Additional File 1 Literature review search terms. Databases searched from inception to July 2015.

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| --- | --- | --- | --- |
| **Goal of intervention/strategy****(search in title)**  | **Outcome****(search in title)** | **Programme (search in title)**  | **Study design****(search anywhere)** |
| PromoteOptimiseOptimizeEnhanceIncreaseimprove | ANDRecruitmentAttendanceCompletersEngagementEnrolmentReachRetainParticipationparticipantsRetentionUptake | AND“Health promotion”“Public health”Prevention InterventionProgramme Program | ANDTrial EvaluationEffectivenessOutcomeTest |