

**Table S1. Comparison of outcomes at T1 between main sample and control sample**

|   | Main sample<br>(n=3,005) | Control sample<br>(n=501) | p-value for difference |
|---|--------------------------|---------------------------|------------------------|
|   | %                        | %                         |                        |
| Knowledge of the "2 alcohol-drinks per day" dimension of the LRDG                   | 46                       | 44                        | ns                     |
| Knowledge of the "2 alcohol-free days a week " dimension of the LRDG                | 12                       | 8                         | <0.05                  |
| Long-term risks awareness in general related to alcohol consumption (totally agree) | 47                       | 48                        | ns                     |
| Risk knowledge of cancers to alcohol consumption                                    | 85                       | 83                        | ns                     |
| Risk knowledge of HTA to alcohol consumption  | 87                       | 85                        | ns                     |
| Risk knowledge of brain hemorrhage to alcohol consumption                           | 76                       | 71                        | <0.05                  |
| Risk awareness associated with one's own alcohol consumption                        | 33                       | 37                        | ns                     |
| Intention to reduce alcohol consumption in the next 30 days                         | 25                       | 26                        | ns                     |
| Alcohol consumption exceeding LRDG  | 39                       | 41                        | ns                     |

Note: p-value from Student test (ns: not significant)

**Table S2. Knowledge of LRDG, GEE models, among drinkers exceeding LRDG at T0, n=969**

|   | maximum 2 alcohol drinks per day' LRDG guideline |             |         | '2 days without alcohol a week' LRDG guideline |             |         |
|---|--|-------------|---------|--|-------------|---------|
|   | OR   | 95% CI      | p-value | OR   | 95% CI      | p-value |
| Age (years)   |  |             |         |  |             |         |
| 18-34 (ref.)  | 1  |             |         | 1  |             |         |
| 35-49   | 1.12   | [0.85-1.47] | 0.427   | 1.19   | [0.76-1.87] | 0.446   |
| 50-64   | 1.38   | [1.06-1.80] | 0.018   | 1.43   | [0.93-2.21] | 0.107   |
| >=65  | 1.35   | [1.01-1.80] | 0.045   | 1.39   | [0.86-2.23] | 0.181   |
| Education level                                     |  |             |         |  |             |         |
| Less than upper secondary school certificate (ref.) | 1  |             |         | 1  |             |         |

|  |      |             |       |      |             |        |
|--|------|-------------|-------|------|-------------|--------|
| Upper secondary school certificate                                     | 1.04 | [0.80-1.35] | 0.766 | 1.01 | [0.67-1.51] | 0.976  |
| Third-level diploma  | 1.01 | [0.81-1.25] | 0.948 | 1.17 | [0.84-1.63] | 0.361  |
| Thinking about own alcohol consumption in the previous 30 days (at T0) |      |             |       |      |             |        |
| No (ref.)  | 1    |             |       | 1    |             |        |
| Yes  | 1.07 | [0.83-1.39] | 0.583 | 2.2  | [1.49-3.24] | <0.001 |
| Desire to reduce alcohol use at T0                                     |      |             |       |      |             |        |
| No (ref.)  | 1    |             |       | 1    |             |        |
| Yes  | 1.1  | [0.86-1.40] | 0.457 | 0.87 | [0.60-1.26] | 0.462  |
| Campaign recall (T0 survey wave)                                       |      |             |       |      |             |        |
| No (ref.)  | 1    |             |       | 1    |             |        |
| Yes  | 0.97 | [0.71-1.31] | 0.837 | 1.16 | [0.65-2.07] | 0.614  |
| Survey wave (if no campaign recall)                                    |      |             |       |      |             |        |
| T0 (ref.)  | 1    |             |       | 1    |             |        |
| T1   | 1.28 | [0.95-1.71] | 0.099 | 1.8  | [1.11-2.89] | 0.016  |
| T2   | 1.39 | [1.02-1.90] | 0.037 | 1.72 | [0.98-3.02] | 0.059  |
| Interaction recall * survey wave                                       |      |             |       |      |             |        |
| Recall = yes, survey wave = T1   | 1.6  | [1.14-2.25] | 0.007 | 1.2  | [0.69-2.08] | 0.528  |
| Recall = yes, survey wave = T2   | 1.06 | [0.74-1.51] | 0.767 | 1.06 | [0.56-1.99] | 0.864  |
| Overall test of interaction  |      |             | 0.013 |      |             | 0.79   |

**Table S3. Other variables of interest, GEE models, interactions between survey wave and campaign recall (among drinkers exceeding LRDG at T0, n=969)**

|   | OR   | 95% CI      | p-value |
|---|------|-------------|---------|
| LTH awareness in general related to alcohol consumption (totally agree) |      |             |         |
| Recall = yes, wave = T1   | 1.29 | [0.90-1.83] | 0.161   |
| Recall = yes, wave = T2   | 1.25 | [0.88-1.77] | 0.214   |
| Overall test of interaction   |      |             | 0.323   |
| Knowledge of risk of alcohol-related cancer                             |      |             |         |
| Recall = yes, wave = T1   | 0.96 | [0.65-1.43] | 0.849   |
| Recall = yes, wave = T2   | 0.67 | [0.44-1.04] | 0.073   |

|   |      |             |        |
|---|------|-------------|--------|
| Overall test of interaction                                 |      |             | 0.142  |
| Knowledge of risk of alcohol-related hypertension           |      |             |        |
| Recall = yes, wave = T1                                     | 1.52 | [1.02-2.24] | 0.038  |
| Recall = yes, wave = T2                                     | 0.99 | [0.64-1.54] | 0.961  |
| Overall test of interaction                                 |      |             | 0.068  |
| Knowledge of risk of alcohol-related brain hemorrhage       |      |             |        |
| Recall = yes, wave = T1                                     | 1.77 | [1.23-2.55] | <0.001 |
| Recall = yes, wave = T2                                     | 0.88 | [0.61-1.27] | 0.494  |
| Overall test of interaction                                 |      |             | <0.001 |
| Awareness of risk associated with own alcohol consumption   |      |             |        |
| Recall = yes, wave = T1                                     | 1.25 | [0.89-1.75] | 0.2    |
| Recall = yes, wave = T2                                     | 0.96 | [0.70-1.33] | 0.821  |
| Overall test of interaction                                 |      |             | 0.314  |
| Intention to reduce alcohol consumption in the next 30 days |      |             |        |
| Recall = yes, wave = T1                                     | 0.84 | [0.52-1.36] | 0.488  |
| Recall = yes, wave = T2                                     | 0.75 | [0.46-1.23] | 0.262  |
| Overall test of interaction                                 |      |             | 0.528  |

Note: GEE models were adjusted for age, education level, thinking about own drinking consumption at T0, and desire to reduce drinking at T0.

**Table S4. Alcohol consumption with respect to LRDG, logistic regression, among drinkers exceeding LRDG at T0, n=969**

|   | T1   |             |         | T2   |             |         |
|---|------|-------------|---------|------|-------------|---------|
|   | OR   | 95% CI      | p-value | OR   | 95% CI      | p-value |
| Age (years)   |      |             |         |      |             |         |
| 18-34 (ref.)  | 1    |             |         | 1    |             |         |
| 35-49   | 1.21 | [0.80-1.81] | 0.365   | 1.39 | [0.93-2.06] | 0.108   |
| 50-64   | 1.54 | [1.03-2.32] | 0.037   | 1.82 | [1.22-2.71] | 0.003   |
| >= 65 years   | 2.05 | [1.29-3.27] | 0.003   | 1.74 | [1.12-2.68] | 0.013   |
| Education level                                     |      |             |         |      |             |         |
| Less than upper secondary school certificate (ref.) | 1    |             |         | 1    |             |         |

|  |      |             |        |      |             |       |
|--|------|-------------|--------|------|-------------|-------|
| Upper secondary school certificate                                   | 1.19 | [0.79-1.80] | 0.406  | 0.99 | [0.66-1.49] | 0.971 |
| Third-level diploma  | 1,00 | [0.71-1.40] | 0.978  | 0.81 | [0.58-1.13] | 0.216 |
| Thinking about own alcohol consumption in the previous 30 days at T0 |      |             |        |      |             |       |
| No (ref.)  | 1    |             |        | 1    |             |       |
| Yes  | 2.7  | [1.74-4.17] | <0.001 | 2.07 | [1.36-3.14] | 0.001 |
| Desire to reduce alcohol use at T0                                   |      |             |        |      |             |       |
| No (ref.)  | 1    |             |        | 1    |             |       |
| Yes  | 0.85 | [0.58-1.23] | 0.384  | 1.34 | [0.93-1.95] | 0.118 |
| Campaign recall  |      |             |        |      |             |       |
| No (ref.)  | 1    |             |        | 1    |             |       |
| Yes  | 0.76 | [0.54-1.08] | 0.129  | 1.04 | [0.75-1.44] | 0.809 |