

	Themes	Example Quotes
Maternal facilitators	Comfort with QR codes	"I think most people are very adept at making use of QR codes today."
	Smartphone access	"I feel like I rarely get a patient that doesn't have a phone to even depending on any socio-economic issues."
Maternal barriers	Maternal exhaustion and retention	"I feel like once they go home it might be, but watching it in the hospital, are they going to fully pay attention to it? I guess that would be the main question is how tired they are, even if you turn it on, are they going to watch it?"
	Native language	"Yeah, that is definitely one barrier could be, like I said, our non-English speaking patients"
Staff facilitators	Staff understanding of study	"So probably working through [clinical nurse educators] with whether it's a short video presentation, a PowerPoint, something that they could sign off staff to make sure that they've covered and they could utilize their huddles, their staff meetings, that type of thing"
	Fit within existing staff workflow	"Safe Sleep is something we talk about every time we do a discharge. So it would be easily to say do our little spiel and say, hey, please watch this video on Safe Sleep."
Staff barriers	High staff workload	"We have so much to do already"
	Staff buy-in	"I think the other thing with us is just really getting our staff on board."

Hospital/Administrative Facilitators	Fits into existing workflow and initiatives	"I don't think there would be a barrier at all because it also coincides with what we're doing with our state initiative."
Hospital/Administrative Barriers	Practical considerations	"It has to be a laminated sheet of paper. It can't be taped so close to the ceiling. I can't be hanging off of certain things"