**Brief description of file content**

**CAMdatadeposit**

This document provides the data collected from participants using the Cancer Research UK Breast Cancer Awareness Measure questionnaire. The first part of the document shows the data collected during the pilot study, and the second part the data collected during the main study component. Participants have been anonymised to protect their privacy and ensure confidentiality. Likewise, post codes have been aggregated for confidentiality and anonymity purposes. The codes assigned to participants only indicate whether they were part of a control (C) or intervention GP (I) surgery group.

**DVD Letter**

This is the letter provisioned to patients registered with one of the intervention studies. It explains why this DVD has been send to them and who the study team is, as well as providing contact details in case recipients wish to contact the researchers with questions they might have.

**Full Study Protocol**

The document explains the rationale behind the DVD, background information, methodology, patient and GP surgery selection criteria. It further shows the aims and objectives of the study and provides a timeframe envisioned for data collection and analysis.

**Breast CAM**

This document contains the terms of use for the Cancer Research UK Breast Cancer Awareness Measure, background information and instruction for use, the questionnaire provided to focus group participants prior to viewing the DVD and discussions were opened. Additionally, an answer and coding sheet for documenting questionnaire data are provided. The data shown in ‘CAMdatadeposit’ has been documented following the instructions provided in this booklet.

**Main study focus group transcripts**

This data bundle includes all 10 Focus Group transcripts and contains a brief summary of focus group composition and length of the discussion at the beginning of each transcript, as well as the funding code for the study. The codes assigned to each transcript indicate whether they were a control (CFG) or intervention (IFG) group. Intervention practices had previously received the DVD whereas controls did not; however, each session began with viewing the DVD before opening the discussion.

**Main study interview transcripts**

This data bundle contains all 10 one-on-one interviews with medical professionals, one from each participating GP surgery. At the beginning of each transcript, a brief description of the interviewee is available, as well as the length of the interview, as well as the funding code for the study. The codes assigned to each transcript indicate whether interviewees were working at a control (CFG) or intervention (IFG) practice.

**Pilot study focus group transcripts**

This data bundle includes all 4 Focus Group transcripts and contains a brief summary of focus group composition and length of the discussion at the beginning of each transcript, as well as the funding code for the study. The codes assigned to each transcript indicate whether they were a control (CFG) or intervention (IFG) group. Intervention practices had previously received the DVD whereas controls did not; however, each session began with viewing the DVD before opening the discussion.

**Pilot study interview transcripts**

This data bundle contains all 4 one-on-one interviews with medical professionals, one from each participating GP surgery. At the beginning of each transcript, a brief description of the interviewee is available, as well as the length of the interview, as well as the funding code for the study. The codes assigned to each transcript indicate whether interviewees were working at a control (CFG) or intervention (IFG) practice.

**Consent form and interview, focus group schedule**

In this folder one has access to the interview and focus group schedules, as well as the consent form given to all participants of the study (both focus group participants and medical professionals participating in one-on-one interviews. The consent form and interview/focus group schedules each provide some background information for the study.