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)** |
| Promote  Optimise  Optimize  Enhance  Increase  improve | AND  Recruitment  Attendance  Completers  Engagement  Enrolment  Reach  Retain  Participation  participants  Retention  Uptake | AND  “Health promotion”  “Public health”  Prevention  Intervention  Programme  Program | AND  Trial  Evaluation  Effectiveness  Outcome  Test |