Random sample of 60,000 in the Scottish Bowel Screening Programme

Randomised (n=60,000)

Control (n=20,000)
- Receive
  - a) Standard pre-notification letter
  - b) Questionnaire measuring HLOC, perceived disgust, perceived benefit and intentions

Laboratory at the Scottish Bowel Screening Centre assess whether FOBT kit returned
- Analysed as allocated

Health Locus of Control (HLOC; n=20,000)
- Receive
  - a) Standard pre-notification letter
  - b) Questionnaire measuring HLOC, perceived disgust, perceived benefit and intentions

Laboratory at the Scottish Bowel Screening Centre assess whether FOBT kit returned
- Analysed as allocated

Anticipated regret (AR; n=60,000)
- Receive
  - a) Standard pre-notification letter
  - b) Questionnaire measuring HLOC, perceived disgust, perceived benefit, intentions and AR

Laboratory at the Scottish Bowel Screening Centre assess whether FOBT kit returned
- Analysed as allocated

Enrolment

Allocation

Intervention

Follow-up (6-month)

Data analysis