

Online supplement 1: Incentive strategy contingent on meeting weight loss targets over 12 months

| | Money secured | Money lost |
|---------------------------------------|---------------|------------|
| 3 months: £50 – target 5% weight loss | | |
| <5% | £0 | £50 |
| ≥5% | £50 | £0 |
| 6 months: £150 – target 10% | | |
| <5% | £0 | £150 |
| 5% | £75 | £75 |
| 6% | £90 | £60 |
| 7% | £105 | £45 |
| 8% | £120 | £30 |
| 9% | £135 | £15 |
| ≥10% | £150 | £0 |
| 12 months: £200 – target 10% | | |
| <5% | £0 | £200 |
| 5% | £100 | £100 |
| 6% | £120 | £80 |
| 7% | £140 | £60 |
| 8% | £160 | £40 |
| 9% | £180 | £20 |
| ≥10% | £200 | £0 |

Online supplement 2 Intervention engagement over time for narrative texts and study webpage

| | 0-3 months | | 3-6 months | | 6-12 months | |
|--------------------------------|------------|-----------|------------|-----------|-------------|-----------|
| | SMS + I | SMS only | SMS + I | SMS only | SMS + I | SMS only |
| | N=36 | N=33 | N=36 | N=33 | N=36 | N=33 |
| Replies to texts, count | 289 | 81 | 10 | 6 | 28 | 11 |
| Replies to texts, mean (SD) | 8.0 (24.2) | 2.5 (7.9) | 0.3 (0.7) | 0.3 (1.0) | 0.8 (3.3) | 0.3 (1.0) |
| Text replies, n (%) | | | | | | |
| 0 replies | 21 (58.3) | 23 (69.7) | 30 (83.3) | 31 (93.9) | 28 (77.8) | 28 (84.8) |
| 1-5 replies | 9 (25.0) | 7 (22.3) | 6 (16.7) | 2 (6.1) | 7 (19.4) | 5 (15.2) |
| 6-10 replies | 2 (5.6) | 1 (3.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| 11-15 replies | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| 16-20 replies | 1 (2.8) | 1 (3.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |
| >20 replies | 3 (8.3) | 1 (3.0) | 0 (0.0) | 0 (0.0) | 1 (2.8) | 0 (0.0) |

| | | | | | | |
|---------------------------------------|---------|---------|---------|---------|---------|---------|
| Stopping texts, n (%) | 1 (2.8) | 2 (6.1) | 3 (8.3) | 3 (9.1) | 1 (2.8) | 1 (3.0) |
| Withdrawal due to texts (self-report) | 2 (5.6) | 2 (6.1) | 0 (0.0) | 0 (0.0) | 0 (0.0) | 0 (0.0) |

Participants using website self-monitoring features, n (%)

| | | | | | | |
|--------------|-----------|----------|----------|---------|----------|---------|
| Weight | 8 (22.2) | 5 (15.2) | 6 (16.7) | 3 (9.1) | 4 (11.1) | 3 (9.1) |
| Steps | 10 (27.8) | 6 (18.2) | 7 (19.4) | 2 (6.1) | 3 (8.3) | 2 (6.1) |
| Waistline | 4 (11.1) | 3 (9.1) | 3 (8.3) | 0 (0.0) | 1 (2.8) | 0 (0.0) |
| Belt notches | 2 (5.6) | 0 (0.0) | 2 (5.6) | 0 (0.0) | 0 (0.0) | 0 (0.0) |

Number self-monitoring features used, n (%)

| | | | | | | |
|------|-----------|-----------|-----------|-----------|-----------|-----------|
| None | 24 (66.7) | 26 (78.8) | 28 (77.8) | 30 (90.1) | 31 (86.1) | 29 (87.9) |
| One | 5 (13.9) | 2 (6.1) | 2 (5.6) | 1 (3.1) | 3 (8.3) | 3 (9.1) |
| Two | 3 (8.3) | 3 (9.1) | 3 (8.3) | 2 (6.1) | 1 (2.8) | 1 (3.0) |

| | | | | | | |
|-------|---------|---------|---------|---------|---------|---------|
| Three | 3 (8.3) | 2 (6.1) | 2 (5.6) | 0 (0.0) | 1 (2.8) | 0 (0.0) |
| Four | 1 (2.8) | 0 (0.0) | 1 (2.8) | 0 (0.0) | 0 (0.0) | 0 (0.0) |

Number of entries on self-monitoring feature, count

| | | | | | | |
|--------------|-----|-----|-----|-----|-----|----|
| Weight | 69 | 115 | 45 | 23 | 42 | 46 |
| Steps | 419 | 296 | 350 | 102 | 397 | 74 |
| Waistline | 4 | 7 | 5 | 0 | 2 | 0 |
| Belt notches | 8 | 0 | 4 | 0 | 0 | 0 |

Note. M = mean, SD = Standard Deviation.

Online supplement 3 Satisfaction and helpfulness ratings for overall programme and narrative texts at 12 months by deprivation status

| | SMS+I | | SMS only | | Total | |
|---|---------------------|------------------|---------------------|-------------------|---------------------|-------------------|
| | SIMD 1, 2 (n=14) | SIMD 3+ (n=7) | SIMD 1, 2 (n=16) | SIMD 3+ (n=10) | SIMD 1, 2 (n=30) | SIMD 3+ (n=17) |
| Satisfaction programme ^a | 81.8, 21.7 | 79.9, 19.2 | 74.6, 23.5 | 81.0, 16.0 | 77.9, 22.6 | 80.5, 16.8 |
| Helpfulness programme ^b | 4.2, 1.1 | 3.9, 1.1 | 3.9, 1.1 | 4.2, 1.0 | 4.1, 1.1 | 4.1, 1.0 |
| Helpfulness of narrative texts ^b | 3.4, 1.3 | 3.4, 1.4 | 3.0, 1.5 | 3.8, 1.2 | 3.2, 1.4 | 3.6, 1.3 |

Note. All data mean (SD), ^a scored 0-100 (higher = more satisfied), ^b scored 1-5 (1 = low, 5 = high), SIMD = Scottish index of multiple deprivation 1 represents the most disadvantaged area; quintile SIMD 5 represents the least disadvantaged area SMS = Short message service, SMS+I = SMS plus incentive group.