

Table S1: Rationale for each component of the intervention in Malawi

Intervention component	Behaviour change technique [1]	Hypothesised mechanism
Booklet	Instruction on how to perform behaviour (uptake of referral)	Providing directions and creating a tailored plan of action demonstrates to caregivers what needed to be done to attend, and familiarises them with the process to help overcome lack of understanding about the referral.
	Social comparison	The storyline shows other people going through the process of taking up referral and therefore caregivers compare themselves to the family in the booklet. This addresses fear of the hospital.
	Demonstration of behaviour	Photographs/images help caregivers overcome fear, through becoming familiar with Queens.
Counselling	Prompt/cue	The booklet will be used as a tool for decision making about attending the referral, with the idea that it would be shared with caregivers/family members who did not attend the camp.
	Social support	Counsellors provide opportunity for two-way dialogue with people who understood the process. The expert mother has had a similar experience to those being referred and thus is able to share her personal experience.
	Information on health consequences	Counsellors discuss with caregivers the consequences of not attending the referral and answer key questions posed by caregivers.
Text message reminders	Prompt/cue	Text message reminders act as a prompt or cue for caregivers to remember to attend the referral once they had returned home from the screening camps.

1. Michie, S., M. Richardson, M. Johnston, C. Abraham, J. Francis, W. Hardeman, M.P. Eccles, J. Cane, and C.E. Wood, *The behavior change technique taxonomy (v1) of 93 hierarchically clustered techniques: building an international consensus for the reporting of behavior change interventions*. Ann Behav Med, 2013. **46**(1): p. 81-95.DOI: 10.1007/s12160-013-9486-6.