Participating municipal health council regions (N = 6)

**Enrolment**
- Basic printed intervention 1 MHC region
  - Invited to participate (n = 2,380)
- Basic Web-based intervention 2 MHC regions
  - Invited to participate (n = 2,847)
- Printed environmental intervention 1 MHC region
  - Invited to participate (n = 2,268)
- Web-based environmental intervention 1 MHC region
  - Invited to participate (n = 4,321)
- Control group 1 MHC region
  - Invited to participate (n = 1,850)

**Intervention period**
- Basic printed intervention 1 MHC region
  - Completed baseline (T0) questionnaire (n = 439; 18.4%)
  - Received 1st and 2nd tailored advice
  - Completed 3 month (T1) measurement (n = 278; 63.3%)
  - Received 3rd tailored advice
- Basic Web-based intervention 2 MHC regions
  - Completed baseline (T0) questionnaire (n = 423; 14.9%)
  - Received 1st and 2nd tailored advice
  - Completed 3 month (T1) measurement (n = 205; 48.5%)
  - Received 3rd tailored advice
- Printed environmental intervention 1 MHC region
  - Completed baseline (T0) questionnaire (n = 435; 19.2%)
  - Received 1st and 2nd tailored advice
  - Completed 3 month (T1) measurement (n = 256; 58.9%)
  - Received 3rd tailored advice
- Web-based environmental intervention 1 MHC region
  - Completed baseline (T0) questionnaire (n = 432; 10.0%)
  - Received 1st and 2nd tailored advice
  - Completed 3 month (T1) measurement (n = 197; 45.6%)
  - Received 3rd tailored advice
- Control group 1 MHC region
  - Completed baseline (T0) questionnaire (n = 411; 22.2%)

**Follow-up period**
- Basic printed intervention 1 MHC region
  - Completed 6 month (T2) measurement (n = 270; 61.5%)
  - Completed 12 month (T3) measurement (n = 276; 62.9%)
- Basic Web-based intervention 2 MHC regions
  - Completed 6 month (T2) measurement (n = 188; 44.4%)
  - Completed 12 month (T3) measurement (n = 217; 51.3%)
- Printed environmental intervention 1 MHC region
  - Completed 6 month (T2) measurement (n = 242; 55.6%)
  - Completed 12 month (T3) measurement (n = 260; 61.5%)
- Web-based environmental intervention 1 MHC region
  - Completed 6 month (T2) measurement (n = 176; 40.7%)
  - Completed 12 month (T3) measurement (n = 196; 45.1%)
- Control group 1 MHC region
  - Completed 6 month (T2) measurement (n = 307; 74.7%)
  - Completed 12 month (T3) measurement (n = 313; 76.2%)

**Analysis**
- Basic printed intervention 1 MHC region
  - Analysed (n = 275)
  - Excluded due to PA outliers (n = 1)
- Basic Web-based intervention 2 MHC regions
  - Analysed (n = 214)
  - Excluded due to PA outliers (n = 3)
- Printed environmental intervention 1 MHC region
  - Analysed (n = 256)
  - Excluded due to PA outliers (n = 4)
- Web-based environmental intervention 1 MHC region
  - Analysed (n = 193)
  - Excluded due to PA outliers (n = 3)
- Control group 1 MHC region
  - Analysed (n = 310)
  - Excluded due to PA outliers (n = 3)