

SUPPLEMENTAL MATERIAL

Appendix 5 - Number of responses for before-after questions

	Baseline (n)	Post- campaign (n)	Paired data (Both Baseline and Post- campaign) (n)
Have you seen, heard or read anything about harms of shisha smoking	101	89	80
Shisha contains cancer-causing substances	105	87	84
What are the health effects of smoking shisha compared to cigarettes?	103	87	81
Smoking shisha can cause damage to your body	112	85	85
Have you thought about reducing the amount of shisha you smoke?	106	93	92
Have you talked to someone about the harms of smoking shisha?	76	93	70
Do you know where to find information or support to help quit smoking shisha?	105	87	80