

**Table 1 Core theme, main categories, subcategories and codes**

Core theme	Main categories	Subcategories	Codes
Connection between formal health system services and social and cultural potentials	Sociocultural characteristics of Iranian society	Family social capital	Cohesive family relationships, mutual trust, cooperation between family members.
		Neighbourhood social capital	Mutual trust, formal and informal participation, similar norms of behaviour.
		Informal groups social capital (social networks)	Membership of sports and religious groups, peer groups.
		The role of reference groups	Teachers, religious leaders, sports and cultural role models.
		Use of media	Television, radio, social media, virtual media.
	Characteristics of the Iranian health system	Health network system	"Health homes" <i>Behvarzan</i>
		Volunteer groups	Rabetine, health centre
		Professional mental health workers	Psychologists, psychiatrists, mental health nurses, social workers