**Supporting Information**

**Table S1. Pilot study demographic data**

|  |  |  |
| --- | --- | --- |
| N=20 | Frequency | Percentage |
| Gender |  |  |
| Male | 15 | 75 |
| Female | 5 | 25 |
| Age(median=53) |  |  |
| 20-30 | 1 | 5 |
| 30-40 | 3 | 15 |
| 40-50 | 4 | 20 |
| 50-60 | 6 | 30 |
| 60-70 | 6 | 30 |
| Ethnicity |  |  |
| White | 11 | 55 |
| Non-White | 9 | 45 |
| Total | **20** | **100** |

**Figure S1 (a-d). Comparative Study domain scores by age and ethnicity**

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Comparative Study results for young (a) and old (b) subgroups and for white (c) and non-white (d) self-declared ethnicity subgroup analyses for weighted domain scores (WDS) by domain. Values are mean weighted domain scores (WDS) with 95% confidence intervals. All differences p>0.05 except §, p=0.031 for younger versus older subjects (Mann-Whitney test).

**Figure S2. Example storyboard (Pilot Study version).**

***Please look at the following five stories of people on anti-retroviral treatment.***

**Edward says that**

* He failed an exam paper because the tablets made it hard to concentrate.
* His medicine is very easy to take - just a single tablet once a day.
* The doctor told him that this was a very reliable treatment.
* They said treatment was very safe in the long-term.
* There were no side-effects with the treatment.

**Deep says that**

* He was getting some dizziness immediately after taking the treatment, but this wasn't so bad as he took it at bedtime.
* He had problems with work because of the number of times he had to go to clinic.
* His medicine is very easy to take - just a single tablet once a day.
* The doctor told him that this was a very reliable treatment.
* They said treatment was very safe in the long-term.

**Adam says that**

* Although he only takes his medicines once a day, he does have to take three different tablets.
* Doctor said that although this treatment sometimes stopped working it would still be the best option for him.
* They would have to monitor the kidney function very closely as this treatment sometimes caused kidney problems.
* He was getting some dizziness immediately after taking the treatment, but this wasn't so bad as he took it at bedtime.
* He had problems with work because of the number of times he had to go to clinic.

**Bernard says that**

* The doctor said the treatment was not so reliable as some, so he would need to come back for monitoring more often (every three months).
* This treatment sometimes caused bone problems if used for many years (over ten years or more).
* He noticed that in the six months since he had started the treatment, he had put on a lot of weight - over 5kg, nearly a stone.
* He failed an exam paper because the tablets made it hard to concentrate.
* His medicine is very easy to take - just a single tablet once a day.

**Charles says that**

* They said this treatment increased his risk of heart and blood vessel problems in some people with long-term use (ten years or more).
* He had been more depressed since starting the treatment and had restarted anti-depressants.
* He could not go on holiday with his friends because he knew he would not be able to hide his treatment from them and they did not know, he was positive.
* His medicine is very easy to take - just a single tablet once a day.
* The doctor told him that this was a very reliable treatment.

As part of the questionnaire, participants were asked to read a storyboard such as the one above and rank the stories in order of desirability. This was done by writing down the fictional patient names (for example, Charles) in a response box next the labels “Best”, “Next best”, “Middle”, “Next Worst” and “Worst”.

**Figure S3. List of favourable and adverse narratives used for each domain**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Treatment difficulty** | **Treatment failure** | **Long-term complications** | **Adverse effects** | **Life events** |
| Favourable narrative | Her medicine is very easy to take - just a single tablet once a day. | The doctor told her that this was a very reliable treatment. | They said treatment she was having was very safe in the long-term. | There were no side-effects with her treatment. | Taking treatment never interfered with her life. |
| Adverse narrative 1 | Although she only takes her medicines once a day, she does have to take three different tablets. | The doctor said that although this treatment sometimes stopped working, it would still be the best option for her. | They told her they would have to monitor the kidney function very closely as this treatment sometimes caused kidney problems. | She was getting some dizziness immediately after taking the treatment, but this wasn't so bad as she took it at bedtime. | She had problems with work because of the number of times she had to go to clinic. |
| Adverse narrative 2 | She has her treatment by injection, once a month. | The doctor said the treatment was not so reliable as some, so she would need to come back for monitoring more often (every three months). | This treatment sometimes causes bone problems if used for many years (ten or more). | She noticed that in the six months since she had started the treatment, she had put on a lot of weight - over 5kg, nearly a stone. | She failed an exam paper because the tablets made it hard to concentrate. |
| Adverse narrative 3 | She has to take her treatment twice a day. | The doctor said that she would have to be careful to take her tablets regularly as this treatment was more likely to stop working if she didn't. | They said this treatment increased her risk of heart and blood vessel problems in some people with long-term use (ten years or more). | She had been more depressed since starting the treatment and had restarted anti-depressants. | She could not go on holiday with her friends because she knew she would not be able to hide her treatment from them and they did not know she was positive. |

This figure lists all of the adverse and favourable options for all five treatment domains that were used to create stories for the questionnaire.