Baseline measure (T0)
No. approached: 6000
Response rate 63% (N = 3800)

Intention towards both self-tests N= 438
- Equal strong intention N = 307*
- Stronger intention towards cholesterol self-test N = 73
- Stronger intention towards diabetes self-test N = 58

Intention towards diabetes self-test N = 280

Intention towards diabetes or cholesterol self-test: 1137

Excluded (N = 2663):
- panellists without intention to self-test for cholesterol or diabetes (N = 2541)
- panellists with diabetes and/or cardiovascular disease (N = 116)
- panellists < 18 years (N = 6)

Intention towards cholesterol self-test N = 419

Invited to participate in cholesterol arm N = 569

Cholesterol control
No. approached: 284

Cholesterol intervention
No. approached: 285

One month after baseline measure:
Exposed to intervention or control materials
Follow-up measure cholesterol (T1)

Cholesterol control
Response rate: 84.5% (N = 240)

Cholesterol intervention
Response rate: 76.1% (N = 217)

Diabetes control
No. approached: 284

Diabetes intervention
No. approached: 284

One month after baseline measure:
Exposed to intervention or control materials
Follow-up measure diabetes (T1)

Diabetes control
Response rate: 84.9% (N = 241)

Diabetes intervention
Response rate: 78.8% (N = 224)