

All small towns, population between 2000-10,000 identified, 44 eligible, 42 randomised as clusters to intervention (n=21) and control (n=21)

Letters of invitation sent to women via schools and kindergartens, flyers and media.

Intervention
n=300 women screened and recruited. Baseline measures.

Control
n=300 women screened and recruited. Baseline measures.

Week 1: facilitator led interactive group session in each town, approximately 15 women per group

Week 1: general health information session in each town, approximately 15 women per group.

Weeks 2-4: women continue with program manual at home at own pace

Weeks 2-52 monthly text messages

Week 12 Phone coaching based on motivational interviewing

1 year outcome anthropometric and behavioural measures

1 year anthropometric and behavioural outcome measures

2 year anthropometric and behavioural outcome measures

2 year anthropometric and behavioural outcome measures