

Completer’s strategies (bolded strategies were selected)	Selection of strategy and justification*	Strategy presented to intenders 1	Intenders 1 feedback	Prototype developed or justification for excluding	Intenders 2 feedback	Final Recommendations
Visible kit location - Placed kit in highly visible location as a prompt	Selected. Procrastination and forgetting are key barriers to FOBT screening participation, and leaving the kit in a highly visible location can address this barrier. Implementing this strategy would be feasible as it would not require any changes to the screening kit or invitation process.	Placing the kit in a visible location – such as by the toilet or on the kitchen bench	Endorsement of strategy to aid memory and overcome procrastination Privacy concerns with a highly visible location (particularly when living with others)	1a. Visual Prompts – Instruction to Keep the Kit Visible - Add an instruction to the front of the kit to store it in a location seen every day, such as near the toilet or on the kitchen bench – e.g., “Keep this kit visible so you don’t forget”	Supported messaging to keep the kit visible Suggested they would put the kit near the toilet and preferred this to the kitchen bench Putting the kit near the toilet may facilitative familiarisation with kit materials and contents Suggestion to provide a simple diagram message of an arrow and toilet Instruction should state how fast the test is to complete Suggested keeping wording clear and simple, e.g., “put this kit next to your toilet”, and in large font for accessibility to an older population.	Provide information on materials to keep the kit visible or place directly near the toilet upon receipt. This message should be simple and in large font for accessibility. A digram pointing to the toilet may assist.
	Providing a reminder sticker or token was suggested by Completers when discussion reminders. It can also serve as a visual prompt.	Providing a reminder sticker or token	Participants reported that a sticker/token would be a beneficial reminder as it is more discrete than the kit itself Preferred choices for the sticker/token included a magnet, sticker, or suction cap that could be placed in the toilet, near the bedside, on the bathroom mirror, or the fridge. Some people reported using their phones and no longer using calendars or diaries. In this case, the sticker/token designed to use in a paper diary/ calendar would not be helpful However, participants stated privacy concerns noting that a token may not be discrete.	1b. Visual Prompts – Provide a Reminder Sticker/Token - Include a token inside the envelope to place somewhere seen everyday as a visual prompt (e.g., sticker for bathroom, fridge magnet, suction cap), and a message with the materials to describe the purpose of the token. The token could be a smiley face, daffodil, or NBCSP “Get2it” symbol.	A residue-free/ removable sticker was endorsed as the most suitable reminder. Participants emphasised the importance of accessibility for the population, and subsequently recommended a large size (credit card size) and suggested that it can go on bathroom mirror. Participants recommended the use of a removable sticker given its flexibility (can be placed on any hard surface, including the cistern). The “Get2it” reminder was described as balancing privacy and behavioural relevance. The smiley-face and daffodil were generally deemed as too vague. There was also the unprompted suggestion by multiple participants to use the lifebuoy, which could include text such as “get2it in four weeks”. Participants suggested the messaging about the token should be simple and direct, e.g., “stick me where you’ll see me every day”	A reminder sticker is a promising intervention as visual prompt to complete the kit keep it 'top of mind' and may help reduce key barriers of procrastination and forgetting. A residue free sticker than includes a message to place it on the bathroom mirror or somewhere seen every day is ideal.
Planning the timing of sample collection - Complete the kit as soon as is practical - Plan for collection at home	Selected. Procrastination and forgetting are key barriers to FOBT screening participation, and completing the kit as soon as is practical and making a plan for collection at home may help to overcome these barriers. Implementing these strategies would be feasible as it would not require any changes to the screening kit or invitation process.	Complete the kit as soon as is practical Plan a time at home when it is easy to take two samples	Some noted planning a time at home to complete the kit may help prompt them to set their own reminder. Participants described that they were unlikely to use a calendar when setting this reminder. Some disclosed they were unlikely to respond to a recommendation to set a reminder as they don’t read the instructions. Others disclosed they only read the instructions for how to complete the kit and were unlikely to respond to any reminder setting suggestions.	NA – unlikely to be successful – more promising strategies to develop	NA	NA - Encouraging invitees to plan a time at home to complete the kit is unlikely to increase screening uptake as people may be unlikely to use a reminder system or do not like the idea of putting sample collection in their calendar/ reminder system. A reminder is difficult to plan at the time of a bowel movement.
	An obvious expiry date was added as a potential option to present to intenders given completers emphasised the benefits of completing the kit early. Perhaps an obvious expiry date would encourage people to complete the kit as soon as is practical, and plan around a time at home.	Including an obvious expiry date	Some participants expressed a visually emphasised expiry date on the outside of the kit may encourage them to complete the kit by the targeted date Participants noted the prominent expiry date would discourage them from putting the kit aside for a later date Others said they would not be affected by the prominent expiry as it would be a future date that is far into the future. This would not create a sense of urgency. If it expires, some participants noted they would just discard the kit. In contrast, participants suggested (unprompted) that a 4-week deadline would be more effective than highlighting the expiry date to create a sense of urgency.	2. Provide a Four-Week Deadline Put a deadline in the invitation letter, and/or on the outside of the envelope. Suggestion of a 4-week timeframe. E.g., “Please return within 4 weeks or by the expiry date”	The deadline was widely endorsed for increasing urgency, preventing procrastination, and encouraging planning. Most people wanted a 4-week timeframe. Suggested focussing the wording and design on “return in 4 weeks” with a subtler note about the kit being usable until the expiry. Supported the suggestion to place the 4-week deadline (with subtle reference to the expiry date) on the outside of the envelop in addition to inside the invitation materials to encourage invitees to open the envelope	Providing a deadline on the outside of the envelop (in addition to in the kit text materials) is a promising intervention to increase uptake as it is likely to increase the sense of urgency for kit completion. The location of the deadline on the outside of the envelop may facilitate opening of the envelop for those who otherwise would not (which is more likely to lead to familiarisation with the materials/ reading about why to do the test etc.)
	Writing down the dates you plan to complete the kit has been shown to assist with kit completion in other studies (REF). Therefore, this option was added as an intervention to support completers strategy of planning a convient time to complete the kit.	Write down dates plan on doing kit	Some people stated writing down the date in a calendar or diary is a good prompt and increases discipline for kit completion. Participants noted difficulty in planning the test as it depends on the need for a bowel movement Others said they would be unlikely to write down planned dates even though it may help. Participants disclosed they would more likely put the date in their smart phone, rather than write it down.	NA – little endorsement – most unlikely to write down dates		NA - Suggesting to invitees that they write down the dates to complete the kit is unlikely to increase kit return.
Planning postal location - Identify and use a convenient location to post kit	Selected. Including information about postal locations is feasible using a QR code.	Providing postal location information using a QR code linking to Australia post.	People said a QR code would increase access to information around postal locations. Others said the QR code would increase personal responsibility to return the sample Most participants reported the QR code to be unhelpful as they knew where their local post box was located. Some participants found QR codes to be challenging and would not use this technology.	4. Postal location and hotzone information - Providing a QR code to Australia Post to help people identify a convenient place and time to post to the kit, including hot zone locations.	Few participants thought a QR code for a postal location was beneficial/ necessary, but if it was included, wanted it as one code with reminders. Some participants would appreciate information about hot zones.	Providing postal information may be helpful for some, particularly in hot zones.
Use of reminders - Endorsed idea of SMS/ letter reminders - Suggested: sticker, fridge magnet	Selected. Providing reminders is likely to help overcome the common barriers of forgetting and procrastination. This strategy may be feasible within the program.	Setting own reminder - Suggest you make a reminder or calendar event to complete and send the kit	People reported storing digital reminders in their phones or specifying a deadline to complete the kit would be helpful. A reminder from the program was also suggested as a helpful reminder. Alternatively, some participants reported not using reminder functions as bowel movements could not be predicted. Some participants were not the type of people to plan and therefore did not use reminder functions. Some participants would not use their calendar for privacy reasons as it was connected to their workplace.	Not continued - participants largely did not support setting their own reminders	NA	NA - Asking invitees to set their own reminders is unlikely to be beneficial.

		Receiving automatic reminders: A reminder text message if the kit is not returned in 8 weeks. Would you like reminders sent to you in any other way?	Participants stated text message reminders are useful as they are instantly accessible and used for other appointments It was suggested to limit the texts to two only, between four to eight weeks after receiving the kit to avoid being a nuisance. Participants recommended that text messages avoid links that may appear as spam. Other people found text message reminders intrusive and were unlikely to open unsolicited text messages. Many participants supported the idea of an email reminder without links to spam. Participants recommended two reminders with the first occurring at four weeks were preferred. Other participants suggested a letter reminder, automated phone call, or reminder sent through MyGov would be more appropriate. A text reminder was reported among participants as the most appropriate form of communication.	Solution of opt in 3. Option to sign-up for reminders - Include a QR code to sign up for reminders via a web form. The form will include varying options for the frequency (e.g., 1 reminder, 2 reminders, only a reminder if not returned within 8 weeks) of reminders and the mode of reminders (i.e., text message, email, or calendar event import). Provide an additional letter reminder Provide a myGov notification	Participants strongly supported the suggestion for opt-in, customisable reminders, including options for frequency and mode of reminder. Text messages were the most preferred mode of reminder (as opposed to email, calendar event, myGov notification or an additional letter in the mail), particularly as these are similar to text reminders for medical appointments which participants find useful. Participants endorsed the text message template shown in the interview, specifically for being short and simple, and including a phone number but no links. Mixed views on the suggestion of a myGov notification to remind kit completion	Program reminders should be as customisable as possible, and be short and simple. An opt-in system is ideal, particularly so invitees do not feel nagged. SMS is the most preferred contact mode but should avoid links that may appear as spam.
Use of storage bags and gloves to reduce barriers related to disgust - Normalised process of stool sample collection by comparing it to toilet cleaning or nappy changing - Strategies for fridge storage - Focus on motivation for screening	Normalisation and Motivation - Not selected. Normalisation of sample collection was deemed not feasible as it is attitude focussed, rather than a practical planning strategy. Strategies for fridge storage - Selected. Given that disgust is a common barrier - providing options for fridge storage may be a particularly useful strategy. Providing a bag may be feasible to implement in the program.	Providing additional sample storage materials	Participants indicated using a brown bag or insulated bag would reduce the barriers to fridge storage (including disgust and privacy concerns). Having the bag labelled was suggested to prevent confusion of the bag contents when stored in the fridge. The insulated bag was the preferred method among participants to keep the sample cool in extreme heat when posted. Participants preferred the insulated bag if it did not have to be stored in the fridge. Some participants reported no privacy concerns and felt there was no need for an insulated bag Some participants stated a bag would be wasteful and likely get lost.	6. Sample storage options (3 types) - Providing an extra bag for stool sample storage. Options of paper bag, zip-lock bag, or insulated bag that would not require fridge storage	Many participants liked the opaque zip-lock bag or the insulated bag. The ideal size was reported to be just large enough to fit sample tubes with ease (e.g., if you have arthritis in hands). Participants were concerned about the environmental impact of the additional packaging and the cost to the health care system.	Providing an insulated bag may be effective to increase kit completion, particularly in hot areas. Environmental and cost impacts should be considered.
	Rubber gloves were added option to include with the kit alongside fridge storage bags as they address the key barrier of disgust. Also, gloves have been shown to be effective in previous research. 1. White B, Power E, Ciurej M, Lo SH, Nash K, Ormiston-Smith N. Piloting the Impact of Three Interventions on Guaiac Faecal Occult Blood Test Uptake within the NHS Bowel Cancer Screening Programme. BioMed Research International. 2015 Oct 7;2015:e928251.	Providing gloves with the kit	Participants reported providing gloves may reduce feelings of disgust when taking the sample Some people disclosed gloves would make the process of taking the sample more hygienic Some people described feeling more comfortable using gloves for the sample collection Others disclosed the gloves made no difference to them and were wasteful.	5. Gloves for stool sample collection - Including gloves with the kit, discuss options of tight-fitting, loose-fitting and aiming for 'one-size-fits-all'	While many people said they would not use them, most said that gloves would help other people, and there was the notion of "the more strategies the better". Mixed responses were provided regarding the type of gloves (medical or 'hairstresser'), with particular consideration to the lack of a true 'one-size-fits-all' option. Recommendation to add a description saying they are optional to avoid negative impact (i.e., people thinking that process is worse/ more "hands on" than it is). Others noted that people who want to wear gloves already own them. Instructions should instead emphasis hand washing.	Including gloves may only have a small effect, as people tend not to use them, while people that may want them often already have gloves. If gloves are included, emphase that they are optional and handwashing is effective.
Reframing to overcome feelings of a lack of autonomy. - Sense of personal responsibility to participate in screening - Normalised personal information sharing as required in other health contexts	Not selected. These strategies to overcome autonomy were not deemed to be practical ways to overcome the intention-behaviour gap. Also, they are challenging to implement in the program materials as the strategies rely on attitude change.	NA				
Familiarisation with instructions and materials overcome physical difficulties. - Physically easier to do than expected after reading instructions and seeing toilet liner	Not selected. The perception of physical difficulty being reduced by reading instructions was not deemed one of the most effective interventions to include, however, may be a useful insight to future research.	NA				
Focusing on motivators to overcome avoidance. - Use the fear of the outcome as motivation - Use motivation from knowing others with cancer, or having experienced cancer - Taking a proactive approach	Not selected. These strategies to overcome avoidance were not deemed to be practical ways to overcome the intention-behaviour gap. Also, they are challenging to implement in the program materials as the strategies rely on attitude change.	NA				
	<i>Note . *General justification: to reduce participant burden, choose things that are practical and specific to planning rather than attitude change</i>					