Appendix 1

**This appendix was part of the submitted manuscript and has been peer reviewed.
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Appendix 1: Questions from the Talking About the Smokes baseline survey
The entire Talking About the Smokes baseline survey is located at:
http://www.itcproject.org/countries/australia/tats

Question	Comments
Health information recall	
In the last month, how often have you noticed the warning labels on packs your smokes are sold in? • Never • Almost never • Sometimes • Often • Very often • *Unable to see warning labels (blind)* • *Refused* • *Don't know*	Only asked of all smokers and ex-smokers who have smoked in the last month. Not asked of any respondents who use only chop chop. Don't know, refused responses and NA-type responses excluded. Collapsed to 3 categories for "Noticed warning labels (past month)": • Never • Sometimes: almost never-sometimes • Often: often-very often. Dichotomised for "Often noticed warning labels" • No: never-sometimes • Yes: often-very often Dichotomised as a measure of salience: "Noticed warning labels (in the past month)" • No: never • Yes: almost never-very often
A **news story** about smoking or quitting? Would you say… • Never • Almost never • Sometimes • Often • Very often • *Unable to see (blind) or hear (deaf)* • *Refused* • *Don't know* *Some people will not have seen/heard/read such a news story because they do not watch/listen to/read many news stories. Answer "Never" if this is the case*	Asked of all current smokers and recent quitters, with the exception of those who cannot see or hear. Don't know, refused responses and NA-type responses excluded. Collapsed to 3 categories for "Noticed news stories (in past 6 months)": • Never • Sometimes: almost never-sometimes • Often: often-very often. Dichotomised for "Often noticed news stories" • No: Never-sometimes • Yes: Often-very often
Think about all types of **advertising and information** e.g. in the media, the internet, and in other public places. In the last 6 months, **how often** have you noticed ads that talk about the dangers of smoking, or that encourage quitting? Would you say… • Never • Almost never • Sometimes • Often • Very often • *Refused* • *Don't know*	Asked of all current smokers and recent quitters, with the exception of those who cannot see or hear. Don't know, refused responses and NA-type responses excluded. Collapsed to 3 categories for "Noticed advertising (in past 6 months)": • Never • Sometimes: almost never-sometimes • Often: often-very often.

	Dichotomised for "Often noticed advertising" • No: Never-sometimes • Yes: Often-very often
Did you notice these ads or information: 　a) On television? 　b) On the radio? 　c) On the internet, including social media sites? e.g. Facebook 　d) On outdoor billboards in the street? 　e) In newspapers or magazines? 　f) On [shop/store] windows or inside [shops/stores] where tobacco is sold? 　g) In leaflets or pamphlets? 　h) Posters or displays at your local health service? 　i) Posters or displays at any other Aboriginal or Torres Strait Islander community organisation you visited? 　j) Posters or displays at any event for the local Aboriginal or Torres Strait Islnader community? E.g. festival, sports carnival.	Asked of all current smokers and recent quitters who had seen advertising at least 'almost never' (never excluded) , with the exception of those who cannot see or hear. Don't know and refused responses excluded. Dichotomous outcome created, which included all smokers: • No: not noticed, including those who never noticed advertising in the past 6 months • Yes: Noticed
Think of all these types of ads or information that you noticed in the last 6 months. Did any feature an **Aboriginal or Torres Strait Islander person** or their **artwork**? • Yes • No • *Refused* • *Don't know*	Asked of all current smokers and recent quitters who had seen advertising at least 'almost never' (never excluded). Dichotomous outcome "Noticed any targeted advertising" created, which included all smokers: • No: not noticed, including those who never noticed advertising in the past 6 months • Yes: Noticed
Did any feature an Aboriginal or Torres Strait Islander person from **this community**, or artwork from **this community?** • Yes • No • *Refused* • *Don't know*	Asked of all current smokers and recent quitters who had seen advertising at least 'almost never' (never excluded) , and had seen advertising that features an Aboriignal or Torres Strait Islander person or their artwork (excluded if responded no, refused or don't know to previous question). Dichotomous outcome "Noticed any local advertising" created, which included all smokers: • No: not noticed, including those who never noticed any advertising in the past 6 months, and those who never saw any targeted advertising in the past 6 months • Yes: Noticed
Derived: Type of advertising (in past 6 months) Derived from outcomes "Noticed advertising in past 6 months", "Noticed any targeted advertising", and "Noticed any local advertising".	Derived for all current smokers. • Never: never to "Noticed advertising in past 6 months" • Noticed mainstream (but no targeted) advertising: sometimes-often to "Noticed advertising in past 6 months" AND no or don't know to "Noticed any local advertising" • Noticed targeted (but no local) advertising: yes to

	"Noticed targeted advertising" AND no or don't know to "Noticed any local advertising" • Noticed some local advertising: yes to "Noticed any local advertising"

Smoking, quitting and forgoing cigarettes	
Would you say you are: • A smoker (including 'social smoker' or occasional smoker) • An ex-smoker • Someone who has never smoked, or never smoked regularly *Never smoker or never smoked regularly = less than 100 cigarettes in lifetime.* *When we say smokes, we mean all types of tobacco. This includes cigarettes, pipes and cigars.*	These three smoking questions were combined to generate a (self-defined) smoking status variable: • *Daily smoker* • *Weekly smoker* • *Monthly Smoker* • *Less than monthly smoker* • *Ex-smoker with quit date ≤ 30 days ago* • *Ex-smoker with quit >30 days and ≤ 6 months ago* • *Ex-smoker with quit date more than 6 months and ≤ 12 months ago* • *Ex-smoker with quit date > 12 months ago* • *Never smoked*
(Ask if if self-defined ex-smoker) How long ago did you quit smoking? • Days/weeks/months/years ago *When we say smokes, we mean all types of tobacco. This includes cigarettes, pipes and cigars.*	Used to derive variable "Smoking status" for current smokers: • Daily smoker • Non-daily smoker: weekly, monthly or less than monthly smoker
(Ask if has smoked in last month , or if self-defined smoker) Do you smoke: *Choose One:* • Every day (or nearly every day) • At least weekly • Less often than weekly, but at least monthly • Occasionally (less than monthly); or • Not at all *This is asking about **current** smoking – we want to know how much somebody is smoking at the moment, even if this is different from how much they usually smoke.*	
We will now talk about quitting. Do you want to quit smoking? *Choose One:* • Yes • No • *Refused* • *Don't know*	Ask all smokers. Don't know and refused responses excluded. Converted to dichotomous outcome measure "Want to quit" (yes/no).
In the last month, how often have the warning labels stopped you from having a smoke when you were about to have one? Would you say… • Never • Once • A few times • Many times • *Refused* • *Don't know*	Ask all smokers who have smoked in the last month, and who have noticed warning labels at least 'almost never' (never excluded) , with the exception of those who cannot see or hear. Don't know and refused responses excluded. Converted to a dichotomous measure "If noticed, stopped smoking when about to because of warning labels (in the last month)"

	• No: never • Yes: once-many times
How much do the warning labels make you more likely to quit smoking? • Not at all • Somewhat • Very much • *Refused* • *Don't know*	Ask all smokers, with the exception of those who cannot see or hear. Don't know and refused responses excluded. Converted to a dichotomous measure "Believe warning labels make you more likely to quit" • No: not at all • Yes: somewhat-very much
Socio-demographic variables	
What is your date of birth? Or age: *Answer must be 0 or greater:* *If says "don't know", ask the participant to estimate age in years*	Ask all. Categorised as "Age group": • 18-24 • 25-34 • 35-44 • 45-54 • 55 and up
Record sex – ask only if unsure • *Female* • *Male*	Ask all. Labelled "Sex".
Do you identify as: • Aboriginal • Torres Strait Islander • Both Aboriginal and Torres Strait Islander • Neither Aboriginal nor Torres Strait Islander	Ask all. Labelled "Indigenous status". If answer neither Aboriginal nor Torres Strait Islander, survey is ended.
Are you employed for pay? • Yes • No, looking for work (unemployed) • No, and not looking for work (not in labour force) • *Refused* *This is asking about whether the person is **currently** employed. If looking for work or not working at the moment answer "no, looking for work (unemployed)". If a pensioner and **not** looking for work answer "no, and not looking for work (not in labour force)*	Ask all. Don't know and refused responses excluded. Variable labelled "Labour force status"
What is the highest level of formal education that you have completed? Would that be…: *Choose One:* • Primary school • Some high school (no certificate) • Completed high school • Technical or TAFE e.g. Certificate or Diploma • Some university (no degree) e.g. Diploma only, or not yet completed Degree • Completed university degree • Post-graduate degree • *Not completed primary school or no formal education* • *Refused*	Ask all. Don't know and refused responses excluded. Collapsed to create the variable "Educational attainment": • Did not finish Year 12: not completed primary, primary, some high school (no certificate) • Finished Year 12 • Some tertiary education: technical or TAFE, or other further education

What is the postcode where you live? *Postcode of residence:*	Postcode used to generate Australian Statistical Geography Standard (ASGS) remoteness category: • Major city • Inner regional • Outer regional • Remote • Very remote Collapsed to derive "Remoteness": major city, inner and outer regional, remote and very remote. Postcode used to generate Area Level Disadvantage using Socio-economic Index (SEIFA) 2011 Index of Relative Disadvantage quintiles (Australian Bureau of Statistics (2013). 2033.0.55.001 - Socio-economic Indexes for Areas (SEIFA), Data Cube, 2011, Table 3). SEIFA quintiles collapsed to create "Area-level disadvantage: • Quintiles 4-5 (least disadvantaged) • Quintiles 2-3 • Quintile 1 (most disadvantaged)
Policy monitoring survey – completed for each site	
In the last 12 months, has your service received funding for tobacco control programs? • Yes • No	These three questions combined to generate a dichotomous outcome variable: "Dedicated funding or position/s for tobacco control resources at project site" • No: no funding (tied or untied) or staff • Yes: funding and/or position/s
In the last 12 months, has your service used any untied funds, or funds from sources other than that allocated specifically for tobacco control, to implement tobacco control programs? • Yes • No	
Does your health service have staff position/s with a major focus on tobacco control? • Yes • No	
In the last year, what type/s of quit smoking information or support has your health service provided this community? Was this information developed by your health service? • Posters in clinic • Posters around the community (places other than your health service) • Pamphlets/leaflets in clinic • Pamphlets/leaflets given to other organisations to distribute (places other than your health service) • Newsletters for patients and staff produced by this clinic • Local newspaper or community magazine • Local television advertisement • Local radio advertisement • CD/DVD • Web site • Social media • Mobile phone messages (video, picture or text)	These questions were used to derive the measure for "Number of media used by project site to communicate anti-tobacco advertising": 0-4, 5-8, 9-12. N.B. While the maximum score was 14, it ranged from 2-12 across project sites.

• Information days or a special health-sponsored event • Displays at other community events	
Knowledge and social normative beliefs	
Cigarette smoke is dangerous to non-smokers • Strongly agree • Agree • Neither agree nor disagree • Disagree • Strongly disagree • *Refused* • *Don't know*	Ask all. Refused responses excluded. Don't know responses merged with "neither agree nor disagree". Converted to dichotomous outcome "Believe smoking is dangerous to others": • No: agree-strongly agree to one or none of these questions • Yes: agree or strongly agree to both questions
Cigarette smoke is dangerous to children • Strongly agree • Agree • Neither agree nor disagree • Disagree • Strongly disagree • *Refused* • *Don't know*	
How worried are you that smoking WILL damage your health in the future? Would you say… • Not at all worried • A little worried • Moderately worried • Very worried • *Refused* • *Don't know*	Ask smokers and ex-smokers quit for 12 months or less. Don't know and refused responses excluded. Converted to dichotomous measure "Very worried smoking will damage own health" • No: not at all-moderately worried • Yes: very worried
Mainstream society disapproves of smoking • Strongly agree • Agree • Neither agree nor disagree • Disagree • Strongly disagree • *Refused* • *Don't know* *This refers to your perception of the majority view among Australians who are not Aboriginal or Torres Strait Islander people*	Ask all. Refused responses excluded. Don't know responses merged with "neither agree nor disagree". Converted to dichotomous measure "Believe mainstream society disapproves of smoking" • No: neither agree nor disagree-strongly agree, including don't know • Yes: agree or strongly agree