

Focus Group Discussion Guide

1. In what situations, if any, do you wear face coverings?
 - a. *Probe for specific situations: (1) when running errands, (2) when visiting with friends and family, (3) when at work outside the home*
 - b. *What type of face covering do you wear in these situations?*
 - c. *How frequently do you wear it in this situation?*
 - d. *Why do you wear it in this situation?*
 - e. *How do you feel about wearing a face covering?*
2. What are some of the reasons you wear a face covering?
 - a. *How does the behavior of people around you affect your decision to wear a face covering?*
 - b. *What about enforcement of requirements to wear face coverings?*
 - c. *What have you heard about whether face coverings can prevent people from getting COVID-19?*
3. In what situations do you not usually wear face coverings?
 - a. *Probe for specific situations: (1) when running errands, (2) when visiting with friends and family, (3) when at work outside the home*
4. What are some of the reasons you do not wear a face covering in these situations?
5. What do you think are some of the reasons that other people in your community, including your family and friends, don't wear face coverings?
 - a. *How do your friends or family react if you wear a face covering around them?*
6. Can you think of any messages that were especially memorable or meaningful for encouraging the use of face coverings?
 - a. *Whose opinions about face coverings are most important to you?*
 - b. *Who do you turn to for advice about face coverings?*
7. I'm going to display a few messages about face coverings and I would like to hear your opinions about them. What do you think about this message?
 - a. *What do you like about this message? What do you dislike about this message?*
 - b. *How could this message be improved?*
 - c. *Does this message make you want to use face coverings?*
 - d. *Who do you think this message is written for?*
 - e. *What image comes to mind when you hear this message?*

Table S1. Sample face covering messages tested in focus groups with North Carolina residents

Theme	Sample Messages
1	Mask on. To carry on. Mask up. To open up. Cover your face. Keep some space. #StayStrongNC
2	Please wear a face covering to speed up NC's recovery. Vice President Mike Pence believes wearing a face covering is a good idea. Follow his lead.
3	Friends don't let friends go out without a mask. You wouldn't wish it on your enemy, so why risk giving it to your friend? Please wear a face covering around others. Make sure your memories don't turn into regrets. Wear a face covering around others.
4	Protect your grandmother, your neighbor with cancer, and your best friend with asthma. Use face coverings when out in public. Help keep loved ones safe. Use face coverings when out in public.