



Study population

1212

Excluded
(snus cessation)
83

Randomized

1129

Even
dates

Odd
dates

Proactive service

588

Reactive service

541

Excluded (received
proactive service)
69

Received
baseline
questionnaire
588

Received
baseline
questionnaire
472

Study base

Returned
baseline
questionnaire
303

Returned
baseline
questionnaire
283

Followup

Returned
follow-up
questionnaire
165

Returned
follow-up
questionnaire
182

Analysed in ITT analysis 303
Analysed in responder-only analysis 165

Data analysis

Analysed in ITT analysis 283
Analysed in responder-only analysis 181*