Enrolment
- Invited to complete online screener survey
- Referred to General Practitioner
- Excluded e.g. Pregnant
- Excluded e.g. BMI <23.0 kg/m²

Randomization (1:1)

INTERVENTION

Baseline Assessment (T0)
- 18-page booklet
- Access to TXT2BFiT website (weight tracker, Smartphone applications, printable handouts, community blog)

Week 0
Coaching call

Weeks 1-12 (Intensive Phase)
- 8 SMS/week
- 1 email/week
- Coaching calls weeks 2, 5, 8, & 11

Follow-up Assessment (T1)

Months 4-9 (Maintenance Phase)
- 1 SMS/month
- 1 email/month
- Booster calls months 5 & 8

CONTROL

Baseline Assessment (T0)
- 2-page handout
- Access to TXT2BFiT website (limited)

Week 0
Introductory call

Weeks 1-12 (Intensive Phase)
- 4 SMS

Follow-up Assessment (T2)

Months 4-9 (Maintenance Phase)
- No intervention