Organisations identified through websites, granting bodies and researchers (n=105)

Organisations screened (n = 85)

Organisations uncontactable (n=20)

Organisations excluded: Insufficient info to assess (n = 10) No knowledge about development (n=3) No anti-tobacco messages developed/adapted (n=19)

Assessed for eligibility (n = 85)

Eligible organisations (n = 53)

Declined to participate (n = 4) Staff on leave (n=2)

Organisations included in study (n = 47)