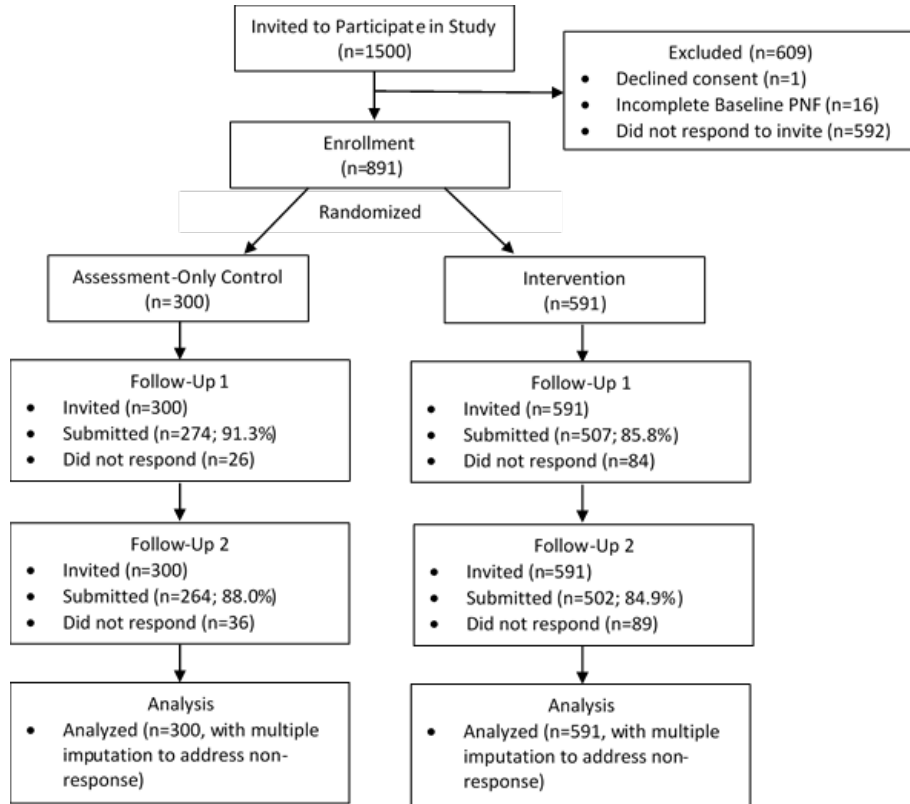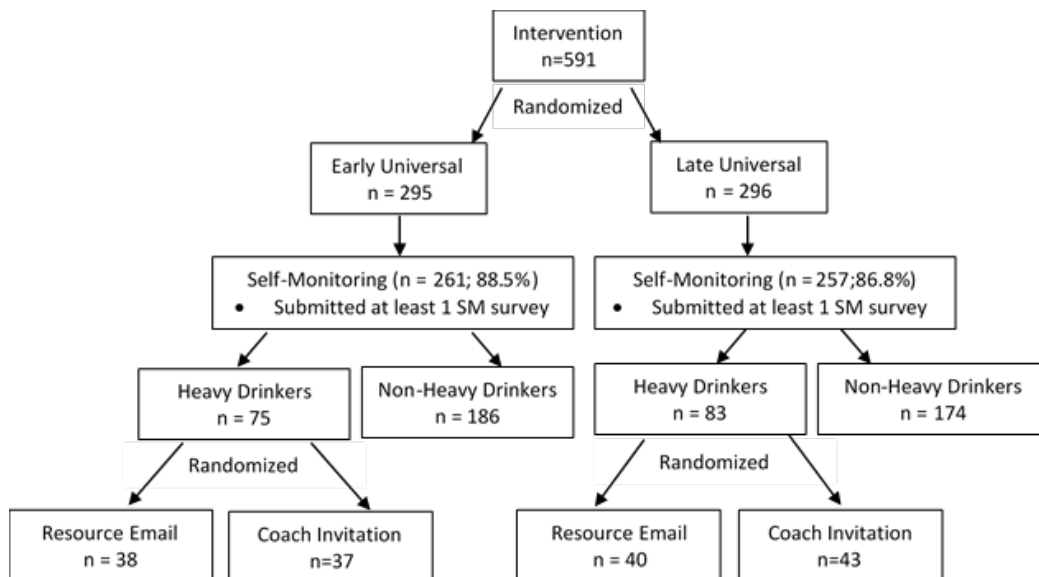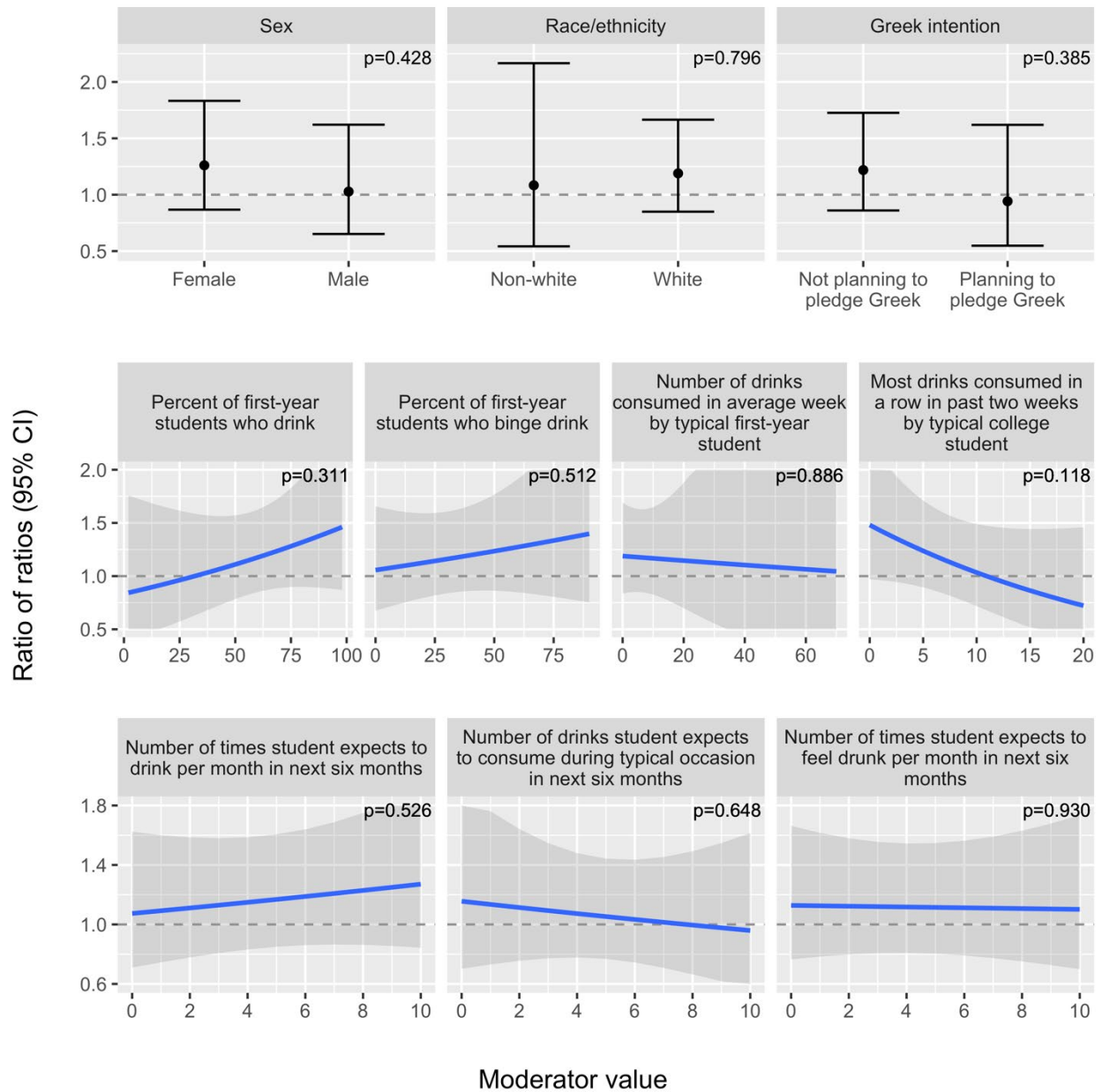**Supplemental Material**

Supplemental Figure 1: Comparison of intervention vs. assessment-only control design

Supplemental Figure 2: Comparison of the embedded adaptive preventive interventions design

Supplemental Figure 3: Moderators of main effect of timing on change in binge drinking from baseline to follow-up 1 (tertiary aim, N=591)

Note: The ratio of ratios measures the difference between the early group and the late group in change in binge drinking frequency from baseline to follow-up 1. If the ratio of ratios is 1, there is no difference between the groups. If the ratio of ratios is below 1, early is better than late, i.e., the early group had a smaller change in binge drinking frequency. If the ratio of ratios is above 1, late is better than early. In this figure, a nonzero slope is evidence of effect modification by the proposed moderator. P-values are for the relevant interaction term.

Supplemental Table 1: Characteristics of heavy drinkers by second randomization

	Health coach invitation (N=80)	Resource email (N=78)	All heavy drinkers (N=158)
Age (years)			
Mean (SD)	18.1 (0.219)	18.0 (0.159)	18.0 (0.192)
Sex			
Male	35 (43.8%)	23 (29.5%)	58 (36.7%)
Female	45 (56.2%)	55 (70.5%)	100 (63.3%)
Race/ethnicity			
Asian Non-Hispanic	3 (3.8%)	6 (7.7%)	9 (5.7%)
Black Non-Hispanic	0 (0%)	0 (0%)	0 (0%)
Hispanic/Latinx	2 (2.5%)	3 (3.8%)	5 (3.2%)
White Non-Hispanic	74 (92.5%)	63 (80.8%)	137 (86.7%)
Other/Multi	1 (1.2%)	6 (7.7%)	7 (4.4%)
Self-monitored binge drinking (past two weeks)			
None	0 (0%)	0 (0%)	0 (0%)
1 time	6 (7.5%)	1 (1.3%)	7 (4.4%)
2 times	40 (50.0%)	49 (62.8%)	89 (56.3%)
3-5 times	30 (37.5%)	23 (29.5%)	53 (33.5%)
6-9 times	4 (5.0%)	4 (5.1%)	8 (5.1%)
10+ times	0 (0%)	1 (1.3%)	1 (0.6%)
Self-monitored high-intensity drinking (past two weeks)			
None	52 (65.0%)	47 (60.3%)	99 (62.7%)
1 time	21 (26.2%)	19 (24.4%)	40 (25.3%)
2 times	4 (5.0%)	7 (9.0%)	11 (7.0%)
3-5 times	1 (1.2%)	4 (5.1%)	5 (3.2%)
6-9 times	2 (2.5%)	0 (0%)	2 (1.3%)
10+ times	0 (0%)	1 (1.3%)	1 (0.6%)