

Table 2 – Behaviour change techniques (BCT) used in SWAT 2: The theory-informed letter

Mode of action: TDF domain	BCT	Operationalization
Environmental context and resource	12.5 Adding objects to the environment	Please find enclosed the annual IQUAD questionnaire and a reply-paid envelope.
Environmental context and resource	3.2. Social support (practical)	If you have any questions, please get in touch with the IQUAD Study Office on 01224 438191.
Beliefs about consequences	5.3. Information about social and environmental consequences 6.3. Information about other's approval	Your dentist is participating in this UK-wide study looking at the very best way they can help their patients improve their oral health. This is an important study with the potential to impact on the treatment of all dental patients... This is to provide a broad view of the impact of having (or not having) dental treatments. Such long-term studies require a strong commitment from dentists to stay in the study until the end. This means your dentist has placed considerable trust in the patients they asked to join them in this research. Your dentist will not be able to fulfil their part in this study without the continued co-operation and participation of their patients.
Social role and identify	9.1. Credible source	IQuaD logo ...and involves academic and dentist research groups from Aberdeen, Dundee, Edinburgh, Newcastle, Manchester and London Universities. Dentist's signature
Goals	1.1. Goal setting (behaviour)	As one of these patients, you consented to complete this annual questionnaire at the start of the study, asking about a wide range of actions and beliefs.
Beliefs about consequences	6.3. Information about other's approval	There are no right or wrong answers. You do not have to worry about what your dentist will think about what you say, as they will not be privy to any information that can link you to your questionnaire.
Behavioural regulation	1.4. Action planning	We recognise that completing a questionnaire is not something people usually do. Other study participants have found it helpful to plan ahead. For example, leaving the questionnaire out in the kitchen can serve as a reminder to complete it. Putting the envelope where it can't be missed before leaving the house is a good reminder to take it with you to post.
Beliefs about consequences	13.3. Framing/reframing	You may feel that one person's questionnaire is not that important in such a large study, but that is very far from the truth. Every individual's contribution is needed to maintain the integrity of the end results.

Reinforcement	10.4. Social reward	On behalf of your dentist, and everyone involved in this study, we would like to thank you very much for contributing to this work.
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TDF – Theoretical domains framework