Figure 1. Flowchart of participant recruitment and trial design

- Invitation letters sent to 40-74 year olds in 2004-2005 (n=5913)
  - Returned to sender (317) No response (2560)

- Replies received (n=3036)
  - Declined (n=572)

- Willing to be assessed (n=2464)
  - Recruitment closed before assessment (107)

- Assessed for eligibility (n=2357)
  - By telephone (1036)
  - At face-to-face interview (1321)
  - Excluded (n=1268)
    - Did not meet inclusion criteria (1108)
    - Eligible but declined (160)

- Randomised (n=1089)

- Allocated to intervention (n=544)
  - Received intervention: physical activity telephone counselling & 6-mth visit (543)
  - Did not receive allocated intervention
    - (1) Withdrew

- Group allocation

- Allocated to control (n=545)

- Measures at 12-months (2005-2006)
  Follow-up of both groups

- Measures at 24-months (2006-2007)
  Follow-up of both groups