

| Prompt modes | Prompt title                               | Summary of prompt content  | Date       | No. recipients/<br>No. total registered users <sup>1,2</sup> |
|--------------|--|--|------------|--|
| Email        | How are your New Year's resolutions going? | The email listed various tips and advice on how to maintain and achieve new year's health-related resolutions.   | 06/02/2014 | 71/72  |
| Email        | HeLP-Diabetes Newsletter 6-Medication      | The newsletter described tools and tips to help with taking medications, video about diabetic patients and their experience with medication, the Sharing Data Saves Lives Campaign and the encouragement to use the Ask the Expert thread.   | 14/02/2014 | 69/69  |
| Email        | Boosting your health during winter         | The email listed advice for boosting health during winter including beating winter blues, flu vaccination and looking after feet health.   | 20/02/2014 | 79/79  |
| Email        | Best diet advice!                          | This email introduced the dietician thread in the forum for any diet questions, the practical diet advice page in HeLP-Diabetes and user recommended recipe thread.  | 27/02/2014 | 81/81  |
| Email        | Share your personal experience with us!    | This email encouraged users to share their personal experience of any aspect of Type 2 Diabetes and introduced the people stories section.   | 07/03/2014 | 69/69  |
| Email        | How do I lose weight and feel better?      | This email discussed why losing weight is healthy and who should lose weight, as well as tips on how to do that.   | 14/03/2014 | 83/83  |
| Email        | Designing your care plan                   | This email introduced the diabetes care plan tool and how using it helps with managing Type 2 Diabetes.  | 21/03/2014 | 90/90  |
| Email        | HeLP-Diabetes Newsletter 7-Making changes  | The newsletter contained tips for small increases in physical activity, a description of the reminder tools, quick guides and physical activity experience videos of diabetic patients, update on Sharing Data Saves Lives Campaign and a news article about chocolate and red wine. | 28/03/2014 | 98/98  |
| Email        | It's Springtime                            | This email coincided with the beginning of Spring and included tips on exercising in the nice weather and how food can affect mood.  | 03/04/2014 | 99/99  |
| Email        | Happy Easter                               | This email described HeLP-Diabetes content related to Easter Holiday such as shopping for food and resisting chocolate, and travel tips for the holiday.   | 10/04/2014 | 102/102  |
| Email        | Shopping for food                          | This email focused on food labels and information to consider when shopping for food.  | 16/04/2014 | 103/103  |
| Email        | Achieving your goals                       | This email discussed how achieving goals can help with raising confidence, how to achieve goals, and what to do if they are not achieved, including dealing with   | 24/04/2014 | 106/106  |

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|       |   | emotions.   |            |         |
| Email | HeLP-Diabetes Newsletter 8-<br>Personal experiences           | The newsletter focused on personal experiences of diabetic patients and described the personal stories section of HeLP-Diabetes, available resources for family and friends, a forum post of personal experience of gastric band surgery written by one of our users and a news article about how Cognitive Behaviour Therapy can improve outcomes for people with Type 2 Diabetes. | 30/04/2014 | 108/109 |
| Email | How many meals do you eat per day?                            | This email included recommendations spacing out and choosing meals and healthy snacks.  | 08/05/2014 | 112/121 |
| Email | Keeping your bones healthy                                    | This email discussed the importance of Vitamin D and exercises to keep the bones healthy.   | 16/05/2014 | 127/129 |
| Email | What you need to know about hypoglycaemia!                    | This email included advice and information about hypoglycaemia (low blood glucose).   | 21/05/2014 | 130/134 |
| Email | HeLP-Diabetes Newsletter 9-<br>Anxiety                        | The focus of this newsletter was on coping with anxiety, describing the online Cognitive Behavioural Therapy programme and the quiz for 'emotion diagnosis', as well as a news article on exercise protecting from the effects of overeating.   | 29/05/2014 | 131/134 |
| Email | Are you a complementary therapy user?                         | This email discussed alternative therapy.   | 03/06/2014 | 136/144 |
| Email | Sexual health-let's talk about it!                            | This email included advice about sexual health and how diabetes can affect it and what do it if experiencing problems.  | 20/06/2014 | 145/150 |
| Email | HeLP-Diabetes Newsletter 10-break<br>a sweat this summer!     | The newsletter contained tips for staying motivated with a physical activity routine and exercising in the heat; a reminder tool; a quiz with answers providing personalised tips on maintaining physical activity; and two news articles, one about eating large meals and weight loss, and the other about the link between incretins and pancreatitis.                           | 27/06/2014 | 167/167 |
| Email | Fasting during Ramadan  | This email introduced Ramadan (fasting month for Muslims).  | 30/06/2014 | 167/177 |
| Email | HeLP-Diabetes Newsletter 11-<br>Holiday preparations          | The newsletter contained tips and things to do before traveling and during the trip; a tool for keeping track of medication; and two news articles: one about an initiative by Diabetes UK, and the other about the NHS rating as a top health service in the developed world.  | 16/07/2014 | 182/200 |
| Email | How to handle the summer heat?                                | The email included tips to avoid heat exhaustion such as exercising in cool locations and keeping hydrated.   | 04/08/2014 | 213/224 |
| Email | HeLP-Diabetes Newsletter 12-Your<br>diabetes is in your hands | This newsletter focused on empowering diabetic patients by pointing out that the skills they need to improve their diabetes management, a brief description of  | 21/08/2014 | 233/238 |

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|              |   | diabetes care plan tool, and a video featuring discussion between health professionals and patients about self-management, and two news articles: one on aerobic and strength training and the other on how Metformin helps people live longer. There was also a Member Spotlight on a user sharing his diet journal on the HeLP-Diabetes forum. |            |         |
| Email        | HeLP-Diabetes Newsletter 13-Get rid of your medication worries! | This newsletter focused on dealing with worries related to receiving new medications specifically and taking medications in general. It included common questions and experts answers, and a news article about NICE considering expansion of criteria relating to acceptance for weight loss surgery.   | 05/09/2014 | 242/249 |
| Email        | Smile - You're on Camera!                                       | The email focused on oral care tips including using the health profile and medicine list tools to take to the dentist and when to brush the teeth.   | 17/09/2014 | 249/260 |
| Email        | Autumn health reminder  | This email focused getting the flu vaccine.  | 02/10/2014 | 268/279 |
| Email        | HeLP-Diabetes Newsletter 14-What's happening this October?      | This newsletter included tips on how to enjoy special occasions without over-indulging in terms of food and drinks, the smoking alcohol cessation campaigns, HeLP-Diabetes layout update, a news article about low carbohydrate diet and a teaser about a news article for next month's issue.   | 17/10/2014 | 286/303 |
| Text message | Flu jab reminder  | This text stated: Do you need the flu jab? Visit <a href="https://www.help-diabetes.org.uk">https://www.help-diabetes.org.uk</a> for more information. If you want to unsubscribe update your profile.   | 31/10/2014 | 172/301 |
| Email        | World Diabetes day  | This email contained the three key messages for World Diabetes Day campaign for 2014 and links to HeLP-Diabetes that facilitate actions to support the campaign.   | 09/11/2014 | 308/327 |
| Text message | Home exercises  | This text stated: Feeling the cold? Why not warm up with some simple home exercises at <a href="https://www.help-diabetes.org.uk/">https://www.help-diabetes.org.uk/</a> . If you want to unsubscribe update your profile.   | 24/11/2014 | 185/327 |
| Email        | HeLP-Diabetes Newsletter 15-Shopping done the right way         | This newsletter contained tips on planning meals and shopping for food, and tools to help with this, such as for setting goals and using reminders; there was also a news article about a cure for Type 1 Diabetes and an achievement of one of our users reaching his weight loss goal and sharing his journey in the forum.                    | 29/11/2014 | 333/337 |
| Email        | HeLP-Diabetes Newsletter 16-Eye care                            | This newsletter focused on eye health and included tips for eye care, videos about diabetic patients who experienced eye problems, using the diabetes care plan tool, an   | 09/12/2014 | 338/343 |

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|              |  | announcement about subscribing to text messages, a guide for quitting smoking and a news article about Metformin.   |            |         |
| Text message | Eating and drinking on holidays                                    | This text stated: Would you like to enjoy your festive meals and drink safely during the holiday period? Read our guide at <a href="https://www.help-diabetes.org.uk/">https://www.help-diabetes.org.uk/</a> . If you want to unsubscribe update your profile.  | 18/12/2014 | 199/350 |
| Email        | Happy Holidays   | This email included tips for enjoying the holidays in terms of eating without feeling guilty, encouraged users to share their recipes, included a link about social life and a teaser for next newsletter.  | 22/12/2014 | 346/347 |
| Email        | New Year Tips  | This email focused on real tips from researcher and author Brian Wansink on slimming down and making being healthy easier.  | 12/01/2015 | 348/354 |
| Text message | January blues  | This text stated: Are you feeling the January blues? Then visit our happiness and well-being page for steps to overcome this feeling that can affect everyone.<br><a href="https://www.help-diabetes.org.uk/">https://www.help-diabetes.org.uk/</a> . If you want to unsubscribe update your profile.   | 20/01/2015 | 190/357 |
| Email        | HeLP-Diabetes Newsletter 17-Change for 2015                        | This newsletter highlighted how HeLP-Diabetes can assist users who want to make health-related changes as part of their New Year resolutions, a video about the Mediterranean diet and a news article about NICE guidance on weight loss surgery.   | 27/01/2015 | 358/358 |
| Text message | Sharing problems and advices                                       | This text stated: A problem shared is a problem halved. Are you confused by the different messages about diabetes? Do people offer different advice? Or can you offer some? Check our FAQs to find out which messages to follow or check our Forum to see what other people advice.   | 11/02/2015 | 209/370 |
| Email        | How to manage your diabetes using the HeLP-Diabetes care plan?     | This email advised on how to use the HeLP-Diabetes care plan in consultations or clinic visits.   | 18/02/2015 | 376/388 |
| Email        | HeLP-Diabetes Newsletter 18-Alcohol, love and activity in February | The newsletter contained tips to succeed in the Dry January Challenge of quitting alcohol and information about that; and information about support and love from family, friends, local support groups and other types of support available for Type 2 diabetic patients. It also contained a news article about physical activity. It was the first newsletter to include pictures. | 27/02/2015 | 390/402 |
| Text message | NHS medical exemption certificate                                  | This text stated: What do you know about NHS medical exemption certificates? Do you know that there   | 15/03/2015 | 234/407 |

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|              |   | is a fine of £100 if free prescriptions are claimed without a valid exemption certificate? Read more about it on <a href="https://www.help-diabetes.org.uk/living-working-with-diabetes">https://www.help-diabetes.org.uk/living-working-with-diabetes</a> . |              |         |
| Email        | Get to know HeLP-Diabetes   | This email quoted a user interviewed about HeLP-Diabetes and how he learned something new from HeLP-Diabetes.  | 19/03/2015   | 404/406 |
| Email        | HeLP-Diabetes Newsletter 19- Spring, delicious recipes and dark chocolate | The newsletter contained tips for exercises for all levels; tips for outdoor activities; recipe for cookies, scones and fruit kebabs; and a news article about chocolate.  | 30/03/2015   | 407/414 |
| Email        | What HeLP-Diabetes can do for you....                                     | This email listed why using HeLP-Diabetes can help the user to manage their condition and also included an email address to contact for technical support.   | 23/04/2015   | 416/416 |
| Email        | HeLP-Diabetes Newsletter 20- What can you eat?                            | This newsletter focused on tips about having a balanced diet, using a dietician thread and a news article about exercise and reducing waistline.   | 29/04/2015   | 416/418 |
| Email        | Making HeLP-Diabetes easier   | The email included instructions on how to use HeLP-Diabetes, such as logging in.   | 15/05/2015   | 428/430 |
| Text message | Specialist and technical support  | This text stated: Hello [username]. Visit <a href="https://www.help-diabetes.org.uk/forum-help/forum">https://www.help-diabetes.org.uk/forum-help/forum</a> for support from people living with diabetes, diabetes specialists and technical support.        | 21/05 / 2015 | 246/426 |
| Email        | HeLP-Diabetes Newsletter 21- Mindfulness, HeLP-Diabetes and fruit sugar   | The newsletter contained a step-by-step guide on how to use an online course on HeLP-Diabetes, description of an activity booklet and one research article about fruit sugar.  | 27/05/2015   | 432/433 |

<sup>1</sup>No. recipients stands for number of users who subscribed to receive a prompt. No. total registered users stands for number of users in total whether subscribed to receive prompts or not. The denominator changes as new users sign up or unsubscribe to HeLP-Diabetes over the course of the study

<sup>2</sup> There are some inconsistencies in the number of recipients and total registered users due to the many reasons, for example: users deregistered or unsubscribed.