

Appendix 6 - Subgroup Analysis

Gender

Men

	Baseline		Post-campaign		<i>p-value</i>
	n	%	n	%	
Have you seen, heard or read anything about harms of shisha smoking (n=29)					<i>p=0.06</i>
Yes	15	51.7	23	79.3	
No or Don't know	14	48.3	6	20.7	
Shisha contains cancer-causing substances (n=32)					<i>p=0.64</i>
Strongly agree	17	53.1	19	59.4	
Somewhat agree	10	31.3	9	28.1	
Neutral / Don't know	4	12.5	3	9.4	
Somewhat disagree	1	3.1	1	3.1	
Strongly disagree	0	0.0	0	0.0	
What are the health effects of smoking shisha compared to cigarettes? (n=29)					<i>p=0.73</i>
Same or more harmful	14	48.3	16	55.2	
Less harmful or Don't know	15	51.7	13	44.8	
Smoking shisha can cause damage to your body (n=31)					<i>p=0.31</i>
Strongly agree	14	45.2	19	61.3	
Somewhat agree	14	45.2	8	25.8	
Neutral / Don't know	2	6.5	4	12.9	
Somewhat disagree	1	3.2	0	0.0	
Strongly disagree	0	0.0	0	0.0	
Have you thought about reducing the amount of shisha you smoke? (n=35)					<i>p=0.42</i>
Yes, [Within the next 30 days/ next 6 months/ completely stopping]	19	54.3	23	65.7	
No / Don't know	16	45.7	12	34.3	
Have you talked to someone about the harms of smoking shisha? (n=25)					<i>p=0.22</i>
Yes	16	64.0	12	48.0	
No / Don't know	9	36.0	13	52.0	
Do you know where to find information or support to help quit smoking shisha? (n=29)					<i>p=1.00</i>
Yes	7	24.1	7	24.1	
No / Don't know	22	75.9	22	75.9	

Women

	Baseline		Post-campaign		<i>p</i> -value
	n	%	n	%	
Have you seen, heard or read anything about harms of shisha smoking (n=51)					<i>p</i> =0.03*
Yes	21	41.2	31	60.8	
No or Don't know	30	58.8	20	39.2	
Shisha contains cancer-causing substances (n=52)					<i>p</i> =0.13
Strongly agree	19	36.5	28	53.8	
Somewhat agree	19	36.5	11	21.2	
Neutral / Don't know	13	25.0	12	23.1	
Somewhat disagree	0	0.0	0	0.0	
Strongly disagree	1	1.9	1	1.9	
What are the health effects of smoking shisha compared to cigarettes? (n=52)					<i>p</i> =0.34
Same or more harmful	41	78.8	37	71.2	
Less harmful or Don't know	11	21.2	15	28.8	
Smoking shisha can cause damage to your body (n=54)					<i>p</i> =0.60
Strongly agree	32	59.3	33	61.1	
Somewhat agree	14	25.9	15	27.8	
Neutral / Don't know	7	13.0	5	9.3	
Somewhat disagree	1	1.9	1	1.9	
Strongly disagree	0	0.0	0	0.0	
Have you thought about reducing the amount of shisha you smoke? (n=57)					<i>p</i> =1.00
Yes, [Within the next 30 days/ next 6 months/ completely stopping]	24	42.1	23	40.4	
No / Don't know	33	57.9	34	59.6	
Have you talked to someone about the harms of smoking shisha? (n=45)					<i>p</i> =0.21
Yes	28	62.2	22	48.9	
No / Don't know	17	37.8	23	51.1	
Do you know where to find information or support to help quit smoking shisha? (n=51)					<i>p</i> =1.00
Yes	11	21.6	11	21.6	
No / Don't know	40	78.4	40	78.4	

Age

Younger age group (18-26 years old)

	Baseline		Post-campaign		<i>p-value</i>
	n	%	n	%	
Have you seen, heard or read anything about harms of shisha smoking (n=47)					<i>p=0.21</i>
Yes	25	53.2	31	66.0	
No or Don't know	22	46.8	16	34.0	
Shisha contains cancer-causing substances (n=47)					<i>p=0.18</i>
Strongly agree	19	40.4	27	57.4	
Somewhat agree	16	34.0	9	19.1	
Neutral / Don't know	11	23.4	9	19.1	
Somewhat disagree	0	0.0	1	2.1	
Strongly disagree	1	2.1	1	2.1	
What are the health effects of smoking shisha compared to cigarettes? (n=46)					<i>p=0.34</i>
Same or more harmful	30	65.2	26	56.5	
Less harmful or Don't know	16	34.8	20	43.5	
Smoking shisha can cause damage to your body (n=50)					<i>p=0.36</i>
Strongly agree	28	56.0	32	64.0	
Somewhat agree	14	28.0	11	22.0	
Neutral / Don't know	7	14.0	6	12.0	
Somewhat disagree	1	2.0	1	2.0	
Strongly disagree	0	0.0	0	0.0	
Have you thought about reducing the amount of shisha you smoke? (n=54)					<i>p=0.63</i>
Yes, [Within the next 30 days/ next 6 months/ completely stopping]	25	46.3	28	51.9	
No / Don't know	29	53.7	26	48.1	
Have you talked to someone about the harms of smoking shisha? (n=42)					<i>p=0.06</i>
Yes	26	61.9	18	42.9	
No / Don't know	16	38.1	24	57.1	
Do you know where to find information or support to help quit smoking shisha? (n=52)					<i>p=1.00</i>
Yes	14	26.9	13	25.0	
No / Don't know	38	73.1	39	75.0	

Older age group (27-35 years old)

	Baseline		Post-campaign		<i>p-value</i>
	n	%	n	%	
Have you seen, heard or read anything about harms of shisha smoking (n=33)					<i>p=0.004*</i>
Yes	11	33.3	23	69.7	
No or Don't know	22	66.7	10	30.3	
Shisha contains cancer-causing substances (n=37)					<i>p=0.45</i>
Strongly agree	17	45.9	20	54.1	
Somewhat agree	13	35.1	11	29.7	
Neutral / Don't know	6	16.2	6	16.2	
Somewhat disagree	1	2.7	0	0.0	
Strongly disagree	0	0.0	0	0.0	
What are the health effects of smoking shisha compared to cigarettes? (n=35)					<i>p=0.73</i>
Same or more harmful	25	71.4	27	77.1	
Less harmful or Don't know	10	28.6	8	22.9	
Smoking shisha can cause damage to your body (n=35)					<i>p=0.61</i>
Strongly agree	18	51.4	20	57.1	
Somewhat agree	14	40.0	12	34.3	
Neutral / Don't know	2	5.7	3	8.6	
Somewhat disagree	1	2.9	0	0.0	
Strongly disagree	0	0.0	0	0.0	
Have you thought about reducing the amount of shisha you smoke? (n=38)					<i>p=1.00</i>
Yes, [Within the next 30 days/ next 6 months/ completely stopping]	18	47.4	18	47.4	
No / Don't know	20	52.6	20	52.6	
Have you talked to someone about the harms of smoking shisha? (n=28)					<i>p=0.73</i>
Yes	18	64.3	16	57.1	
No / Don't know	10	35.7	12	42.9	
Do you know where to find information or support to help quit smoking shisha? (n=28)					<i>p=1.00</i>
Yes	4	14.3	5	17.9	
No / Don't know	24	85.7	23	82.1	

Shisha smoking status

People who smoke shisha

	Baseline		Post-campaign		<i>p</i> -value
	n	%	n	%	
Have you seen, heard or read anything about harms of shisha smoking (n=56)					<i>p</i> =0.05
Yes	26	46.4	36	64.3	
No or Don't know	30	53.6	20	35.7	
Shisha contains cancer-causing substances (n=57)					<i>p</i> =0.22
Strongly agree	17	29.8	27	47.4	
Somewhat agree	23	40.4	13	22.8	
Neutral / Don't know	16	28.1	15	26.3	
Somewhat disagree	0	0.0	1	1.8	
Strongly disagree	1	1.8	1	1.8	
What are the health effects of smoking shisha compared to cigarettes? (n=55)					<i>p</i> =1.00
Same or more harmful	34	61.8	34	61.8	
Less harmful or Don't know	21	38.2	21	38.2	
Smoking shisha can cause damage to your body (n=59)					<i>p</i> =0.19
Strongly agree	25	42.4	31	52.5	
Somewhat agree	23	39.0	19	32.2	
Neutral / Don't know	9	15.3	8	13.6	
Somewhat disagree	2	3.4	1	1.7	
Strongly disagree	0	0.0	0	0.0	
Have you thought about reducing the amount of shisha you smoke? (n=65)					<i>p</i> =0.52
Yes, [Within the next 30 days/ next 6 months/ completely stopping]	36	55.4	40	61.5	
No / Don't know	29	44.6	25	38.5	
Have you talked to someone about the harms of smoking shisha? (n=48)					<i>p</i> =0.12
Yes	26	54.2	19	39.6	
No / Don't know	22	45.8	29	60.4	
Do you know where to find information or support to help quit smoking shisha? (n=58)					<i>p</i> =1.00
Yes	12	20.7	12	20.7	
No / Don't know	46	79.3	46	79.3	

People who don't smoke shisha

	Baseline		Post-campaign		<i>p-value</i>
	n	%	n	%	
Have you seen, heard or read anything about harms of shisha smoking (n=23)					<i>p=0.04</i>
Yes	10	43.5	17	73.9	
No or Don't know	13	56.5	6	26.1	
Shisha contains cancer-causing substances (n=26)					<i>p=0.41</i>
Strongly agree	18	69.2	19	73.1	
Somewhat agree	6	23.1	7	26.9	
Neutral / Don't know	1	3.8	0	0.0	
Somewhat disagree	1	3.8	0	0.0	
Strongly disagree	0	0.0	0	0.0	
What are the health effects of smoking shisha compared to cigarettes? (n=26)					<i>p=0.73</i>
Same or more harmful	21	80.8	19	73.1	
Less harmful or Don't know	5	19.2	7	26.9	
Smoking shisha can cause damage to your body (n=26)					<i>p=0.74</i>
Strongly agree	21	80.8	21	80.8	
Somewhat agree	5	19.2	4	15.4	
Neutral / Don't know	0	0.0	1	3.8	
Somewhat disagree	0	0.0	0	0.0	
Strongly disagree	0	0.0	0	0.0	
Have you thought about reducing the amount of shisha you smoke? (n=26)					<i>p=1.00</i>
Yes, [Within the next 30 days/ next 6 months/ completely stopping]	6	23.1	5	19.2	
No / Don't know	20	76.9	21	80.8	
Have you talked to someone about the harms of smoking shisha? (n=21)					<i>p=0.45</i>
Yes	17	81.0	14	66.7	
No / Don't know	4	19.0	7	33.3	
Do you know where to find information or support to help quit smoking shisha? (n=21)					<i>p=1.00</i>
Yes	6	28.6	5	23.8	
No / Don't know	15	71.4	16	76.2	