Invitations to potential Fenland participants (N = )

- Non-responders (N = )

- Fenland participants approached (N = )

- Declined to participate (N = )

- Baseline measures (N = )

- Excluded (N = ): Insufficient PA data (N = ) Refused (N = ) Other reasons (N = )

- Randomised (N = target 500)

- Control group (N = ) FAB questionnaire
- Simple feedback (N = ) FAB questionnaire + PAL score
- Visual feedback (N = ) FAB questionnaire + PAL score + monitor printout
- Contextualized feedback (N = ) FAB questionnaire + PAL score + monitor printout + goal-setting & modelling info

- Measurement of all groups (by post) at approximately 8 weeks follow-up (repeat heart-rate and movement monitoring, RPAQ questionnaire, FAB questionnaire)

- 80% projected completion (N = 400)

- FENLAND RECRUITMENT (ongoing)

- FAB RECRUITMENT (baseline)

- RANDOMISATION (~2 weeks after baseline)

- MAILOUT 1 + INTERVENTION (~2-3 weeks after baseline)

- MAILOUT 2 FOLLOW-UP (~5 weeks after mailout 1)

- PARTICIPANT COMPLETE (~8-10 weeks after baseline)