Additional file 2: CRM Codebook for analysis

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| Name | Description |
| **Community Climate** |  |
| Community Engagement | Community engagement with the efforts - supporting, volunteering, key driving forces for efforts, passive efforts etc |
| Community Level of Concern |  |
| Community Priority Level | Priority defined as knowing it's a concern and addressing this over other issues or choosing to tackle other issues over healthy eating |
| Key Community Members |  |
| **Community Knowledge of Efforts** |  |
| Programmes |  |
| Community Engagement & ReachTarget groupType and content  |  |
| Duration and time |  |
| Facilitator |  |
| Misconceptions about the efforts |  |
| Obstacles | Obstacles to individuals engaging with the efforts e.g. personal money, space, resources, resistance to engage with behaviours |
| Opportunities | Facilitators and positive elements already in the community that would aid with programmes (opposite of obstacles) |
| Strengths |  |
| Weaknesses |  |
| **Knowledge about the Issue** |  |
| Causes |  |
| Consequences |  |
| Misconceptions |  |
| Occurrence within the community | Knowledge of level of occurrence of issue within the community |
| Prevention | Awareness of appropriate measures to prevent unhealthy diet |
| **Leadership** |  |
| Key Leaders |  |
| Leadership engagement |  |
| Leadership level of concern |  |
| Leadership Priority Level |  |
| **Resources for Efforts** |  |
| Action or inaction to mobilise resources |  |
| Information | Tangible information resources e.g. radio, posters, flyers |
| Money |  |
| Organisations |  |
| People |  |
| Experts |  |
| Volunteers |  |
| Space |  |
| Time |  |