**List of Appendices**

A1- Screener-Consumers 010713

A2- Screener-HCP 010713

B1- Consent form-Consumer FGs 122812

B2- Consent form-HCP Triads 122812

C1- Moderators Guide- Consumers FG 122812

C2- Moderators Guide- HCP triads 122812

D1- Burden table by audience and activity (NDPP brand and message testing)

D2- NDPP Branding Message Testing Supplement 010713