N=4207  
(Potential participants)

Completed Registration Survey

Registered/Passed initial screening for eligibility  
**2956** (70.3% of potential)  
(Eligible for Baseline survey)

Completed Baseline Survey

Completed Baseline Phone Survey  
**1874** (63.4% of eligible)

**1841** (Final Randomized Sample)

Group 1: Non Tailored (n=451)  
Group 2: Single Tailored (n=454)  
Group 3: Multiple Tailored (n=474)  
Group 4: Multiple Tailored Interactive (n=462)

Completed 4 Month Survey

**1158** Completed 4-month survey  
(62.9% of randomized)

Completed 7 Month Survey

**1068** Completed 7-month survey  
(58.0% of randomized)

n = 1251

Unable to contact: (n=508)  
Refused: (n=523)  
Ineligible: (n=220)

n = 1082

Ineligible due to healthy diet (n=368)  
Refusal/Hang up (n=126)  
Disconnected phone/moved (n=35)  
Unable to contact within time window (n=298)  
Language /unable to conduct survey (n=45)  
Never completed consent form (n=210)

Later found to be ineligible due to pregnancy, language, etc.)

n = 33

n = 683

Unable to contact: (n=601)  
Refused: (n=82)

n = 773

Unable to contact: (n=657)  
Refused: (n=116)