Mailing (n=16,080): invitation letters to female inhabitants (50-69 y) of participating municipalities

Positive responses screened on eligibility by telephone (n=1,286)

Subject information mailed to eligible women

Screening visit and Informed consent (n=283)

Randomisation and Baseline visit (n=243)

Exercise group (n=98)

Diet group (n=97)

Control group (n=48)

Media attention: newsletter articles, television, radio and events