**Supplementary Digital Content**

**1**: Interview Schedule

**Impact of the podcast series 'menopause: unmuted' on how women learn and talk about menopause**

**Topic 1: Podcasts to deliver health information**

* Have you listened to the podcasts?
* What interested you about the podcast series (and taking part in this study)?
  + What did you think/what did you know about menopause before listening to the podcast?
* Have you listened to podcasts on health topics before?
* Tell me about how and where you listened to the podcasts? Did you listen to all five of the podcasts?
* What are your thoughts about the podcast format?
  + Structure / episode length / different perspectives?
  + Anything you didn’t like or put you off listening to the stories?
* What was different about listening to these women’s stories compared with how you might have learnt about them by reading them online or in a health leaflet?

**Topic 2: Feelings about the series / Emotional impact / Creating connections**

* What thoughts and feelings did you have listening to the podcast?
  + Feelings / thoughts/ engaging / easy to listen to/ anything you didn’t like?
  + Prompt here for emotional response (i.e., link to below prompts around humour etc.)
* Were there any stories or people that you connected to?
  + Anything that stood out / powerful / one or two more than others – why?
  + What in particular did you like about that episode(s) (how presented – humour, candidness etc.)?
* Was there anything that surprised you about the women’s experiences?

**Topic 3: Learning about menopause (knowledge and understanding)**

* Did you learn anything new about the menopause? (can you give an example?)
  + Basic knowledge, understanding, or vocabulary?
* Has it changed your understanding of menopause? In what way?

**Topic 4: Taking action / changing or prompting conversations (activation)**

Note: reiterate only if they feel comfortable talk about this

* Has it had any impact on how you feel about (your own experiences of) menopause? How do you feel going forward with menopause?
* Is there anything you might do differently now?
  + Are there any tips that you are taking away with you from the podcast?
  + Is there anything you wish you had known earlier? Would you have done anything differently?
  + Are there any actions you are going to take/have already taken after listening to the podcast?
* One of the aims of the series is to help women have better conversations about menopause with family, friends, and HCPs:
  + Can you tell me a little about the conversations you have had about menopause?
    - Healthcare professionals / family / friends
  + How do you feel about talking about menopause now?
    - In what ways are you going to do this and any areas in particular?
* After listening to the podcast, what piece of advice would you pass onto your friends?