

Supplementary material:

Interview guide: Questions during the interview addressing the UV index

Question 1: Have you ever heard of the term UV index?

Question 2, alternative 1: What do you understand by the term UV index?

Question 2, alternative 2: Do you have any idea, what the term UV index means?

Question 3: Do you know which values the UV index can assume?

Further queries:

- Which range of values does the UV index have?

Question 4: What do you think, what are the maximum values of the UV index in our region in summer?

Question 5: What do you think is the value from which sun protection measures are recommended? What is the value from which special protection measures are necessary?

Question 6: If you know the current UV index value, does this information influence your behavior on the concerning day?

Further queries:

- How does this information influence your behavior?

Question 7: To which extent does the awareness of the current UV index value influence your counselling of customers in the pharmacy?

Question 8: To which extent do you share your knowledge about UV index with your customers?