

APPENDIX SI. Search strategy applied to databases Medline and PsychINFO and numbers of articles identified by each search term

Medline		PsychINFO	
Search term	<i>n</i>	Search term	<i>n</i>
Exp automobiles/ or automobile. mp	18,804	automobile.mp	1,298
Exp accidents, traffic/	31,324	exp Automobiles/	2,532
Pedestrian.mp	1,476	pedestrian.mp. or exp Pedestrians/	926
Exp bicycling/	13,967	exp Motor Vehicles/	2,042
Exp motorcycles/	1,509	exp Transportation Accidents/ or Transportation Safety/ or exp	7,887
Car.mp.	11,245	Motor Traffic Accidents/ or exp Transportation/	
Or 1-6	65,302	exp Head Injuries/ or exp Spinal Cord Injuries/ or exp Injuries/	15,781
Exp wounds and injuries/	637,511	(trauma* or injur*).mp.	93,711
Exp whiplash injuries/	2,925	Or/1-7	102,457
Exp stress disorders/, traumatic or exp stress	110,814	exp Internet/ or exp Internet Usage/	17,286
disorders, post-traumatic/		exp Digital Video/	389
Exp multiple trauma/	9,067	radio.mp. or exp Radio/	3,851
fracture	110,656	exp Television/	5,892
Exp spinal cord injuries/ or exp spinal injuries/	31,947	health education.mp. or exp Health Education/	14,784
Or/8-13	709,614	health promotion.mp. or exp Health Promotion/	13,316
Exp Mass media/	37,634	Advertising/ or exp Computer Mediated Communication/ or exp	38,729
Social media	155	Social Networks/ or exp Online Social Networks/ or exp Mass	
Leaflet.mp	9,262	Media/	
Exp pamphlets/or pamphlets.mp.	3,175	information dissemination.mp. or exp Information Dissemination/	1,034
Exp marketing/	25,935	exp Written Communication/ or exp Printed Communications	27,097
Exp social marketing/	2,321	Media/ or exp Health Education/	
Exp radio/	33,460	exp Health Knowledge/ or leaflet.mp.	4,589
Exp television/	29,763	pamphlet.mp.	535
Exp internet/	38,600	or /8-18	91,892
Exp publications/ or publications.mp or exp	98,352	23 and 24	1,888
government publications/		limit to human and english language	1,745
Exp information dissemination/	7,781	limit to years=1990 -Current	1,602
Exp communications media/ or communications	197,654	limit to adults 18-64 yrs	717
media		limit to ("followup study" or "longitudinal study" or " prospective	405
Exp health promotion/ or health promotion. mp	49,414	study" or " systematic review" or meta analysis or quantitative	
Exp video-audio media/	51,573	study or " treatment outcome/randomized clinical trial")	
Exp patient education as topic/	62,789		
Exp advertising as topic/	13,644		
Exp marketing of health services/	14,927		
Exp health education/	130,527		
Or/15-32	516,488		
7 and 14 and 33	796		
Limit 34 to English language	724		
Limit to years 1990-current	633		
Limit to adults 19-64 years	312		
Limit to clinical trial (all), randomized controlled	61		
trial evaluation studies, comparative study or			
controlled clinical trial			