

Table 1 Topic Guide

Introduction	<ul style="list-style-type: none"> • Tell me a little bit about yourself?
Life with diabetes	<ul style="list-style-type: none"> • When were you diagnosed with diabetes? • What's life like for you with diabetes? • How much attention do you pay to your health in general? • Who is responsible for buying food and planning meals in the house? • Do family members help or hinder your diabetes management in any way? • What, if anything, do you think caused you to get diabetes?
Experience of being invited	<ul style="list-style-type: none"> • It might have been a while now, but can you remember receiving an invite to diabetes group education? • What education and advice had you received prior to the invite? • Do you feel your understanding of your diabetes has increased since diagnosis? • How do you like to learn? (e.g. group education, one to one, on line)
Reasons for not attending	<ul style="list-style-type: none"> • Would you mind telling me why didn't you go to the education programme? • How do you feel about not being able to go/not going? • What would have encouraged you to go – at the time you turned it down? • What would have to happen in the future for you to want to / be able to attend an education programme? • What would you think if I said that many of the things you shared about your life with diabetes, are part of the education programmes? • If you had known that diabetes education could answer your questions, how would it have made a difference to you choosing to attend?
Closing	<ul style="list-style-type: none"> • How could 'education' be provided to make it easy for people to attend? • What advice would you give to Health Care Professionals to get more people to attend Diabetes Education? • Is there anything else that you would like to share about not attending group education? • Is there anything that you feel is really important for us to know?