

**Supplemental Material.** Interviewer outreach protocol to conduct discrete choice experiment among 1500 Vietnamese adults who smoke cigarettes.

### 1. Phone-based Survey Data Collection

All data will be collected over the phone to reduce risk of exposure to COVID-19. You will ask participants the questions and record their response. Given the *experiment* is based on viewing images, the participant will receive a web link to the study image **Showcard** via text message and asked to view each assigned image separately and answer the interviewer's question about the image.

### 2. Data Collection Procedures

- 2.1. Obtain your assigned list of participants (which includes their current region of residence and cell phone number) and study tablet, which contains the eligibility survey and main survey via *SurveyToGo*. Use the **Tracking Sheet** to record the results of your survey recruitment.
- 2.2. Starting from the top of the list, call participants until the recruitment quotas for the entire study are reached. First, confirm that the person answering the phone is the person you are attempting to reach. Ask, "May I ask who I am speaking to?"
  - If the respondent is the person you are attempting to reach, continue to Step 2.3.
  - If the respondent is not the person you are attempting to reach, thank them for their time and hang up. Record this result in the **Tracking Sheet**.
  - If the respondent does not answer the phone, note the attempt in the **Tracking Sheet**. Reach out to the respondent again when calls start the next day/shift. Repeat the attempt to contact the respondent a maximum of 3 times. **Do not leave a message**. After 3 unsuccessful attempts, mark the participant as "No Answer (Final Attempt)" in the **Tracking Sheet** and eliminate the phone number from your assigned list.
  - If a call gets disconnected, make a note of this in the **Tracking Sheet** and immediately re-dial the number. Re-confirm that it is the person you were previously speaking to and resume where you left off. If you call back and the person does not pick up the phone, make a note of the "No Answer" in the **Tracking Sheet** and call the line again on your next day/shift.
  - If the line is no longer in service, mark the participant "Invalid Phone Number" in the **Tracking Sheet** and eliminate the phone number from your assigned list.
- 2.3. Introduce yourself, inform the potential participant about the purpose of the call using wording in the **Screening Script**. Here, you will ask if they are interested & available to learn more about the study.
  - If the respondent answers **NO**, thank him/her for their time and call the next participant on your list. Do not proceed to Step 3.
  - If the respondent answers **YES**, is available and interested in learning about the study, then proceed with Step 2.4.
- 2.4. Read all screening questions from the **Eligibility Survey** out loud and record responses on the study tablet in *SurveyToGo*.
  - If the participant is not eligible, read the final script from the **Eligibility Survey** and thank them for their time. Mark the participant as "Ineligible" in the **Tracking Sheet**.
  - If the participant is eligible, and wants to continue to the main survey, mark the participant as "Eligible, Agreed" in the **Tracking Sheet** and move to Step 2.5.
  - If the participant is eligible, but does not want to continue, thank them for their time, hang up the call, and mark the participant as "Eligible, Refused" in the **Tracking Sheet**.
- 2.5. Now that the participant is deemed eligible to take the survey, ask for their consent to participate in the main survey using the script **Adult Oral Consent**.
  - Make sure that read and cover all sections of the consent document.
  - Give the participant time to ask any questions about their rights as a participant.
  - Inform them that they do not have to participate in the study, that they do not have to answer any question they do not wish to, and that **they may stop participating at any time**.
- 2.6. If the participant consents to participate, mark the participant as "Consent Given" in the **Tracking Sheet**.
- 2.7. Run a new survey in *Survey to Go* on your tablet. Conduct the main **Study Questionnaire** and record responses in your study tablet.

- Read all directions, questions, and choices aloud to participants
  - For the **Discrete Choice Experiment** (questions 9-12): send the participant the **Showcard** via a text message link. The Showcard will be programmed in Microsoft Forms.
  - Ask the participant to first confirm the Block letter they see on the first screen of the Showcard.
  - If technical difficulties prohibit the participant from accessing the Showcard, skip **Section E: Discrete Choice** and continue the survey.
  - The participant will click through each **Discrete Choice Experiment** image one-by-one and answer the same question (repeated in questions 9-12) for each image: *Consider a scenario where you could only purchase the cigarette pack in Image #. In the situation presented, would you quit smoking? Or continue to smoke?*
    - Question 9 should be answered for Image 1
    - Question 10 should be answer for Image 2
    - Question 11 should be answered for Image 3
    - Question 12 should be answered for Image 4
- 2.8.** Once they finish responding to all sections of the survey, submit their recorded responses on your tablet. Mark the participant down as “Survey Completed” in the **Tracking Sheet**.
- 2.9.** Let the participant know they finished the survey and ask if they have any final questions before you send their incentive and a link to tobacco risk information.