

Parameter	Value	Source
Proportion of forms returned and “positive” – control arm	61.25%	Forster 2017
Proportion of forms returned and “positive” – incentive arm	76.47%	Forster 2017
Odds ratio – positive form return with incentives	2.06	Forster 2017

Parameter	Value	Source
Baseline uptake of HPV vaccine	88.01%	Published national uptake data
Control arm uptake (reminders data)	24.79%	Ferson 1995 and Vivier 2000
Odds ratio (uptake with reminders)	2.34	Ferson 1995 and Vivier 2000