

NUDGE MATRIX

- Personalisation (clinician is named – first name)

Effectiveness of personalised risk information and taster sessions to increase the uptake of smoking cessation services (Start2quit): a randomised controlled trial

- Encouragement through praise to continue recruiting (Conroy et al 2009, thesis)
 1. Brilliant
 2. Excellent
 3. Superb
 4. Fantastic
 5. Amazing
 6. Incredible
 7. Outstanding
 8. Tremendous
 9. Awesome
 10. Exceptional
- Statement of appreciation for recruiting a patient to SOFFT
 1. We thank you for your effort
 2. We appreciate your commitment
 3. We thank you for your hard work
 4. We appreciate your effort
 5. We value your contribution
 6. We highly regard your contribution
- Digital nudge within 72 hours after recruitment

Deci, E. L., & Ryan, R. M. (1987). The support of autonomy and the control of behavior. *Journal of personality and social psychology*, 53(6), 1024.

Rosenfeld, L. B., & Richman, J. M. (1999). Supportive communication and school outcomes, Part II: Academically “at-risk” low income high school students. *Communication Education*, 48(4), 294-307.

Castleman (2013), Summer Nudging: Can Text Messages and Peer Mentor Outreach Increase College-Going Among Low-Income High School Graduates?