

Supplementary Material

Efficacy and acceptability of ‘nudges’ aimed at promoting pre-exposure prophylaxis (PrEP) use: a survey of overseas born men who have sex with men

Nicholas Fidler^A, Ivo Vlaev^B, Kelly Ann Schmidtke^C, Eric P. F. Chow^{D,E,F}, David Lee^E, Daniel Read^B, and Jason J. Ong^{D,E,G,}*

^AFaculty of Medicine, Dentistry and Health Sciences, University of Melbourne, Melbourne, Vic., Australia.

^BWarwick Business School, Coventry, UK.

^CUniversity of Health Sciences and Pharmacy, St. Louis, MO, USA.

^DFaculty of Medicine, Central Clinical School, Nursing and Health Sciences, Monash University, Melbourne, Vic., Australia.



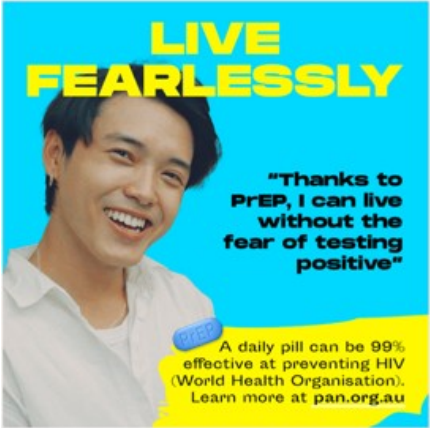
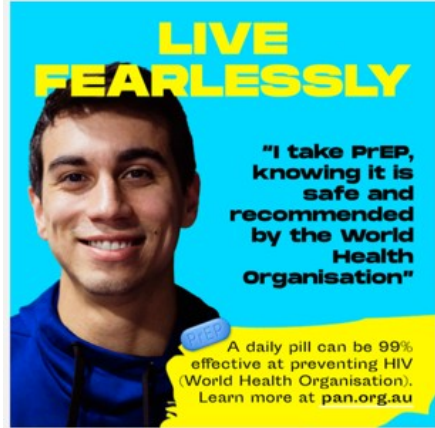
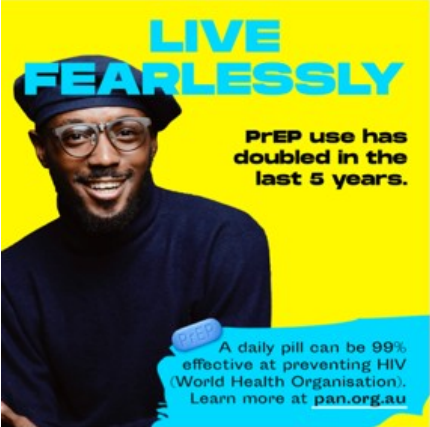
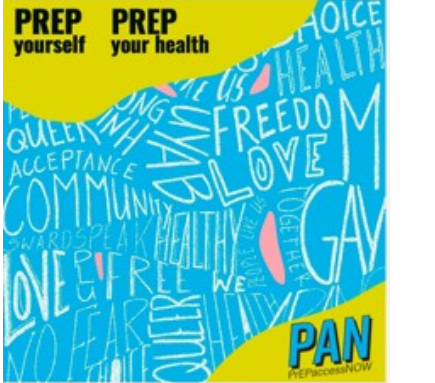
^EMelbourne Sexual Health Centre, Alfred Health, Melbourne, Vic., Australia.




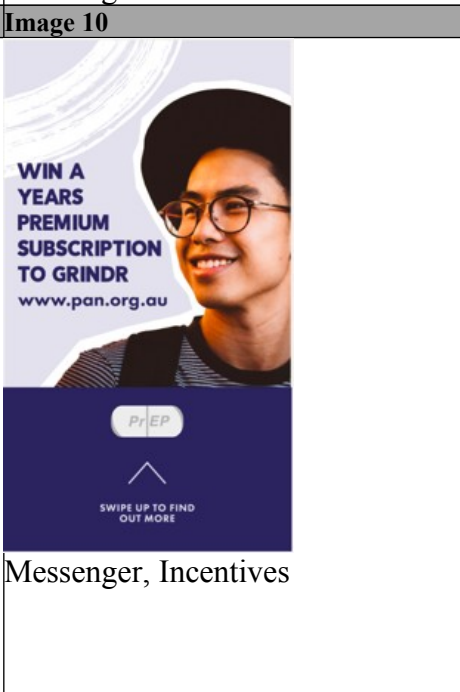
^FCentre for Epidemiology and Biostatistics, Melbourne School of Population and Global Health, The University of Melbourne, Melbourne, Vic., Australia.

^GFaculty of Infectious and Tropical Diseases, London School of Hygiene and Tropical Medicine, London, UK.

*Correspondence to: Jason J. Ong Faculty of Medicine, Central Clinical School, Nursing and Health Sciences, Monash University, Melbourne, Vic., Australia Email: Jason.Ong@monash.edu

Supplementary Table S1: Campaign images with summary of nudge concepts used

Image 1	Image 2
 <p data-bbox="183 831 662 907">Salience, incentives, affect, messenger</p>	 <p data-bbox="662 831 1123 907">Salience, incentives, affect, messenger</p>
 <p data-bbox="183 1377 662 1422">Messenger, affect, norms</p>	 <p data-bbox="662 1377 1123 1422">Messenger, affect, norms</p>
 <p data-bbox="183 1883 662 1917">Messenger, affect, norms</p>	 <p data-bbox="662 1839 1123 1917">Salience</p>

<p>Image 7</p>  <p>Saliency, affect</p>	<p>Image 8</p>  <p>Messenger</p>
<p>Image 9</p>  <p>Messenger, Norms</p>	<p>Image 10</p>  <p>Messenger, Incentives</p>

Copyright

The authors maintain copyright over the advertisements shown in this supplementary file and acknowledge others' copyright over any underlying works fairly used in the advertisements (i.e., images and illustrations used in the advertisements).

Supplementary Table S2: Participant demographics

Age	n	%
35-44 years old	92	28.4
25-34 years old	72	22.2
45-54 years old	71	21.9
55-64 years old	55	17.0
18-24 years old	17	5.3
65+ years old	14	4.3
Under 18	2	0.6
Blank	1	0.3
Sexual Identity		
Gay or homosexual	273	84.8
Bisexual	24	7.5
I don't usually use a term	11	3.4
I use a different term	9	2.8
Straight or heterosexual	4	1.2
Region of birth		
Blank	229	70.7
Asia	40	12.4
Europe	26	8.0
North America	13	4.0
South America	7	2.2
Oceania	7	2.2
Africa	2	0.6

File S1: Survey questions

We are developing a digital ad campaign to improve awareness and use of PrEP among overseas born gay, bisexual and other men who have sex with men.

In this anonymous and voluntary survey you will see five possible ads. They will appear on frequently used social media sites. When we launch the campaign, a click on the ad will lead to a website with information on how to access PrEP (www.pan.org.au).

We are asking for your help because we want the ad to be the most effective one possible, and it is only with your input that we can know what ads are best for you. You will be asked to evaluate five ads. If you agree to participate, please click the arrow below to start the survey.

1. How old are you?
 - Under 18
 - 18-24 years old
 - 25-34 years old
 - 35-44 years old
 - 45-54 years old
 - 55-64 years old
 - 65+ years old

2. What country were you born in?
 - Australia
 - Outside Australia. Please specify:

3. What term best describes how you think of yourself?
 - Gay or homosexual
 - Bisexual
 - Straight or heterosexual
 - I don't usually use a term
 - I use a different term

Please familiarize yourself with the ad below:

(show Ad) – participants will see 5 ads sequentially (randomized from 10 in total)

4. How likely would you be to click on this ad?¹
 - 7. (Definitely not click)
 - 6.
 - 5.
 - 4.
 - 3.
 - 2.
 - 1. (Definitely click)

¹ Note: In the raw survey data, a lower score implies a higher likelihood of clicking on an ad. However, in the paper, a larger regression coefficient indicates a higher likelihood of clicking. The order of scores was swapped before running the regression for ease of interpretation.

Supplemental material

5. Consider one of your friends to whom this ad would be relevant. How likely would this friend be to click on the ad?

- 7. (Definitely not click)
- 6.
- 5.
- 4.
- 3.
- 2.
- 1. (Definitely click)

6. What do you like MOST about this ad?

7. What do you like LEAST about this ad?

8. Do you have any other comments?