

Table 1:
Specifying the intervention using a taxonomy of Behaviour Change Techniques (BCTs) [22,23]

CORE ELEMENTS OF THE INTERVENTION		
Label	Definition	How is it operationalised in the Help for Hay Fever Study?
Goals and planning		
Goal-setting outcome	<i>Set or agree a goal defined in terms of a positive outcome of wanted behaviour</i>	Set a pre-determined outcome goal: "eliminate/minimise symptoms"
Goal-setting behaviour	<i>Set or agree a goal defined in terms of the behaviour to be achieved</i>	Set a pre-determined behaviour goal: "avoid/minimise triggers"
Problem solving	<i>Analyse factors influencing the behaviour and generate or select strategies that include overcoming barriers and/or increasing facilitators</i>	Identify specific barriers to achieving optimum management of hay fever, e.g. not taking medication regularly, and suggest personalised strategies to overcome this, e.g. provide prompts/cues for medication adherence.
Action planning	<i>Prompt detailed planning of performance of the behaviour.</i>	Plan personalised strategies to achieve the two specified goals (avoid/minimise triggers & eliminate/minimise symptoms) and complete a personalised goals card: - Focus on personal symptoms and symptom triggers and help the person to develop specific behavioural strategies to achieve the goals. - Negotiate the strategies the person would like to use to control the symptoms/triggers and ask them to write these on the goals card.
Natural consequences		
Information about health consequences	<i>Provide information about health consequences of performing the behaviour.</i>	Present the likelihood of an improved quality of life, reduced symptom severity, better productivity.
Regulation		
Pharmacological support	<i>Provide, or encourage the use of or adherence to, drugs to facilitate behaviour change</i>	Advise on hay fever medications and encourage medication adherence.
Feedback and monitoring		
Self-monitoring of behaviour	<i>Establish a method for the person to monitor and record their behaviour(s) as part of a behaviour change strategy</i>	Ask the person to record daily whether or not they have taken their hay fever medication, using a diary booklet provided.
Self-monitoring of outcome(s) of behaviour	<i>Establish a method for the person to monitor and record the outcome(s) of their behaviour as part of a behaviour change strategy</i>	Ask the person to record daily their symptom severity score, using a diary booklet provided.

PERSONALISED ELEMENTS OF THE INTERVENTION		
Regulation		
Social support (practical)	Advise on, arrange, or provide practical help (e.g. from friends, relatives, colleagues, 'buddies' or staff) for performance of the behaviour.	Provide if appropriate, based on discussion with customer about how social contacts might facilitate trigger avoidance e.g. ask a friend, relative or neighbour to cut the grass for them.
Antecedents		
Restructuring the physical environment	Change, or advise to change the environment in order to facilitate performance of the wanted behaviour or create barriers to the unwanted behaviour (other than prompts/cues, rewards and punishments)	Provide if appropriate, based on discussion with customer about any specific hay fever triggers. - Changes to physical environment might include moving indoor pot plants; removing visible mould with bleach/ anti-mould cleaner; closing windows. - Changes to social environment might include avoiding social occasions that trigger symptoms e.g. outdoor picnics.
Restructuring the social environment	Change, or advise to change the social environment in order to facilitate performance of the wanted behaviour or create barriers to the unwanted behaviour (other than prompts/cues, rewards and punishments)	
Associations		
Prompts/cues	Introduce or define environmental or social stimulus with the purpose of prompting or cueing the behaviour.	Provide if appropriate, based on discussion with customer about any barriers to the target behaviour, e.g. leaving hay fever medication in an obvious place to remind people to take it in the morning (beside car keys, next to toothbrush etc).