Participant Flow

Enrolment

Assessed for eligibility (n=3603)

Excluded (n=2778)

- Not meeting inclusion criteria (n=704)
- Declined to participate (n=589)

Randomised (n=825)

Allocation

Allocated to intervention (n=411)

- Received allocated intervention (n=407)
- Did not receive allocated intervention

Allocated to control (n=414)

- Received allocated intervention (n=414)

Follow-up 1

Lost to follow-up (n=45 not contactable)

Discontinued participation (n=0)

Lost to follow-up (n=41 not contactable)

Discontinued participation (n=2)

Follow-up 2

Lost to follow-up (n=61 not contactable)

Discontinued participation (n=1)

Lost to follow-up (n=53 not contactable)

Discontinued participation (n=3)

Analysis

Outcomes on *alcohol consumption*:

Analysed (n= 349)

- Excluded from analysis (n=0)

For all other outcome measures:

Analysed (n=347)

Outcomes on *alcohol consumption*:

Analysed (n=358)

- Excluded from analysis (n=0)

For all other outcome measures:

Analysed (n=357)
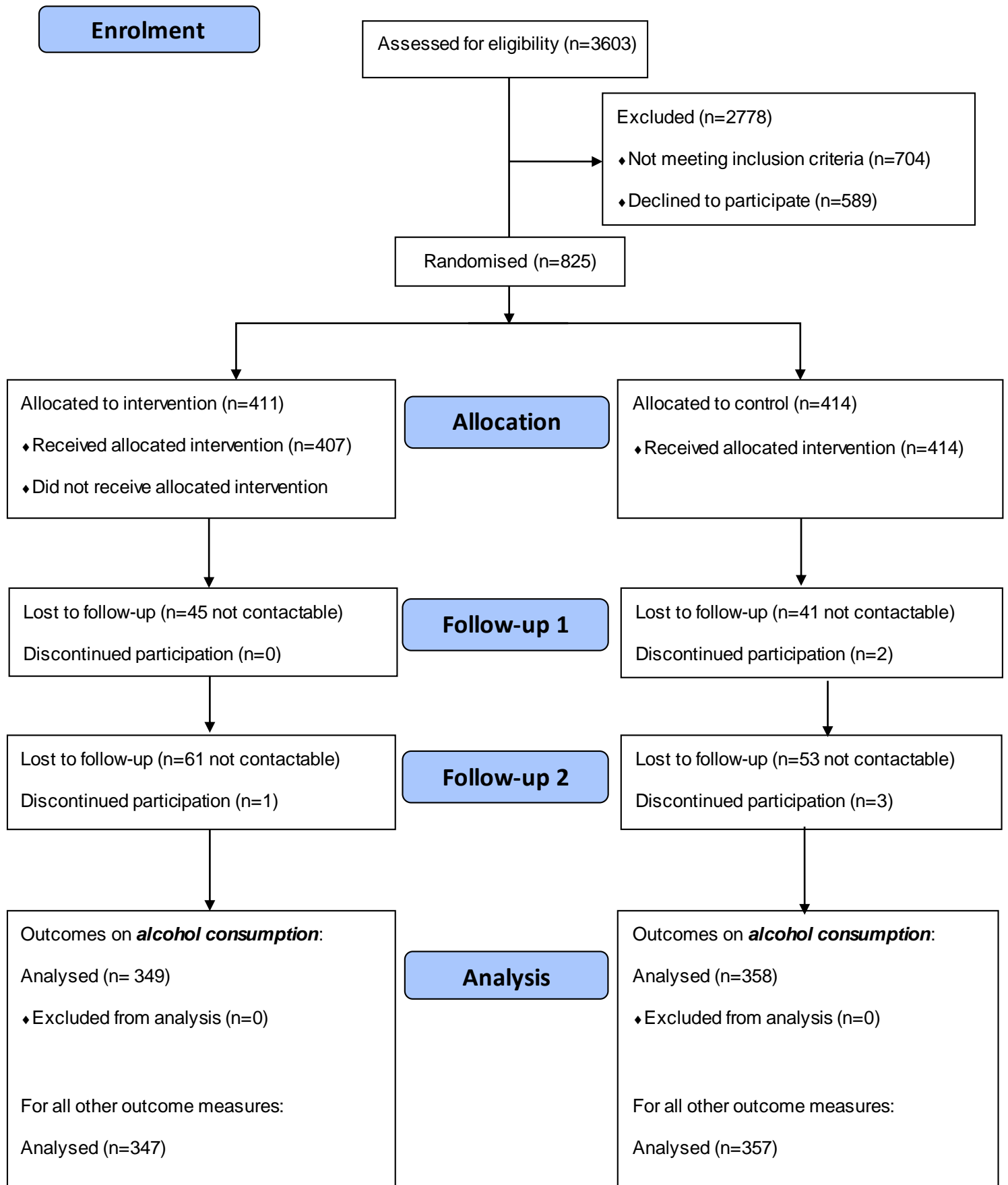
Baseline Characteristics

Demographic characteristics of participants by treatment group at baseline

Factor	Intervention group N=411 n (%)	Control group N=414 n (%)	Total N=825 n (%)
Age			
25-34 years	221 (53.8)	215 (51.9)	436 (52.8)
35-44 years	190 (46.2)	199 (48.1)	389 (47.2)
Marital status†			
Married/lives with a partner	224 (54.6)	224 (54.1)	448 (54.4)
Single	186 (45.4)	190 (45.9)	376 (45.6)
Employment status			
Employed	276 (67.2)	252 (60.9)	528 (64.0)
Unemployed	135 (32.8)	162 (39.1)	297 (36.0)
Highest educational attainment			
High school	250 (60.8)	260 (62.8)	510 (61.8)
Vocational qualification/further training	132 (32.1)	112 (27.1)	244 (29.6)
University degree	29 (7.1)	42 (10.1)	71 (8.6)
Scottish Index of Multiple Deprivation decile			
1-2 (most deprived)	314 (76.4)	322 (77.8)	636 (77.1)
≥ 3	97 (23.6)	92 (22.2)	189 (22.9)

† Marital status not recorded for one man

Recent drinking history of participants by treatment group at baseline

Drinking pattern	Intervention group N=411	Control group N=414	Total N=825
Number (%) of men with ≥3 occasions of binge drinking (>8 units) in previous 28 days	342 (83.2)	354 (85.5)	696 (84.4)
Number (%) of men with ≥3 occasions of heavy binge drinking† (>16 units) in previous 28 days	191 (46.5)	201 (48.6)	392 (47.5)
Mean consumption in past 28 days (units (SD))	133.0 (132.7)	134.9 (133.0)	134.0 (132.8)
Proportion of total units that are consumed during binge sessions (>8 units) (%)	92.4	92.6	92.5
Mean number of binge sessions(>8 units)(SD)	6.51 (5.2)	6.65 (5.2)	6.58 (5.2)
Mean number of heavy binge sessions† (>16 units) (SD)	3.55 (5.0)	3.59 (4.7)	3.57 (4.8)
Mean number of alcohol free days (SD)	19.90 (5.9)	19.86 (5.8)	19.88 (5.9)
Frequency of being unable to remember what happened the night before because of drinking?			
Never	257 (62.5)	245 (59.2)	502 (60.8)
Less than monthly	113 (27.5)	122 (29.5)	235 (28.5)
Monthly	27 (6.6)	39 (9.4)	66 (8.0)
Weekly or more	14 (3.4)	8 (1.9)	22 (2.7)

† Heavy binge drinking (>16 units) is a subset of binge drinking (>8 units)

Outcome Measures

Primary outcome measure

Primary outcome measure	Odds ratio (95%CI)			P value^
	Unadjusted	Adjusted* for baseline drinking	Fully adjusted~	
The proportion of men consuming >8 units on ≥3 occasions in the previous 28 days at 12 months post-intervention∞ (n=347, 358)†	0.78 (0.58, 1.05)	0.79 (0.59, 1.07)	0.79 (0.57, 1.08)	0.140

* Adjusted for one baseline drinking variable (whether the participant had consumed >8 units on at least 3 occasions in the 28 days prior to the beginning of the study)

~ Adjusted for baseline drinking as for model two and the baseline covariates: method of recruitment (GP registers/TSS), recruitment centre, age group, living with a partner (yes/no), employed (yes/no), further education (yes/no), SIMD score (1-10), and question 2 from the FAST questionnaire

^ p-value is for the fully adjusted model

∞ 15 months post-randomisation

† Numbers for intervention and control group respectively, for the fully adjusted model, by intention to treat

Secondary outcome measures

Secondary outcome measure[#]	Unadjusted	Adjusted* for baseline drinking	Fully adjusted~	P value^
The proportion of men consuming >8 units on ≥3 occasions in the previous 28 days at 3 months post-intervention[$] (n=364, 371)[†]	1.00 (0.75, 1.34)	1.04 (0.77, 1.40)	1.05 (0.77, 1.44)	0.751
The proportion of men consuming >16 units on ≥3 occasions in the previous 28 days at 3 months post-intervention[$] (n=364, 371)[†]	1.12 (0.79, 1.60)	1.17 (0.81, 1.70)	1.22 (0.83, 1.81)	0.314
The proportion of men consuming >16 units on ≥3 occasions in the previous 28 days at 12 months post-intervention (n=347, 358)[†]	0.92 (0.63, 1.35)	0.93 (0.62, 1.38)	0.97 (0.64, 1.46)	0.871
The proportion of men with an AUDIT positive score at 12 months post-intervention[∞][¥] (n=345, 357)[†]	1.23 (0.89, 1.70)	1.28 (0.92, 1.78)	1.34 (0.95, 1.89)	0.095
Total alcohol consumption at 12 months post-intervention[∞] (n=347, 358)[†]	-2.18 (-19.49, 15.13)	4.66 (-10.10, 19.42)	4.46 (-11.1, 20.03)	0.573

[#] All treatment effects are expressed as odds ratios except for mean consumption which is given as the mean difference in consumption between treatment groups. 95% confidence intervals are in parenthesis

* Adjusted for one baseline drinking variable (whether the participant had consumed >8 units on at least 3 occasions in the 28 days prior to the beginning of the study)

~ Adjusted for baseline drinking as for model two and the baseline covariates: method of recruitment (GP registers/TSS), recruitment centre, age group, living with a partner (yes/no), employed (yes/no), further education (yes/no), SIMD score (1-10), and question 2 from the FAST questionnaire

^ p-value is for the fully adjusted model

[$] 6 months post-randomisation

[†] Numbers for intervention and control group respectively, for the fully adjusted model, by intention to treat

[∞] 15 months post-randomisation

[¥] As the AUDIT questionnaire was not administered at baseline, the % >8 units on ≥3 occasions at baseline was used as the adjustment for baseline consumption

Adverse Events

Type of adverse event	Outcome
Anticipated serious adverse event	None
Unanticipated serious adverse event	3 deaths were reported. Two of the deaths occurred while the participants were in the intervention phase of the study and one occurred after the first follow up interview had been conducted. No information on the circumstances of the deaths were given. However, there was no reason to suspect that participation in the study could have contributed to the participants' deaths.
Other anticipated adverse event	None
Other unanticipated adverse event	None reported