

<b>Supplemental file 1: OVID-MEDLINE search strategy and search terms</b>	
1	Social marketing.ti,kf.
2	marketing.ti,kf.
3	((Social marketing or marketing) adj5 behavior*).ti,ab.
4	((Social marketing or marketing) adj5 behavior change*).ti,ab.
5	((Social marketing or marketing) adj5 campaign*).ti,ab.
6	((Social marketing or marketing) adj5 communication*).ti,ab.
7	((Social marketing or marketing) adj5 (customer* or consumer)).ti,ab.
8	((Social marketing or marketing) adj5 promotion*).ti,ab.
9	((Social marketing or marketing) adj5 health*).ti,ab.
10	((Social marketing or marketing) adj5 knowledge translation*).ti,ab.
11	((social marketing or marketing) adj5 (intervention* or strategy* or effect* or effectiveness or impact* or success* or improve* or failure*)).ti,ab.
12	randomized controlled trial.pt.
13	controlled clinical trial.pt.
14	randomized.ab.
15	randomly.ab.
16	trial.ab.
17	Quasi experimental.ti,ab.
18	1 or 2 or 3 or 4 or 5 or 6 or 7 or 8 or 9 or 10 or 11
19	12 or 13 or 14 or 15 or 16 or 17
20	18 and 19
21	limit 20 to English language
22	limit 21 to human
23	limit 22 to yr="1971 -Current"