

		Themes across strategies: privacy, deadline, waste	privacy
		summary: brown paper bag, text messages, deadline, discrete sticker	
Strategy	Valence - Y/N	Quote and participant number	
Highly visible		Personal circumstance allow privacy of toilet storage	
	Yes	live alone P5 - ...now is that I live alone. So, you know, I could just I could just put it anywhere...	
		P19 - For people who actually have a genuine intention - yes, I think it's a good thing...Anywhere where it's seen on a daily basis	
		P4 - Well, probably I never thought of putting it in the toilet. It's never occurred to me. So, yes, I think that's a good idea."... you get lots of mail and, you know, it just ends up somewhere, you know, where it's not on view and you tend to forget about it because it's not there in front of you.	
		ensuit P11 - absolutely...In the ensuite, yeah. It's not visible to any visitors or whatever, but it's right there and we're going to see it every day	
		P13 - on the kitchen bench because I think the more you look at it... the more you think, alright, because it is a planning thing, so you've got to plan for it	
		P14 - yes...In the past I've just sort of, I don't know, put it somewhere and yeah, it's just gone out my head. I've then found it and then it's too late and I', just throwing it away	
		P16 - maybe on the top of your toilet, in a drawer in the bathroom that you use all the time or something like that	
		P17 - I think the stigma of it is a barrier in itself for some people. But yeah, doing something like that I think would certainly help me and some people	
		P21 - I would think maybe next to my bed because, you know, bedrooms a bit more private. No one goes in there; you're going to see it at night when you got to bed and every morning when you wake up	
		P20- Yes. It's far more practical as a reminder to have it in the bathroom or near the toilet...Anywhere that I'm not going to do a poo is the wrong place to have it	
		Privacy concerns	
	No	P3 - It lived on the kitchen bench for a little while and now it's next to the toilet. So it's for me, neither of those have work	
		Privacy concerns P1 - there's that issue of privacy because I think it actually says what it is on the outside as well	
		shared bathroom P2 - I share the bathroom. I don't really want my family members to come into the bathroom as they see a jar of poo on the bench	
		P6- probably not. Because we're pretty tidy...put it in our bottom kitchen drawer that, you know, has prescriptions and notepaper in it and so I always know it's in there when I opened the drawer up	
		Privacy concerns P7 - I guess I just wouldn't want other people seeing it there or I wouldn't want to be constantly reminded of it until I resolved to do it	
		P10 - I probably would say no, because, um, in my house, I probably just get ten things put on top of it and I wouldn't see it anyway	
		Privacy concerns P12 - not visible and I wouldn't...I think privacy for one	
		P15 - I think I need something more than just it's there because many times it's there, it's there and I still didn't do it	
		P18 - I had the intention to do it, placed it in a place where I would see it so I wouldn't forget. But I never ever thought I had the time to do it. That sounds ridiculous. But that would be it. Like I would walk past it thinking "Oh, I'll have to do that".	
ASAP prompt	Yes (but all are a bit vague)	P2 – “it would prompt me to actually think about when I would do it”	
		P3 - I think that would work. Yeah. Go and take your book, that sort of thing	
		P4 - if you can think about when would be a good time to do it and somehow have a reminder that you know that good time has arrived	
		P5 - A reminder to do that I think is I think that's useful...Otherwise things get you know they kind of get lost	
		P19 - yeah. Clarifying notes could be useful	
		P6 - I thought they would have already had that in the in the literature that they send	
	weekend	P7 - probably putting in, like, a weekend. Sounds like a good idea. Might be something that would be helpful	
		P11 - I would want to do it as soon as possible so I can tick that box and I've done that and off it goes. So yeah, I think it yeah, it's a good reminder	
		P12 - I think just to just say, look, as soon as you get it if you can do it, either pop it straight into the mail anonymously or give us a quick call	
		P13 - Yeah...it might take me a week of having it there and reading it and then rereading it and then picking it up again and putting it down	
		P15 - like telling me this is the way to go. Step one is this particular box, and then after this box another compartment	
		P16 - the basic idea is good, but I need to line it up for with when I can actually be sure that things are going to work	
		P17 - clearly anything that can be done to try to improve that response again, because what you are talking about doesn't cost the federal government any more money, it could only help	
		P21 - what might be good is the suggestion that you just do it, like do it now, you know do it straight away, do it today. Because that for me, if I do things straight away than I'm less likely to put it off	
	No	won't look at it P1 - Probably not to be honest...I'll just pick out the bit that I need to the instructions....people won't read it all anyway	

		won't look at it	P10 - any information within the kit itself probably doesn't get looked at	
			P14 (said strategy was not help but did not give detail)	
			P18 - I can't think anything written on it that would have me act any sooner in that I know I know that stats, I know it's important, I think it's a great public health initiative, but I still haven't made the time to do it	
			P20 - I'm plan it on a day that I know I'm going to go past a letterbox or past the post office.	
Expiry	Yes	due date and reminder	P4 - So if there's an expiry, I guess it should be on the outside so that, you know, even if you pick up the envelope, there it is, you know, the expiry date or whatever. And it would be an additional sort of reminder that if you don't do it by a certain date and the kit's been wasted.	
			P2 - if you don't miss that expiry date, you're just going to go, Oh, well, it's pointless to do it now	
			P19 - Target dates are always useful. You target... basic project management targets are useful	
			P5 & P11 (said strategy was helpful without detail)	
			P6 - Yeah so can we make it like larger or something, the expiry date	
		prompt	P12 - I think it's a good idea, because that means you don't stick it in the back of the cupboard for X amount of years until you get another one	
			P13 - yeah. A very obvious... this is going to expire if you don't do it within how many months	
		timeframe as prompt	P14 - yes...you've got a certain time frame and obviously that, you know, should by right prompt you to get it done	
		deadlines help	P15 - Yes, I'm very into deadlines, and I'm afraid of expiries. Like, this is your chance, it's gone, you know. Now wait another two years, you know	
		date as prompt	P16 - while it's still within the date that's a prompt.... at the moment if it goes expired you just ditch it, you sort of missed the opportunity	
		make it go in diary	P18 - actually I think that would have been useful because I would have diarised it	
	No		P1 - I don't know.	
			P3 - I don't think that would help....if it's got expiry date, I won't bother and just throw it straight in the bin	
		wouldn't look at it	P7 - I don't think people would look for it	
			P10 - I think if it was an expiry date, you'd just go, Oh well if I haven't done it by then, I'll do it the next time	
			P17 - the expiry date is not necessarily going to...I don't believe it's one of the initiatives that's going to really do anything to create any miracle responses	
			P20 - I know that mine does have an expiry date and that's next year, it's like 11 months from now. But I sure as hell plan on doing it much sooner than that	
			P21 - I think my view is that I've never even noticed that there wasn't an expiry date on it	
Writing dates	Yes	discipline	P6 - this is a form of discipline to make sure you did do it. Yeah, that could work	
		diary, prompt	P7 - pop it in your diary or something like that, you know, that way I could do it and it'd be there. But I mean, I wouldn't be still completely committed to it, but it might prompt me to do it	
		add to calendar	P10 - That could be a good idea. Like, probably that would fit in also with like an electronic reminder that can be added to your calendar	
			P14 (said this strategy would be helpful but did not give detail)	
		instructive	P15 - I think that's very good. And it is a very instructive and very clear and because it's so important. So it won't be like a nuisance	
		deadline and diary	P18 - if it had the date on it and maybe for me it should be on the front... complete by X date, that I would more than likely put it in the diary when I got it to think, okay, I need to do what you know, where's the time I can do that.	
	No	won't do it	P1 - No, because I use my phone...I would use my phone to put it in. And that's about being lazy and not doing that	
			P19 - No, nothing would convince me to. Again, it's my personal circumstances	
			P21 - I'd probably forget. Say something comes up. Like I said that's why I think it's best to do it, at least in my case, straight away	
		can't schedule poo	P2 - it's not as if I can put in my calendar, I'm going to need to do a poo on Thursday, I guess. It's still a bodily function	
		can't schedule poo	P3 - there is frequently no time to prepare it. You must. You must go, and you must go immediately	
			P4 - What I tend to do is put a reminder in my smartphone, an appointment reminder with a couple of alarms.	
			P5 - look I'm not sure if I'd actually write down the date	
			P11 - probably for me, um, it wouldn't necessarily be helpful	
		Deadline more helpful	P12 - I think if people know that they've got a four-week time to send it back, that it's a little bit more of a prompt	
		don't plan, wait for motivation	P13 - No, I think it's got to be when it's the right time...I do it when I feel like doing it	

			P16 - I can tell you the three biggest things for me that would make a difference and that wouldn't be one of them	
			P20 - No. I would just be doing it when my bowel movements are accurate...So writing a date, say, for tomorrow, Friday the 18th wouldn't necessarily make me want to do it by tomorrow	
		more prompts the better	P17 - I personally don't identify that that's going to necessarily be a great initiative to make it any better	
Sticker etc.				
	Yes	discrete - privacy	P3- something that's quite discreet. I think that would please most people	
		Deadline	P4- I like the idea of a little or a large sticker that, you know, you can scribble the date on, or it has the expiry date on it, and you can, you know, put the date that you intend to do it.	
		Dealine	P6 - Yeah....It'll make you feel guilty every time you go to the fridge and you know when I look at them and I see the expiry dates getting close	
			P2 - Yeah.....Probably a sticky note or something with like a little suction cap....that you could put on or near the toilet or the toilet paper	
		visual	P10 - a little fridge magnet, I think that would be better for me because that's something that I could see	
		visual	P11 - I'd probably put that somewhere, you know, beside my bed or somewhere that I look every day	
		dealine	P12 - one of those stickers that you stick on your calendar or and say a magnet on your fridge just to say within four weeks, I have to return it. Yep. Make it a bit of fun don't make it too serious	
		visual	P14 - Yes...probably a magnet...I tend to stick notes on the fridge. Umm and I do check actually at certain times if I have anything there as well	
			P15 - the young people they say, it's cool. It's like, um, like, you know, relevant thing to do	
		quirky	P17 - I think would help so if it's a fridge magnet or the suction cup thing on the toilet is a quirky but good idea	
			P20 - Probably won't go fridge magnet but a thing to go against the toilet, for example, or on the basin or on the mirror...So if you have a prompt in front of you, on your bathroom mirror, on your shower, screen door in that room, then that's much better for me	
	No	prominent spot better	P5 - I'll be honest and say it's probably not something that I would use. I think for me just having a prominent place. Yeah. I think that would be most useful for me. Have it there and getting on to it.	
			P19 - For people who use diaries and calendars, It would be useful. I don't use them...I don't think they'd be any more useful than just putting the box in a easily visible location	
		phone	P1 - no, I don't use anything like that...I only use my phone	
		privacy concern	P7- moving your bowels is a very private thing. And, you know, sticking up sticky notes all over the shop isn't something that I ... I can't imagine anyone would really like doing	
			P13 - ... I'd already be in the toilet so I think I wouldn't have the kit set up...putting it in the toilet you've already defeated the purpose because you're already in there. You want to go to the toilet, you're gonna have to walk out again to get the kit	
			P21 - because I think there's the embarrassment factor, like when you've got other people in the house with you and you've got that in there ...I don't think I want to do much for me [Cancer Council Daffodil]...I'm not sure that I would...remember what it was	
			P16 (said strategy was unhelpful but did not give detail)	
		diary time better	P18 - I don't think any of those prompts would be as powerful for me as actually putting entering it in my diary to allocate time	
Making own reminder				
	Yes	Phone	P3- I need it [calender reminders] for, you know, medication reminders and stuff like that. So yeah, it's very, very helpful	
		more prompts the better	P4- yes..., I guess the whole the point is to focus someone's attention on, you know, the envelope and what it contains and, you know, why you need to do it	
		phone	P6 - Yeah. Maybe on the phone	
		phone	P7- That's not a bad idea. Um, to put a reminder in your phone or you, um, that it has to be something that was easy to do	
		electronic	P10 - I think the reminder is good...certainly if it was an electronic reminder	
		phone	P11 - yeah, I put it in my phone. I'm not going to forget it.	
		prompt	P14 - it might be there looking at you and you think, oh, I'll do that today or I'll start it today	
		discipline	P15 - So I think yep. So cause me to be take personal responsibility and be a bit more discipline and pencil in my all reminder	
		digital	P16 - one of my suggestions would be and no doubt it would be something that gets put into a digital diary. That's the one that would actually make a difference	
		deadline	P18 - So the prompt for me would be the date complete by X and then I myself would think 'better put it in my diary'. So maybe if it said put it in your diary I might think, 'oh yeah, I'll do that'.	
			P21 - whether the Cancer Council sends a reminder or whether, you know, they prompt your or urge you to ... give yourself a reminder today, you know, send it back tomorrow or something like that	
	No	can't schedule poo	P2 - I don't know how helpful it would be...it's not as if you can trigger it to give you a bling when you go to the toilet	

			P20 - I know I've to do two samples either in one day hours apart or two days apart, and a calendar reminder just wouldn't do it for me	
		prominent spot better	P5 - I'd probably just keep the kit in a, in a, in a visual sort of sort of spot...having it within my within my sight would be the most helpful sort of reminder for me	
			P19 - I don't think they'd be any more useful than just putting the box in a easily visible location	
			P12 - No...I get busy with all the other stuff that I'm doing and forget that it's there	
		don't plan, wait for motivation	P13 - it's when I'm prepared to do it or feel like doing it, I'm not a big one for planning...it's not a life event, not a birthday or something... it's when it suits... I'd do it	
			P19 - I don't use calendars and I don't use diaries and I don't use any such reminders	
		privacy concern	P17 - personally I probably wouldn't put a reminder into my work diary because other people can see it. But, um, the, and, and I'm not using my personal diary much anymore	
Reminder text	yes		P1 - I think people just enjoy it...I think a text would be fine	
		prompt	P2 - Yeah...just bring it to the front of my mind	
			P20 - It would prompt me to get off my bum and do it	
		immediate	P3 - I think that would be is a little more immediate then post	
		can make date reminder/deadline	P4 - a lot of text messages, you can just, you know, if it's got a place in it, you can effectively just touch the date and then quickly becomes a reminder	
		2 texts	P5 - I do find if in this message reminders are quite useful...Probably just a couple...if someone gets a couple of reminders and yeah, still haven't done it, then chances are they're not going to	
		more important	P6 - It then you feel like someone's actually going to the effort to remind you that, you know, it's something that should be done	
		text better than paper	P10 - Text would be fantastic...we've got to move away from a paper reminder	
		send at 4 wks and 5wks	P11 - if there was a reminder that came four weeks after the kit had been sent and then another for week after that, then that would probably be enough for me	
		send at 8wks	P12 - yeah, I'll do a text message probably, uh, within yeah, within the eight weeks. I think would be a reasonable time	
		not too many	P13 - I think a text message would be fine...But at the same time we don't want to be hounded. But that's fine	
		help plan	P14 - it would help me to plan, I guess	
		like other reminder texts	P15 - like something from Cotton On, they send you send you a text message that they're having a sale, you know, and that somehow doesn't have a click here or click there. And that's okay for me	
		prompt to action	P16 - once you turn people from being passive to being active, you've started a positive process	
		immediate	P18 - I think that would be useful, I think, because it's immediate and we're all accustomed to getting reminders when we book appointments for things	
			P20 - I think most of us have our phone with us everywhere we go nowadays so it's a reminder that's going to get you are where you are, you know, and hopefully trigger you to just do it and get it out the way	
	No	intrusive	P7 - too intrusive	
		caution	P17 - ...not opening unsolicited text messages. And I think that there's so much ... it's much more likely with the police publicity and other things about being cautious of unsolicited text messages	
			P19 - I find too many texts just annoying. But again, I go back to "I don't use reminders".	
Reminder other	yes	email and text	P1 - I also think email would be fine as well. if you send that you if you give two reminders before that [8 week] letter comes.... We've got more chance of people have done doing it	
		text or email or media campaign	P2 - Either text message or an email.....media campaigns	
		prefer email	P3 - The email would be a preference	
		email	P4 - I think probably email is, again, something that would be effective	
			P7 - Look possibly an email, although I don't know if I'd elect to have it sent ... with it sent via the mail then I have to receive it	
		email	P10 - Even email would be a lot better	
		email preferred	P11 - an email would probably be the one that would suit me the best	
		myGov	P12 - it could be, you know, an automated thing through MyGov...would come in handy where you send an actual physical reminder like a letter	
		four weeks	P14 - So I probably think that probably four weeks in, a reminder [letter] to say that you've only got another month to send it in	
		email with no links	P15 - I think maybe email but again no, no, no, no clicks, please	
		email or text	P16 - you want something that drops. And that would be for me, an email or SMS	
		email more trustworthy than text	P17 - unsolicited text messages that they probably aren't trustworthy, whereas an email is probably more likely to be able to be verified	
			P21 - Maybe a letter or I think even a robo call [Automated phone call]	

			P20 - maybe in the mail...before you even open up it, you'd think, Oh yeah, oops, I forgot to do this	
	No	text not email	P5 - I think all of those are useful but for me SMS is probably the most convenient	
		text, not email	P6 - the text idea would suit us the best anyway	
		not mygov	P13 - I don't read my, myGov messages	
		text, no other	P18 - No I think a text would be quite a good way. Like it's personal enough	
			P19 - No, not for me. A personal answer for me, would be totally irrelevant.	
Gloves	yes	help hygiene concerns	P1 - its about planning less and hygiene...people don't want to go near the stuff that's not necessarily clean	
			P4- I think that's a great idea	
		reduce disgust	P3 - that would help take a little bit of the thought of the kind of ickiness out of it for some people	
			P6- I haven't actually done it. But now that you mention it. Yeah, I think it would.	
			P10 - yes, I think adding a pair of gloves would be a great idea	
		help hygiene concerns	P11 - rubber gloves would just make the whole process feel more hygienic	
			P21 - the nature of what you're doing is kind of unpleasant and obscene thing sometimes, you know, rubber gloves or some sort of gloves might just remove that little bit of a barrier that might be there	
		reassuring	P12 - I think that gives people a little bit more reassurance that they don't have to touch their own faeces	
		reduce disgust	P14 - it really puts me off. I don't know why, but it does	
		reassuring	P16 - whatever can be done to be reassuring, to help people feel safe and comfortable, that would all be a positive	
			P20 - Oh for me it wouldn't make a difference	
	No		P2 - No, that's not going to make any difference	
			P5 - not me personally...I would be quite comfortable doing the test, you know, without gloves and following normal, normal sort of hygiene arrangements	
		mask instead?	P7 - a mask might help with the odour if there's any odour or, you know, the fact that you're having to sort of look right down into the toilet. The mask might be better than a glove	
			P13 - yeah look on the fence with that one. Not worried if they do or if they don't	
		wasteful	P15 - I think maybe that's a waste. You can wash your hands, can't you?	
			P17 - It wouldn't change it for me but, I can see that it would be an initiative that would help some people	
			P18 - No, it wouldn't impact either way	
			P19 - Nothing is going to make it more likely for me	
Brown paper bag	yes	Discrete	P2 - Yes....discretion to be able to hide things	
		Discrete	P3 - Yeah, kind of out of sight	
			P7 & P15 (said strategy was helpful but did not give detail)	
			P10 - that would probably be good enough	
		Discrete	P12 - The Ziploc yes... out of sight... yes. Yep. A dark one	
		Already used	P16 - that's exactly what I actually think I used myself. Just a brown bag	
		Already used	P17 - do that as a matter of caution, so that would probably be helpful...I've got a feeling I did that with my first one.	
			P20 - Yep, absolutely...it wouldn't be confused with anything else, and it wouldn't have that icky factor with younger people in the house	
			P21 - Yeah, I reckon that would be better [labelled brown bag]...you don't want your kids to pick it up and go "this might be my lunch"	
			P19 - Yeah, that'd be a good idea again for most people	
	No	not bothered	P11 - No I'm not worried about that	
		live alone, not bothered	P13 - Well, I live alone...it doesn't worry me either	
		not bothered	P14 - No I actually don't think I wouldn't worry too much about that. It's already in a Ziploc bag, so I just, I would just put them, you know, in an area that I'll probably don't use or put anything	
Insulated bag	yes	privacy	P1- Yeah, Because again you've got children going into a fridge	
		privacy	P2- Yes.....as long as there's been a bag hidden away	

		extra protection for sample	P4 - I think the fridge bag would probably provide more protection.	
			P20 - Yes...If I was to post it in December, January, February, even March, it might just sit in a red letterbox for up to 24 hours in the direct sun...So an insulated bag could be used and then returned back to you guys that would have more peace of mind	
		out of fridge	P5 - I think that would be useful...I think it's if there is if there's something that where it doesn't need to go into the fridge, then that's probably beneficial	
			P19 - Yes. That would help some people as well. I'm sure that putting a sample in the fridge dissuades some people	
		extra protection for sample	P6 - If they have such a bag so well insulated, that you know, the sample would survive	
			P10 (said strategy was helpful but did not give detail)	
		memory prompt	P11 - I'll just put it straight in it. For me it'll just be another memory prompt, I think. It's ready	
		in fridge if small enough	P12 - Put the insulated bag in the fridge as well. But don't make it too big, so it's not too bulky and doesn't stand out like the proverbial I suppose	
		extra protection for sample	P15 - yes, that would be wonderful. And that would help it this time of the year, which is cool	
		reduce disgust	P16 - I don't think anybody really likes the idea of putting a faecal sample in the fridge	
			P21 - Yeah, that would be nice...I'd like to sort of if I could just sort of put it in my car, so the next time I go out I know to send it	
	No	live alone - already have privacy	P7 - because I live alone, it wouldn't bother me	
		waste	P13 - No. That's just a waste of money	
		lose track of location	P14 - No. Yeah, cause, you know, you could put it anywhere. I mean, I have the habit of putting things there for safekeeping and then I can't find it	
		no need	P17 - me personally, I don't have concerns because I knew I was careful enough with it	
		no need	P18 - I don't think that would affect me either way anyway.	
QR Code	Yes	easy, info	P4- it's just another easy way of, of gaining access to information that is needed to complete the process	
		saves space	P10 - it might be something that you think oh I don't know where to put it...So I think that would be good	
		more prompts the better	P12 - any suggestion that can be used to get the test back can only be a good thing.	
			P13 - (said strategy may be helpful but did not give detail)	
		personal responsibility	P15 - it's herding me in the right direction and it's telling me, um, well, you know, watching out for me and I got to take personal responsibility	
			P21 - Yeah, that would be really cool, because post boxes are pretty rare these days	
	no	already know	P1 - it wouldn't really help me. I know where all mine are	
			P2 - (said strategy was unhelpful but did not give detail)	
		already know	P3- I think most people know where their nearest post box is.	
		already know	P5- I know where the post offices are in my area anyway, so I probably don't have to worry about that	
		already know	P20 - For me, no, only because I live near a main road, main roads. I know where everything is	
		already know	P6 - we know where our post boxes are and the post office	
		already know	P7 - I wouldn't personally find that helpful because I know where the post office is	
		already know	P11 - the post office is just down the road anyway, so I would just take it in there	
		can't use qr codes	P14 - I'm not very good with the technology, so. Yeah, for me personally, it wouldn't help.	
		already know	P16 - It wouldn't affect me, because I do know	
		already know	P17 - Look, I'm not in the city, so I have to appreciate where I am now but in Injune everything's three blocks away, max	
		already know	P18 - knowing where the QR things, the locations I wouldn't use, I wouldn't need to use.	
		already know	P19 - I think most people ... most people are aware of where their nearest post office is. I mean, people still use them	
Notes	Had trouble with NBCSP			
	Did not receive letter after posting sample			
	Didn't open kit			P1 - hasn't opened kit properly, less information is better, focus on positive outcomes
			P2 - wants more information about reasons for sample storage and postage of sample. Particularly why it needs to be stored in the fridge and if the sample spoils in the heat which posted.	
			P10 - suggested a reward incentive to complete kit (e.g. \$5 Off shopping)	