Supplementary File 3: Interview Guides

The Smokefree Generation:
A qualitative analysis of young adult New Zealanders’ views

Interview Guide: People who do not smoke

Introduction
Kia ora / Hello – I’ve arranged to talk to you about some research I’m doing into how young people interpret the Smokefree Generation proposal.

Before we start, I’d like to show you some information about the session and check to see whether you have any questions about my work. Here’s another copy of the information sheet we sent you when you indicated you were interested in the project; please take a few moments to look through this sheet.

- Provide participants with an Information Sheet and relevant Consent Form and outline the key points in this. ALLOW TIME TO READ THE INFORMATION SHEET.

Do you have any questions about the study?
- Explain recording of the interview and participants’ rights in relation to these recordings.
- ONCE PARTICIPANTS HAVE AGREED TO INTERVIEW BEING RECORDED, TURN RECORDER ON AND NOTE THAT IT IS NOW ON.

READ OUT WHILE RECORDER/ZOOM RECORDING IS ON:
As participants in the research, you have the right to ask questions at any time, to decide if you would prefer not to answer some questions, to receive a copy of the findings, and to withdraw from the study at any time up to the end of this interview with no penalty to yourself.

- Check again whether participant(s) have any questions about the interview
- If no questions, ask the participant(s) to sign and date the Consent Form
- Give participant koha and obtain signed koha forms

Your responses will be confidential to the research team members. We will assign you a pseudonym, a fake name that is different to your real name, and we will use that name if we report any quotes from this interview. We won’t ever use your real name in any publication or other public document.

We use an online service called Rev.com to listen to the audio files and type up our conversation word-for-word. Rev.com transcribers are located around the world and we do not know who will transcribe the audio file from this interview. There is a very small possibility that someone could transcribe the file and recognise your voices.

ARE YOU HAPPY FOR ME TO START THE INTERVIEW NOW? Check participants has had their questions answered.
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General experiences of smoking
I’d like to start by asking you some questions about any experiences you may have had with smoking.

1. When you hear the word, smoking, what comes to mind? **Probe: Explore comments fully. When you see someone you know smoking, what do you think?**
2. Do you have family members or friends who smoke? **Probe: What do you think when you see them smoke?**
3. When you’re out at a café or bar, how do you feel when people around you are smoking? **Probe: Explore comments fully. May be important to note whether they have been drinking (could be more tolerant of smoking when they are drinking than when not drinking).**
4. Have you been in situations where you’ve been offered cigarettes? **Probe: IF YES: What did you do? IF NO: What would you do if you were offered cigarettes? Explore their experiences and their reasons for accepting/not accepting.**
5. What do you think the main reasons that young people start smoking? **Probe: Explore possible peer pressure, functional reasons (relieve stress or boredom), any benefits?**

Knowledge and Perception of Smokefree 2025 goal
6. Have you heard that Aotearoa / New Zealand has a Smokefree 2025 goal? **Probe: Where did you hear about the goal?**
7. What do you think the goal means? **Probe: Explore all interpretations offered. Ask how they would feel if their interpretation (e.g., that smoking would be banned) was correct.**

I’d like to read you the Smokefree 2025 goal [provide paper with goal written out and read information to participant]

“The Smokefree 2025 goal aims to reduce smoking levels to less than five percent and as close to zero percent as possible in all population groups by December 2025.”

8. What do you think the implications of having a goal like this are? **Probe: What do you think would need to happen to realise the goal? How do you feel about that?**
9. What do you think would be the main benefits of achieving this goal? **Probe: Explore benefits stated and the impact these would have (who would benefit).**
10. Do you see any downsides to the goal? What do you think these are? **Probe: Explore downsides stated (e.g., possible black market) what impact do you think that would have? Who would be disadvantaged?”
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Perception of TFG proposal
The Government has been thinking about different things it could do to achieve the Smokefree 2025 goal and I’d like to ask you about one of these. It’s called the Smokefree Generation policy.

11. Have you ever heard of this idea? **Probe: What do you think it means? Who do you think it would apply to?**

I’d like to show you an example of what the Smokefree Generation idea would look like. Basically, it sets a date, and people born after that date will never legally be able to buy tobacco. Here is how it might work. **[Provide paper with goal written out and read information to participant]**

A smokefree generation policy would mean that tobacco could not be sold or given to people born after a certain date. For example, if a new law started on 1 January 2022, then people who were born after 1 January 2004 would never be able to legally buy tobacco. As a result, over time, sales of tobacco would phase out completely.

12. What are your thoughts on this idea if it was introduced? **PROBE: what do you think would happen with your peers/family members who smoke? Thinking about young people you know who smoke, if they really wanted tobacco, how do you think they would get it? Explore quitting, movement to vaping, other alternatives**

13. What about young people who smoke but want to be smokefree, what would this measure mean for them? **PROBE: What makes you say that?**

14. What do you think the main benefits of the proposal would be? **PROBE: Explore benefits stated and the impact these would have (who would benefit most). How would the proposal affect younger people’s smoking or attitudes towards smoking?**

15. What about any downsides of the proposal, do you see any problems? What are they? **Probe: Explore downsides stated.**

16. Thinking about the benefits and downsides you mentioned, what’s your overall view of this idea? **Probe: Can you tell me more about that?**

17. What would it be like to be part of a generation where no one smokes? **Probe: What makes you say that?**

Implementation process
I’d now like to ask you about the best way to implement this idea, if the government goes ahead with it.

18. What do you think of the following ideas?
   - The Government sets up a group of young people to advise them on how to implement the Smokefree Generation idea. **PROBE: What sort of young people should be on the group? How much influence should they have?**
   - The Government introduces fines for retailers who still sell tobacco to young people? **PROBE: How effective would that be?**
Supplementary File 3: Interview Guides

- The Government runs a social marketing campaign to let people know about the policy. **PROBE:** What would be the most important messages? Who should communicate these? Should there be different strategies for different groups? What would the differences be?

19. What do you think the key challenges to the Smokefree Generation idea will be? **Probe: How can these be managed?**

**Perception of Smokefree Generation proposal (freedom, choice and protection from harm)**
As we discussed, one of the main reasons to introduce a Smokefree Generation policy is to protect young people from smoking.

20. How important do you think it is that the Government tries to protect young people from smoking? **Probe: What makes you say that? Can you tell me more about that?**

21. Who, if anyone, do you think should be responsible for reducing smoking in young people? **Probe:** What role do you think health services, tobacco companies, community groups, iwi or hapū should play? **Are there other groups that you think should be responsible? What groups are they?**

22. How do you think we should balance protecting young people while still giving them freedom? **PROBE:** What sort of balance do you think is important?

23. Do you think it is better to protect young people from harmful products like tobacco or let them find out for themselves? **PROBE:** What if finding out for themselves means they get addicted and can’t quit?

24. Sometimes we accept that the Government should take actions that are best for people overall. That’s why we have had pandemic lockdowns and why some people are told to be vaccinated against COVID. What do you think about measures that might limit people’s personal freedom because they protect society in general?

**Conclusion**
These are all the questions I wanted to ask you. Do you have any other comments you’d like to make?

Thank you very much for your time and participation.

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The Smokefree Generation: A qualitative analysis of young adult New Zealanders’ views

Interview Guide: People who smoke or formerly smoked

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General experiences of smoking
I’d like to start by asking you some questions about any experiences you may have had with smoking.

25. Can you tell me about your smoking history? **Probe: Do you remember how old you were when you had your first cigarette? Where did you get it? Who were you with? What was it like?**

26. And what happened with your smoking since you first tried tobacco? **PROBE: How many cigarettes a day would you have (or have had for ex-smokers)?**

   **Ex-smokers:** **Probe: How long has it been since you quit? What made you decide to quit?**

27. What are the main reasons you smoke (or used to smoke)? **Probe: Explore comments fully.**

Knowledge and Perception of Smokefree 2025 goal

28. Have you heard that Aotearoa / New Zealand has a Smokefree 2025 goal? **Probe: How did you hear about the goal?**

29. What do you think the goal means? **Probe: Explore all interpretations offered. Ask how they would feel if their interpretation (i.e. that smoking would be banned) was correct.**

I’d like to read you the Smokefree 2025 goal [provide paper with goal written out and read information to participant]

“The Smokefree 2025 goal aims to reduce smoking levels to less than five percent and as close to zero percent as possible in all population groups by December 2025.”

30. What do you think the implications of having a goal like this are? **Probe: What do you think would need to happen to realise the goal? How do you feel about that?**

31. What do you think would be the main benefits of achieving this goal? **Probe: Explore benefits stated and the impact these would have (who would benefit).**

32. Do you see any downsides to the goal? What do you think these are? **Probe: Explore downsides stated (e.g., possible black market) what impact do you think that would have? Who would be disadvantaged?**

Perception of TFG proposal

The Government has been thinking about different things it could do to achieve the Smokefree 2025 goal and I’d like to ask you about one of these. It’s called the Smokefree Generation policy.

33. Have you ever heard of this idea? **Probe: What do you think it means? Who do you think it would apply to?**

I’d like to show you an example of what the Smokefree Generation idea would look like. Basically, it sets a date, and people born after that date will never legally be able to buy tobacco. Here is how it might work. [provide paper with goal written out and read information to participant]
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A smokefree generation policy would mean that tobacco could not be sold or given to people born after a certain date. For example, if a new law started on 1 January 2022, then people who were born after 1 January 2004 would never be able to legally buy tobacco. As a result, over time, sales of tobacco would phase out completely.

34. What would you do if this idea was introduced? PROBE: what do you think would happen with your smoking? Explore quitting, movement to vaping, other alternatives

35. Thinking about young people you know who smoke, if they really wanted tobacco, how do you think they would get it? PROBE: Explore alternative ways they might access tobacco, such as social supply from older family members, friends.

36. What about young people who smoke but want to be smokefree, what would this measure mean for them? PROBE: What makes you say that?

37. What do you think the main benefits of the proposal would be? PROBE: Explore benefits stated and the impact these would have (who would benefit most). How would the proposal affect younger people’s smoking or attitudes towards smoking?

38. What about any downsides of the proposal, do you see any problems? What are they? Probe: Explore downsides stated.

39. Thinking about the benefits and downsides you mentioned, what’s your overall view of this idea? Probe: Can you tell me more about that?

40. What would it be like to be part of a generation where no one smokes? Probe: What makes you say that?

Implementation process

I’d now like to ask you about the best way to implement this idea, if the government goes ahead with it.

41. What do you think of the following ideas?

   • The Government sets up a group of young people to advise them on how to implement the Smokefree Generation idea. PROBE: What sort of young people should be on the group? How much influence should they have?

   • The Government introduces fines for retailers who still sell tobacco to young people? PROBE: How effective would that be?

   • The Government runs a social marketing campaign to let people know about the policy. PROBE: What would be the most important messages? Who should communicate these? Should there be different strategies for different groups? What would the differences be?

42. What do you think the key challenges to the Smokefree Generation idea will be? Probe: How can these be managed?
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Perception of Smokefree Generation proposal (freedom, choice and protection from harm)
As we discussed, one of the main reasons to introduce a Smokefree Generation policy is to protect young people from smoking.

43. How important do you think it is that the Government tries to protect young people from smoking? Probe: What makes you say that? Can you tell me more about that?

44. Who, if anyone, do you think should be responsible for reducing smoking in young people? Probe: What role do you think health services, tobacco companies, community groups, iwi or hapū should play? Are there other groups that you think should be responsible? What groups are they?

45. How do you think these groups should balance protecting young people while still giving them freedom? PROBE: What sort of balance do you think is important?

46. Do you think it is better to protect young people from harmful products like tobacco or let them find out for themselves? PROBE: What if finding out for themselves means they get addicted and can’t quit?

47. Sometimes we accept that the Government should take actions that are best for people overall. That’s why we have had pandemic lockdowns and why some people are told to be vaccinated against COVID. What do you think about measures that might override people’s personal freedom because they protect society in general?

Conclusion
These are all the questions I wanted to ask you. Do you have any other comments you’d like to make?

Thank you very much for your time and participation.

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