



Key Informant Interview Guide: Tobacco Users

1. When and how did you begin using tobacco?
 - a. How did you afford your tobacco doze? How did you get the money if you didn't pay from your own pocket?
 - b. What was the reaction of your family when they found out?
 - c. What are your reasons for smoking/consuming smokeless tobacco?
2. Do you consider smoking and tobacco use harmful to your health? If yes, why do you still do it? If not, why not?
3. Do you know of any illnesses that can be caused by smoking/tobacco use?
 - a. If yes, please name a few.
 - b. Do you have any of these (from the list mentioned)?
 - c. Do you have any symptoms/issues that you relate to your tobacco use? (e.g. mouth ulcers, constant cough, high blood pressure, etc.)
 - d. Have you ever received advice from your doctor? When? What did they say?
4. What will you do if you find out your children are smoking?
 - a. Will you be concerned about them?
 - b. Why? (Probe for sons and daughters both) – probe for the nature of concern: social (friends' influence, company, reputation, marriage), economic, health, etc.).
5. What are the factors that can push you towards stopping tobacco use?
 - a. Probe for financial cost, health costs, facilitation for treatment?
 - b. Do you know where or whom to go to if you want to stop smoking/tobacco use?
6. Is there anything you want to share with us (as part of your tobacco use experience or in trying to quit it)?



Key Informant Interview Guide: TC Service Providers/ Health Professionals/Media & Education Professionals

1. What has been your experience with tobacco cessation activities/services?
 - a. Do you think they are adequate in terms of availability, accessibility, affordability, and quality?
 - b. Are the marginalized groups aware of public services that are available to them?
2. Why is there a comparatively low level of motivation/realization to stop tobacco use/smoking?
 - a. In your view, what are the contributing factors?
 - b. What can be done to increase the effectiveness of tobacco cessation initiatives?
 - c. Which stakeholders can play an active and pivotal role?
3. Are you aware of any publicly funded campaigns or initiatives taken in the recent past focused on tobacco cessation?
 - a. Who was the target audience?
 - b. How would you rate the success of the initiatives?
4. In your opinion, do we have the technical capacities required for anti-tobacco advising in health facilities, telemedicine, hospitals, etc.?
 - a. At what levels are they needed (e.g., Union Council, Tehsil)?
 - b. What significance is attributed to those who will inform and advise?
 - c. If not, what can be done to develop these capacities?
5. Smoking is prohibited at airports, public places, and cinemas. Do you think it is an effective strategy for control?
 - a. Can there be more effective measures?
 - b. What about smokeless tobacco use?
 - c. Some tobacco use practices are linked with culture and customs – e.g., niswar, paan. Do you think the harmfulness of tobacco will convince people to quit?
6. Do you think schools can play an advocacy role for children (adolescents) in creating an anti-tobacco attitude and understanding?
7. Do you think there is adequate information and guidance available on alternatives to tobacco? Nicotine Replacement Therapy that reduces the withdrawal effects of tobacco?
 - a. Are there local alternatives? Can you name a few?
 - b. Who should take the lead in creating such alternatives?
8. In your opinion, what strategies can be taken to control tobacco use and sale?
9. What do you think of tobacco advertisements?
10. Do you think anti- tobacco advertisement work (e.g., Health warnings on cigarette packets, warning messages in films)?