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## Harnessing the power of emotional drivers to promote behaviour change

### Authors' Reply

I thank Peter Winch and Elizabeth Thomas for their thoughtful letter<sup>1</sup> concerning our trial<sup>2</sup> in *The Lancet Global Health* and for highlighting the profound challenges associated with changing multiple behaviours in public health interventions. To improve the effectiveness of public health strategies, we need more innovative behaviour change interventions that undergo rigorous evaluation<sup>3,4</sup> and more debate about what works, what doesn't, and why. It is thus vital that reports of trial outcomes be accompanied by detailed exploration of the reasons for the outcomes in the study context.<sup>5</sup>

Winch and Thomas rightly point out the difficulty of interpreting trial findings testing complex interventions in the absence of data on fidelity and other key process indicators. As mentioned in the discussion of our paper<sup>2</sup> and prespecified in the objectives published in the trial registry record for our study, we integrated a full process evaluation into our study protocol. This measured seven domains (fidelity, dose delivered, reach, recruitment, participant engagement and responses, acceptability, and context), guided by Steckler and Linnan's framework<sup>6</sup> and the Theory of Change approach.<sup>7</sup> Due to the convention of separating reports of process and outcome evaluations, the results are the subject of a second manuscript that will be published in due course. This subsequent report will engage in detail with the important questions raised by Winch and Thomas.

It does, however, remain a question for journal editors and behavioural scientists as to whether separating process from outcome evaluations

in short papers is the best way to advance the science of behavioural intervention.

I declare no competing interests.

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For study number NCT02081521 see <https://www.ClinicalTrials.gov>