Supplementary file

**Appendix 1**

Table 1. Mean Clarity and Appeal score (1-10) for each developed message

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Domains of Messages** | **Sr. no** | **Messages** | **Clarity Score**  **(Mean ± SD)** | **Appeal Score**  **(Mean ± SD)** |
| **Pre-contemplation** | 1 | “Human life is precious… Tobacco can destroy it...” | 8.85 ± 1.40 | 9.14 ± 1.40 |
|  | 2 | “Tobacco is the main cause for cancer” | 8.14 ± 1.16 | 8.07 ± 1.24 |
|  | 3 | "Tobacco is a slow poison" | 8.78 ± 0.77 | 7.64 ±1.08 |
|  | 4 | "At first, the smell of the tobacco in your mouth may make you feel good. But making it a habit may lead to ‘cancer’…… do you know that?" | 9.21 ± 1.52 | 9.21 ±1.47 |
|  | 5 | Graphical Message - “Human life is precious Tobacco can destroy it” | 7.92 ± 1.05 | 7.28 ±1 |
|  | 6 | "People gradually take themselves to the brink of death by consuming tobacco" | 8.35 ± 1.58 | 8 ± 1.49 |
|  | 7 | “If you want to improve your mind and body than before, Quit consuming tobacco" | 9 ± 0.75 | 8.92 ± 0.86 |
|  | 8 | “You have spent days in tobacco consumption to change your life. Let's live life without tobacco today. This too is a change.” | 8.57 ± 1.01 | 8.42 ± 1.44 |
|  | 9 | Audio File Spot 2 – “After being nine months pregnant, the mother gives birth to a baby and how hard life has become. After eating a little tobacco,  Friends, how much work needs to be done here, what needs to be done in this life?” | 8.85 ± 0.87 | 8.64 ± 1.31 |
|  | 10 | Audio File Spot 4 part 2 – “Come on! I can't quit, I can't quit. I cannot live without it. You may find it difficult to quit tobacco. But if you develop cancer, then? Have you thought of this ever? Yes, you want to get rid of cancer? Stop consuming tobacco as soon as possible. You can, of course, try once!” | 8.42 ± 1.55 | 8.64 ± 0.85 |
| **Contemplation** | 11 | “You may find it difficult to quit tobacco. But, if you develop cancer because of this, then? Have you ever thought of this?” | 9.07 ± 1.07 | 7.28 ± 2.57 |
|  |
|  | 12 | “At the betel store - the long garland of tobacco puddles - a little boy says as someone raises his hand to buy the tobacco sachet)  Son: Dad, buy me some chocolates, and you also can eat with me.  Dad: Yes, let us eat chocolate and biscuits too.” | 7.57 ± 3.15 | 7.28 ± 3.19 |
|  | 13 | “Remember - how beautiful your family is. ‘Tobacco’ consumption hurts your family” | 8.57 ± 1.36 | 8.14 ± 0.79 |
|  | 14 | “No one will stand near you with the smell of tobacco in your mouth.” | 8 ± 1.15 | 8.35 ± 1.08 |
|  | 15 | “Girlfriend: Look! It was my duty to remind you.  Boyfriend: (Coming up) What you want to remind me?  Girlfriend: You said it yourself. And you swore to my head that you would never consume tobacco. And what are you doing today? Today you are standing in front of me and consuming tobacco.  Boyfriend: Okay, I will stop consuming tobacco today. enough!” | 8.21 ± 1.16 | 8.07 ± 0.90 |
|  | 16 | “Every time you have done a good job, no matter who you say it to, you are happy or not!  Once thought- If people around you hate to you for taking tobacco and still can't say, Then, leave it at that you will love it. Your loved ones will love it.” | 8.92 ± 1.59 | 8.92 ± 1.54 |
|  | 17 | Audio File Spot 5 part 1 – “Quit tobacco or not?  No, I did not leave.  No, no, I can't quit.  I don't know anything.  Didn't I tell you before, still let me tell you,  What?  See, tobacco will eventually take your life.  No ..  Yes Sir. Think about quitting it for once, rest, we are with you.” | 8.92 ± 1.89 | 9 ± 2.07 |
|  | 18 | Audio File Spot 5 Part 2 - Hey buddy my marriage is fixed.  Honestly, good, good, very good  But there is a problem, friend.  What?  I mean, she's all right, girl!  Then!  What the Then!  Please tell me openly....  Hey, she couldn't stand the smell of tobacco.  And you know, friend, I consume tobacco. What did I say?  OK, yes, when will the wedding take place?  2 months my friend! No problem.  You start slowly leaving. We are with you.  But you see- within 2 months you already left it.  Don’t worry, Be Happy. | 8.57 ± 1.16 | 8.5 ± 1.06 |
|  | 19 | Audio File Spot 11 – “Plays music…  Ma’am ...  I have a little bit of work to do ...  Oh! ... your mouth stinks ....  Firstly, stop the consuming tobacco ... Then come and talk to me about the work that you have to do  Because of the tobacco consumption and bad odour from the mouth, cannot get close to others” | 8 ± 1.44 | 8 ± 1.38 |
|  | 20 | Audio file Spot 1 – “What the hell did you Suri swear by don’t take *Khaini*?  Nothing will happen if you eat a little.  No matter how much you take *khaini*, no matter how much you consume tobacco, it hurts inside your mouth every time. So, stop taking it.  aah, is it! Oh God! *Khaini* is such dangerous!” | 9 ± 2.48 | 8.28 ± 2.56 |
| **Preparation** | 21 | “Narendra: What rubbish is this, didn’t you vowed not to eat Khaini?  Suri: Nothing will happen by eating a little  Narendra: No matter how much or little tobacco you eat; it is inside your mouth every time. So, stop eating it.  Suri: That's right!” | 9.07 ± 1.54 | 9.21 ± 1.47 |
|  | 22 | “If you want to quit tobacco, and you cannot tell anyone, or cannot ask anyone,  don’t worry about all this, contact us, let us know your wishes, send us a SMS on mobile. Why are you not leaving? Tell us freely. Your problem to quit tobacco will be solved.” | 9.42 ± 1.01 | 9.14 ± 1.16 |
|  | 23 | Audio File Spot 8 – “If you want to quit tobacco,  And you cannot tell anyone,  Or cannot ask anyone,  Don't worry about all this,  Contact us,  Let us know your wishes,  Send us a SMS on mobile  Why are you leaving  Tell us freely.  Your problem to quit tobacco will be solved.” | 9.5 ± 0.94 | 9.21 ± 0.97 |
|  | 24 | “If you have been consuming tobacco for some time, you may get problems in your mind and mouth. How does it feel? We have faced similar difficulties in our lives. Left it with strong will and morale” | 8.85 ± 0.96 | 8.71 ± 1.04 |
| **Action** | 25 | Audio File Spot 4 Part 1 – “Every time you have done a good job, no matter who you say it to, you are happy or not!  Once thought-  If people around you hate you for taking tobacco and say it, then leave it. You will love it. Your loved ones will love it.” | 8.78 ± 0.96 | 9 ± 0.75 |
|  | 26 | “If you know that the end result of tobacco is 'death', then stop consuming it today.  Yes, it would be difficult to leave it in the first go, your desire to eat again and again will be there. Then do it like this  1. First divert your attention from tobacco to another work.  2. Think about why you wanted to quit tobacco. find out why.  3. Drink as much water as possible.  4. Instead of tobacco, you can eat something without sugar. Gradually you will be able to quit tobacco.” | 8.5 ± 2.59 | 8.82 ± 2.16 |
|  | 27 | “Chewing tobacco all the time removes the taste from the mouth. If you have left it for five days, look! Gradually you will get to know the taste of the food that you eat. Yes, sir - this is only possible for you.  Give yourself applause  Today you can taste the food that you eat.” | 8.35 ± 2.56 | 7.92 ± 2.36 |
| **Maintenance** | 28 | “If you have quit tobacco for 24 hours, you have taken the first step to success. Yes, sir Praise yourself. Applause for yourself Because you kept yourself away from tobacco for a full 24 hours.  You tried – you should move forward.” | 9.35 ± 1.64 | 8.92 ± 2.16 |
|  | 29 | Audio File Spot 13 – “Dear, you're looking so sad that ...  my sister was saying,  Want to quit tobacco, where will it be for a while ...  You will have a hard time too ...  Isn't it ...  Why are you asking ...  See how hard it has been in our lives ...  Do you remember ...  Before quitting tobacco, how difficult it was for the two of us to solve it ....  Yeah, I remembered…  Think for once…  How close you are to our family again ....  Isn't that your success? ...  Yes, you are an example for all of us ...  We are proud of you ...  Be proud of yourself too ...  Yes, that's right ...” | 8.07 ± 0.90 | 7.71 ± 1.12 |
|  | 30 | “Brother, I haven't seen you in a long time! Let's Go - Today's Chance to Eat Special Poodles - Number One Tobacco.  No brother, there is no more desire in tobacco. Fruit juices that I haven't had in years – I desire to drink that. Let's go and drink fruit juice.” | 8.64 ± 2.61 | 8.78 ± 2.39 |
|  | 31 | Audio file Spot 10 – “Hey brother Jagan!  Brother Jagan!  Yes, yes ...  It's been a long time not seeing you.  Let's get a chance today ...  Special Pudia ... Number One Pudia  taking 2 ... and refreshing the old memory ...  No brother ... I do not have any more desire in tobacco ...  What is the fun in fruit juice ...  I haven't had it in years ... now it's fun ...  Let's go ... drink fruit juice ...  And to refresh the old memory ...” | 8 ± 1.07 | 8 ± 1.07 |
|  | 32 | Audio File Spot 12 – “Brother ...  Will you take a little?  Hey take it ...  No ... no ... I quit ....  Well ...  The son said ... Dad ... That life is bigger than tobacco ....  That's why I don't consume tobacco anymore …” | 9.07 ± 1.54 | 9.07 ± 1.32 |

**Appendix 2**

Topic guide to conduct In-depth interview (IDI)

**INSTRUCTION FOR THE INTERVIEWER**

1. **Consent form:**

* Consent form for in-depth interview (IDI) participants should be completed in advance by all those seeking to participate.

1. **Follow following instructions to keep yourself and others safe from COVID-19:**

* Maintain at least a 1-metre distance between yourself and others to reduce your risk of infection when they cough sneeze or speak. Maintain an even greater distance between yourself and others when indoors.
* Respondent and interviewer should wear mask while taking the interview
* Clean hands before wearing the mask and after removing the mask.
* Make sure mask covers nose, mouth and chin.
* Avoid the 3Cs: spaces that are closed, crowded or involve close contact.

1. **Record the following information from the participant:**

* Age
* Gender
* Occupation
* Educational qualification

1. **Introduction** (the section below should be read out by the facilitator and ensure that the participant understand the same):

* *Thank you for agreeing to participate. We are very interested to hear your valuable opinion on the “scripts/messages” for calls as well as texts, developed for the mobile counseling services which will be used in helping tobacco users quit tobacco.*

1. **Explanation of the process in following steps:**

* The discussion we are going to have today is called as In-depth interview.
* Through this discussion we will learn from you positive and negative points on the developed messages for the mobile tobacco cessation services.
* You must remember that we are not trying to achieve consensus, we’re gathering information
* The reason for conducting the interview is that we can get more in-depth information from you. This allows us to understand the context behind the answers and helps us explore solutions in more detail.
* Please note, the interview will last about one hour
* Feel free to move around
* Feel free to ask if you have any questions?

1. **Turn on the Recorder:**

* *Please note - Interview begins, make sure to give the person time to think before answering the questions and don’t move too quickly. Use the probes to make sure that all issues are addressed, but move on when you feel you are starting to hear repetitive information.*

**Questions:**

1. Let us start the discussion from your habit of tobacco consumption.

Probe:

* Types of tobacco consumption
* Duration of tobacco consumption
* Cause of of tobacco consumption and age at the time of tobacco consumption.

1. Have you ever thought to quit tobacco consumption? If yes, then why? Which steps have you taken to quit tobacco consumption? For which reason you have decided to quit tobacco and for which reason you have decided to continue tobacco consumption?
2. Have you ever thought that you would take the help of doctor/counselor to quit tobacco?
3. What are you thinking about the cessation of tobacco consumption by the help of mobile phone based counselling service? Would you express your thought regarding its profit and loss?
4. *By this research, we have invented the following messages (participants provided a sheet with printed messages) which would be used in* mobile phone-based counselling service. These messages would be reached through phone calls and texts. *We invented this by disscussing with different age groups, genders, education, part of the society, financial background, and different kinds of tobacco users.* 
   1. What is your opinion regarding the contents of the messages? Do you understand the language and contents of the messages?

* Can you comment on the length of messages?
* Would give remark regarding the lengthiness of the message?
* How many times the message is transmitting through phone calls and text?
* Have you enlisted the unnecessary matters of the message?
* Which type of advice you will give to make the messages more fruitful?
  1. Please provide a score against each message (Appendix I).

**Thanks,**

Here we have completed our discussion. Thank you for coming here, sharing your thought with us and giving us your opinion.