

Average UK uptake scenario	1 in 10 chance, £50 voucher	1 per school chance, £50 voucher	Fixed amount £3 per student	Free school-based perk
Cost per person (incentive+reminder vs nothing)	£5.48	£0.81	£3.48	£0.48
Incentive+reminder vs reminder only (ICER)	£97.81	Dominant (-£10.06)	£51.68	Dominant (-£17.50)