**Extended data Table 1. Schedule of enrolment, interventions and assessments**

| Measure | Description | Enrolment | Enrolment | Randomisation | Randomisation | Post-randomisation | Post-randomisation | Post-randomisation | Post-randomisation | Post-randomisation | Post-randomisation |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Screening survey | Enrolment | Baseline pre-treatment | Random allocation and initial treatment | weekly text/call follow-up for 12 weeks/then monthly | Up to 6 clinician appts (1 initial + up to 5 follow-ups) | Weekly Diary | 12 week follow-up | 6 month follow-up | 12 month follow-up |
| **Enrolment** | | | | | | | | | | | |
| | Telephone screening | | ✓ | | | | | | | | |
| | Informed consent | ✓ | ✓ | ✓ | | | | | | | |
| | Random allocation | | | | ✓ | | | | | | |
| | Initial treatment visit | | | | ✓ | | | | | | |
| **Participant descriptors** | | | | | | | | | | | |
| Demographics | Date of birth, sex at birth | ✓ | | ✓ | | | | | ✓ | ✓ | ✓ |
| Ethnicity | Ethnic origin | | | ✓ | | | | | | | |
| Body mass index | Height and weight | | | ✓ | | | | | | | |
| Typical activity, last week | Time on feet, hours per day | | | ✓ | | | | | | | |
| Previous PHP episodes | Number of episodes | | | ✓ | | | | | | | |
| Previous treatments received | Type and number, including exercise/orthotic device treatments: 2 questions | | | ✓ | | | | | | | |

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|---|---|---|---|---|---|---|---|---|---|
| Current PHP episode description | Duration and intensity: 2 questions | ✓ | ✓ | | | | | | |
| | Laterality | ✓ | ✓ | | | | ✓ | ✓ | ✓ |
| Preference for treatment intervention | Participant self-report: 2 questions | | ✓ | | | | | | |

| **Clinical assessment** | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Foot Posture Index-6 | Foot posture | | | ✓ | | | | | |

| **Interventions** | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Self-management advice (SMA) | | | | ✓ | | | | | |
| Self-management advice booklet plus individualised exercises (SMA-exercises) | | | | ✓ | ✓ | | | | |
| Self-management advice booklet plus prefabricated orthoses (SMA-orthoses) | | | | ✓ | ✓ | | | | |
| Self-management advice booklet plus individualised exercises and prefabricated orthoses (SMA-combined) | | | | ✓ | ✓ | | | | |

| **Intervention adherence** | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | ✓ | ✓ | ✓ | ✓ |

| **Intervention credibility and satisfaction** | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | ✓ | ✓ | ✓ |

| **Adverse events related to interventions** | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | ✓ | ✓ | ✓ | ✓ |
| **Clinical outcome** | | | | | | | |
| Plantar Heel Pain | Average plantar heel pain over the last 7 days using numeric rating scale (0-10 NRS) '0' denoting no pain and 10 worst pain imaginable | | ✓ | ✓ | | ✓ | ✓ | ✓ |
| | Presence of pain in the heel; yes or no | | ✓ | | | ✓ | ✓ | ✓ |
| | First step pain (NRS 0-10) | | ✓ | | | ✓ | ✓ | ✓ |
| | Global Impression of change score, 6 point scale | | | | | ✓ | ✓ | ✓ |
| | Pain self-efficacy questionnaire, 10 items, 6 point scale | | ✓ | | | ✓ | ✓ | ✓ |
| | Brief illness perception questionnaire, 8 items, 10 point scale | | ✓ | | | ✓ | ✓ | ✓ |
| Foot pain | Foot Function Index pain subscale, 9 items, 10 point Likert scale | | ✓ | | | ✓ | ✓ | ✓ |
| Presence and location of pain in the foot | Foot Manikin (© The University of Manchester 2000. All rights reserved) | ✓ | | | | ✓ | ✓ | ✓ |
| Foot Function | Foot Function Index disability (9 items) and activity limitation subscale (5 items),10 point Likert scale | | ✓ | | | ✓ | ✓ | ✓ |
| Health related quality of life | EuroQuol:EQ5D-5L | | ✓ | | | ✓ | ✓ | ✓ |
| **Healthcare costs** | | | | | | | | |
| Employment | Current employment status | | ✓ | | | ✓ | ✓ | ✓ |
| Performance at work | How performance at work is affected (NRS 0-10) | | ✓ | | | ✓ | ✓ | ✓ |

| Domain | Measure | | | | | |
|---|---|---|---|---|---|---|
| Work loss (absenteeism/presenteeism) | Number of days lost | ✓ | | ✓ | ✓ | ✓ |
| PHP Healthcare utilisation | Use of prescribed or over-the-counter medications or interventions e.g. foot orthoses, heel pads | | | ✓ | ✓ | ✓ |
| | Hospital investigations, treatments and use of private healthcare | | | ✓ | ✓ | ✓ |

PHP, plantar heel pain; NRS, numeric rating scale