

Initial recruitment and screening  
N = 251

Eligible to participate  
N = 248

Ineligible (i.e. did not  
consume alcohol)  
N = 3

Invited to participate in SMS study and online survey

Completed October 2010  
online survey N = 69

Completed December 2010  
online survey N = 48

Completed March 2011  
online survey N = 28

At least one response to SMS  
survey N = 84

Process evaluation N = 18