APPENDIX 1 Additional quotes from women

1 Film as a realistic experience
‘I liked that you didn’t make it rosy and it wasn’t superficial so you actually described someone’s actual experience.’ I-7

2 Would women have watched the film if available?
‘I think in a way it’s almost like the information that I read before coming to the clinic the first time, it didn’t make me underestimate what was going to happen, but I think to hear somebody say that’s going to hurt, I think that would have made me almost prepare myself more. I don’t know if I was as prepared as I could have been because I didn’t expect it… I think you know, having somebody who’d been through it speaking, it does make things more real I guess.’ I-5

‘I think my mindset was that you’ve already got lots of other external factors which are kind of trying to influence you so I’d probably not have wanted to see it.’ I-6

3 Usefulness of the film to others
‘After being through this I think you’d better get a realistic picture of what’s about to happen rather than thinking oh it’s not going to be that bad. You’d better get a realistic picture. So yeah I think that should remain in the video…I’d say the pain is a key element there because you do need to know and you need to be prepared for some horrible pains.’ I-10

4 Pain
‘And I’m glad you didn’t underplay the pain involved because that would just be unfair. It really isn’t a pleasant experience and mine was actually much worse.’ I-7

5 Bleeding
‘My concern was what was going to happen afterwards when you’re at home because obviously you get told that you’re going to bleed and it’s going to be worse than a period but you don’t know what it’s going to be like until it happens so I think that was my main concern.’ I-11
6 Multiple films featuring different experiences

‘The video is a perfect scenario and it’s not always perfect. I would maybe put a few different options’. I-2

‘You can’t produce one video that reflects everybody’s experience so I think you just need to go middle of the road and show what the process is.’ I-9

8 Animations

‘It may be easier to relate to somehow go oh yeah this may apply to me as well. You know, it’s not someone else, it’s actually me that we’re talking about’ I-7

‘Someone is thinking back on the experience and I think that’s more, piecing together the imagery is more realistic to how it’s going on in the persons head, these are the images of the process… if you’re talking to someone its going to be more focussed on other emotional things that they communicate just in the way that they talk and it’s good just having the key things. You can make it more personal to yourself that way.’ I-12

9 Timescale

‘It gave a good picture of the whole process from start to finish’ I-10.

‘It was good because it did explain how you do feel when you’re missing that period and you’re thinking ‘oh no, what’s going to come’ and that is when it starts, the emotional side of the whole thing’ I-1.

10 Narrator

‘She’s in her 30s she’s older, she can deal with it. She was mature enough to go through it, I’m only like so young how am I going to cope. So maybe if they do different scenarios maybe get a younger persons voice.’ I-2

‘I would say her voice comes across as a lot older which if you are younger, I’m 24 so that was fine but if you were 16 or something you might not be able to connect to it in a way.’ I-12
'With how she was speaking, I found that she was probably quite a middle aged woman whereas I don’t know if you’d maybe done it from a younger girls perspective.' 1-2

11 Description of embryo as ‘Cluster of cells’
In the film Lara’s mum describes the embryo as ‘just a cluster of cells’. While most of the women did not mention this in their interviews, there were two that did not agree with this description. Interviewee-12 described the use of the phrase as ‘trigger-y’ and ‘charged’.