSh also has a midwifery and nursing background. OO and VM were medical doctors at registrar level.
3.	Occupation	All interviewers were employed by, or under contract to, UCL.
4.	Gender	All interviewers were female.
5.	Experience and training	JSh and EH were experienced qualitative interviewers, with OO and VM new to qualitative research. GB and JSh led qualitative training for the research team. JSh supervised OO and VM in their early interviews.
6.	Relationship established	No prior relationship between the interviewers and interviewees existed.
7.	Participant knowledge of the interviewer	Potential interviewees were informed about the study by email, with the study information sheet approved by the research ethics committee attached. Potential participants knew that the study was funded by the Department of Health and carried out by UCL researchers.
8.	Interviewer characteristics	All interviewers, and members of the wider research team, had pre-existing interests in women's reproductive health and pregnancy. JSh had a long-standing interest in pre-pregnancy care.
Domain 2: Study design		
9.	Methodological orientation and theory	This qualitative portion of this study was informed by the principles of "qualitative description" (Sandelowski 2000, Neergaard et al 2009) where qualitative methods are used to gain firsthand knowledge of participants' experience and perceptions of a topic.
10.	Sampling	Purposive sampling: health professionals from sexual and reproductive health, midwifery, obstetrics and gynaecology, and general practice were identified and contacted. The research team ensured that the final interview sample included at least one clinical lead from each of the nine governmental regions.

11.	Method of approach	Initial contact was by email with information about the study.
12.	Sample size	Twenty interviews were aimed for, 21 were achieved: the choice of sample size was pragmatic, based on prior experience of similar qualitative research.
13.	Non-participation	Fifty potential participants were contacted, 19 did not respond. Of the 31 responders, 5 declined, mainly because of lack of time. Of the 26 potential participants who were willing to be interviewed, 21 interviews were carried out in the available time.
14.	Setting of data collection	Interviewees were in their work or home location at the time of the telephone interview.
15.	Presence of non-participants	To our knowledge, non-participants were not present with the interviewees during the telephone interviews.
16.	Description of sample	Information about professional background and gender were collected.
17.	Interview guide	Topics (described in main text) with prompts.
18.	Repeat interviews	There were no repeat interviews.
19.	Audio/visual recording	Interviews were audio-recorded.
20.	Field notes	Brief field notes were kept by interviewers.
21.	Duration	Interviews lasted between 15 and 40 minutes, with an average of 30 minutes.
22.	Data saturation	Under the principles of “qualitative description” there is no assessment of data saturation as there is no process of theory development.
23.	Transcripts returned	Transcripts were not returned to interviewees.
Domain 3: Analysis and findings		
24.	Number of data coders	JSh was the primary coder, with further coding by OO. Coding consistency was co-checked by the two coders.
25.	Description of coding tree	Codes represented distinct viewpoints on each topic.
26.	Derivation of themes	Themes were closely related to the subject matter of the topic guide.
27.	Software	NVivo 10
28.	Participant checking	There was no formal process of participant checking of research findings.

29. Quotations presented	Yes, with professional background identified.
30. Data and findings consistent	We have attempted to present our findings in a clear manner, consistent with the data collected
31. Clarity of major themes	
32. Clarity of minor themes	