Box 1. Interview questions and topic guide

* Outline experience (including job title, years worked on HPV vaccination programme, years worked in area)
* General views on the HPV vaccination programme
* Typical queries from girls and parents (prompt - amount of time this requires, do they have the information to answer these queries)
* Describe how HPV vaccination programme is delivered in their area (prompt - health promotion, consent forms (when distributed, if analysed), administrative support, methods for tracking and monitoring mop-up clinics, opportunistic vaccination, level of support from school, Local Education Authority, Primary Care Trust or Local Authority)
* Official catch-up programme (first three years of programme for older girls) – describe and impact on health inequalities
* Views on why girls were not vaccinated with HPV (prompt - informed decisions by themselves or parents, incomplete consent forms)
* Views on which girls were not vaccinated with HPV (prompt - not attending, vulnerable groups)
* Describe efforts to address health inequalities (prompt - specific reference to travellers, girls with learning difficulties, refugees and asylum seekers, girls not in education or consistently absent and what prompted their efforts)
* Were ethnic / religious groups an issue, specific interventions to address
* How to improve the HPV programme, especially efforts to address health inequalities