

**Supplement 1**

Yunnan field work interview guide, January 2012

*Local officials*

- Age, gender, smoker/non-smoker
- School sponsorship and regulation
  - How many tobacco-sponsored schools in this area? In this province? In China?
  - Do schools have any guidelines on accepting tobacco industry's donations, public or otherwise?
  - Why does the Education Bureau allow tobacco sponsorship?
- Attitudes towards tobacco sponsorship
  - Do you agree with accepting tobacco sponsorship?
  - Do you believe that tobacco sponsorship helps decrease the financial burden of local education bureaus?
  - Do you think tobacco sponsorship will have any impacts on students, parents, teachers, administrative staff, or yourself?
    - Change in attitude toward tobacco industry following sponsorship
    - Do you think tobacco sponsorship has any impacts on children's health? Will this impact their attitudes towards smoking and tobacco industry?
  - Do you think tobacco sponsorship is a marketing strategy or philanthropy, or both?
  - What do you think about the school's name change?
  - Do you think there has been any impact on school ranking or quality of education due to sponsorship?
- Relationship with the tobacco industry
  - What was the relationship between the school and the tobacco industry prior to sponsorship? Has there been any contact with any tobacco companies?
- Attitudes towards tobacco control
  - Do you think tobacco control is meaningful? Do you think tobacco control legislation is enforceable?
  - What do you think about the national tobacco-free schools policy? Do you support it?
  - What is your attitude towards the tobacco-free schools policy? Do you think it's effective?
  - What is the economic impact of tobacco products and tobacco control policies?

*School principals*

- Age, gender
- Smoking status
  - Do you smoke? If yes, do you smoke at school? What brand do you typically smoke?
  - How many of your school staff are smokers? Where do they smoke?
- What is your attitude towards smoking and second-hand smoke?
- What do you think are some of the impacts of second-hand smoke?
- What is your attitude towards tobacco sponsorship of schools?
  - Do you agree with the school's acceptance?
  - Do you think tobacco sponsorship will have any impacts on students, parents, teachers, administrative staff, or yourself?
    - Change in attitude toward tobacco industry following sponsorship

- Do you think tobacco sponsorship has any impacts on children's health? Will this impact their attitudes towards smoking and tobacco industry?
    - Do you think tobacco sponsorship is a marketing strategy or philanthropy, or both?
    - What do you think about the school's name change?
    - Do you think there has been any impact on school ranking or quality of education due to sponsorship?
- About scholarships and employee bonuses
  - Can we review sponsorship contracts between your school and the tobacco company?
  - Was the sponsorship a one-time event or over a duration of time?
  - If over a time period, were there any requirements?
  - How much sponsorship has your school received? How much per year?
  - Are there spending requirements on these funds? How are these funds distributed? (For example, infrastructure, scholarship, bursaries etc)
  - (if private schools) who pays salaries?
  - Have staff bonuses increased since accepting tobacco sponsorship? Has school infrastructure improved since tobacco sponsorship?
- Relationship with the tobacco industry
  - Who was the first to make contact about this sponsorship? When did these discussions take place and who participated?
  - How often do you communicate with the tobacco industry? Have any teachers or students been sponsored to attend events?
  - What was the relationship between the school and the tobacco industry prior to sponsorship? Has there been any contact with any tobacco companies?
  - Have there been any gifts from the tobacco industry to yourself, your staff or students? (For example, cigarettes, promotional products such as t-shirts, pens etc)
- About the school's tobacco control policy
  - Please describe your school's tobacco control policy. How is it implemented? Is there a smoking area? Do you think your policy is effective?
  - Are there any health campaigns/events about smoking at your school targeted at students or staff?
  - As you know, the Education Bureau requires schools to be tobacco-free. Do you think tobacco sponsorship conflicts with this policy?
- Attitudes towards tobacco control
  - Do you think tobacco control is meaningful? Do you think tobacco control legislation is enforceable?
  - What do you think about the national tobacco-free schools policy? Do you support it?
  - What is your attitude towards the tobacco-free schools policy? Do you think it's effective?
  - What is the economic impact of tobacco products and tobacco control policies?

#### Teachers

- Age, gender
- Smoking status
  - Do you smoke? If yes, do you smoke at school? What brand do you typically smoke?
  - Have you noticed any of your colleagues or students smoking? How many of school staff are smokers? Where do they smoke?
- What is your attitude towards smoking and second-hand smoke?

- What do you think are some of the impacts of second-hand smoke
- What is your attitude towards tobacco sponsorship of schools?
  - Do you agree with the school's acceptance?
  - Why did you choose to work at this school?
  - Do you think tobacco sponsorship will have any impacts on students, parents, teachers, administrative staff, or yourself?
    - Change in attitude toward tobacco industry following sponsorship
    - Do you think tobacco sponsorship has any impacts on children's health? Will this impact their attitudes towards smoking and tobacco industry?
  - Do you think tobacco sponsorship is a marketing strategy or philanthropy, or both?
  - What do you think about the school's name change?
- Sponsorship
  - As far as you know, how much tobacco sponsorship has this school accepted?
  - Has your staff bonus increased since accepting tobacco sponsorship? If you were to teach at any other school, how would the salary level compare?
- Relationship with the tobacco industry
  - What was the relationship between the school and the tobacco industry prior to sponsorship? Has there been any contact with any tobacco companies?
  - Have there been any gifts from the tobacco industry to yourself, your staff or students? (For example, cigarettes, promotional products such as t-shirts, pens etc)
  - Have you ever contacted the tobacco industry? Have you ever participated in industry-sponsored events?
- About the school's tobacco control policy
  - Please describe your school's tobacco control policy. How is it implemented? Is there a smoking area? Do you think your policy is effective?
  - Are there any health campaigns/events about smoking at your school targeted at students or staff?
  - As you know, the Education Bureau requires schools to be tobacco-free. Do you think tobacco sponsorship conflicts with this policy?
- For health educators:
  - What is the frequency of health classes? What is the attendance?
  - Who plans course contents? Does course material include health consequences of smoking? If yes, how frequently is the material taught?
  - Have any students brought up conflict between course material and accepting tobacco sponsorship?
  - As a health educator, do you believe your job is directly in conflict with the school's acceptance of tobacco sponsorship?
  - As a health educator, do you feel a responsibility towards your students' health?
- Attitudes towards tobacco control
  - Do you think tobacco control is meaningful? Do you think tobacco control legislation is enforceable?
  - What do you think about the national tobacco-free schools policy? Do you support it?
  - What is your attitude towards the tobacco-free schools policy? Do you think it's effective?
  - What is the economic impact of tobacco products and tobacco control policies?

### Parents

- Age, gender
- Smoking status
  - Do you smoke? If yes, what brand do you typically smoke?
- Smoking at home
  - Do you smoke at home? Where do you smoke?
- Attitude towards second-hand smoke
  - Do you approve of your child smoking?
- Has your child ever received scholarships or bursaries from the tobacco industry?
- Have you seen students smoke on school grounds?
- Attitudes towards tobacco sponsorship
  - Do you agree with accepting tobacco sponsorship?
  - Do you think tobacco sponsorship is a marketing strategy or philanthropy, or both?
  - What do you think about the school's name? (Why is sponsorship not anonymous)
  - What do you think of this tobacco company? Do you think they are any different from other tobacco companies?
  - What do you think of your child's attending this school?
    - Do you think tobacco sponsorship will have any impacts on your child?
    - Do you think your child will become a smoker because of attending this school?
    - Have there been any attitude changes in your child since the sponsorship?
  - When you collect your child from school, have you smoked on school grounds?
  - As you know, the Education Bureau requires schools to be tobacco-free. Do you think tobacco sponsorship conflicts with this policy?
- Relationship with the tobacco industry
  - Do you have relatives or friends with connections to this or any other tobacco company?
  - Apart from scholarship and bursaries, has your family accepted any gifts from the tobacco company, such as cigarettes or promotional products?
  - Have you participated in industry-sponsored events?
- Education choices
  - Why did you choose this tobacco school to send your child to?
  - Are there any other schools your child could attend? Why were they not chosen?
  - Since the school became a tobacco school, have you thought about transferring your child?
- Attitudes towards tobacco control
  - Do you think tobacco control is meaningful? Do you think tobacco control legislation is enforceable?
  - What do you think about the national tobacco-free schools policy? Do you support it?
  - What is your attitude towards the tobacco-free schools policy? Do you think it's effective?
  - What is the economic impact of tobacco products and tobacco control policies?

#### *Students*

- Age, gender
- Type of student: scholarship, bursary or neither
- Smoking status
  - Have you ever smoked before? If yes, what brand? When (before/after attending this school, before/after tobacco sponsorship)? Where?

- Do your parents smoke? If yes, do they smoke indoors? Where do they smoke? What brands do they smoke?
- What will they think if they knew you smoked?
- Attitudes towards smoking
  - Do you think smoking will make you successful? How and why?
  - Do you think smoking is bad? For children? For teachers? For adults? Why?
  - Do you think you will smoke in the future? Why?
  - Do you know of health consequences of smoking? Did you learn this in school? From parents?
- Attitudes towards tobacco industry
  - Do you think tobacco companies are bad? Why?
  - For scholarship/bursary students: what grades do you need to receive this scholarship? Do you feel gratitude because the tobacco industry gave you a scholarship/bursary? Do you think you will work with tobacco when you grow up?
- Attitudes towards tobacco school
  - Have you attended any other schools before coming here? What are some of the differences between those schools? Which one do you like more? Why?
  - Have there been any changes since tobacco industry's sponsorship? What changes?
- Relationship with the tobacco industry
  - Have you ever accepted any gifts from the tobacco company, such as free pens, hats, t-shirts or anything else?
  - Have you participated in industry-sponsored events?
  - Do you know any songs or idioms/sayings about tobacco?
- Attitudes towards tobacco control
  - Do you think it's possible to smoke on school grounds?
  - Have you learned anything about health impacts of smoking in school? What were you taught?
  - Have you seen no smoking signs at your school? Where are they located?
  - Have you seen teachers or other staff smoke on school grounds? Where? Do you know if there are any consequences for smoking?
  - Have you seen students smoke on school grounds? Where? Do you know if there are any consequences for smoking?

## Supplement 2

Beijing fieldwork interview guide, July 2016

1. In your experience, what are some of the Chinese tobacco industry's corporate social activity projects?
  - a. What are the main themes/categories? (ie, education, poverty alleviation, disaster relief, etc)
  - b. What do you think the purpose of each of the themes are?
  - c. Why do you think the focus is on these themes?
2. How similar are these strategies to those used by foreign tobacco companies?
  - a. What are some similarities/differences?
3. How do these activities impact national tobacco control policies?
  - a. Has CSR influenced public opinion of the industry?
  - b. Has CSR used third parties to sway public opinion? To manipulate science?
4. Have there been any attempts to restrict tobacco CSR?

- a. What were these attempts?
  - b. What was the reasoning behind these attempts?
  - c. What was the outcome?
5. What are some of the challenges associated with restricting tobacco CSR in China?
  - a. In your opinion, how can some of these challenges be mitigated/addressed?
  - b. Have any challenges been addressed/eliminated, to date? How?
6. What do you think think needs to be done in order to ban tobacco CSR and to fully implement WHO Framework of Convention on Tobacco Control's Article 13? Why?  
(NB: WHO FCTC Article 13: Tobacco advertising, promotion and sponsorship" calls on member states to fully ban all forms of advertising, promotion and sponsorship)
7. Who do you think the key actors are to bring effective legislation on restricting tobacco CSR? Why? (ie, civil society organizations, international NGOs, local NGOs, general public, academics/researchers)
  - a. What role do you think the government (CSO, NGOs, public, academics/scholars) can play?