Supplementary file 1.

**Interview schedule: tobacco control policy**

**I. Introduction and breaking the ice**

1. Tell me how long have you been smoking for?

2. In your view, could you tell me briefly why people start smoking and why they keep smoking?

3. Have you ever tried quitting?

**II. Experience of quitting**

4. How you have tried to quit before?

5. If your quit attempts weren’t successful, why do you think this was?

6. What do you think would help you quit smoking?

7. When have you tried to quit before, did you make any changes to the places where you lived and worked to make it easier for you not to relapse?

**III. Attitudes towards tobacco control policy**

8. Over the last 10 years, the number of smokers in England had significantly dropped [show graph] In the second half of the 1990s, around 27% of people living in the UK were smokers, while now it is around 22%. Why do you think this is?

9. The next questions are about some of the ways that the government is trying to reduce the number of smokers and how well you think they work/ would work. In the recent years a number of tobacco control policies have been introduced. By tobacco control policies I mean things that the Government does to reduce the numbers of smokers. Could you name any that you are aware of? If not I will give you some examples…

10. In your opinion, how are these policies affecting smokers? (reducing the number of smokers, reducing their autonomy/ freedom, helping them to quit, helping them realise how smoking affects them/people around them etc.)

11. Have those policies affected your motivation for quitting smoking?

12. In July 2007, the smokefree law was introduced in England and all enclosed public spaces went smoke free. Do you remember what were you thinking about this ban before it was introduced? (Were you in favour? How did you think smokers in general would react?) What do you think now?

13. Do you think it affected your smoking behaviour and/or attitudes in any way? (encouraged participant to quit; participant decided that their homes should also be smoke free, changed their attitudes towards acceptability of smoking etc.)

**IV. Policy challenges**

14. What do you think are the main challenges to these policies being effective?

15. Why do you think government is introducing such measures? Do you think government is interfering, helping, nannying?

16. How much of a role do you think the government should take in trying to reduce the number of smokers?

17. Do these tobacco control policies require people to make sacrifices? [e.g. like for example by costing them money or that they have to go out for a cigarette]

18. Do you think that people are willing to sacrifice personal freedom to support policies that aim at reducing smoking rates?

19. The Government is planning future tobacco control measures such as plain packaging [show picture] What do you think about such measures?

20. How would these policies affect your motivation for quitting smoking?

21. Earlier you said that… (give an example of what changes participant made to the places where he/she lived and worked to make it easier not to slip e.g. smoke- free home). On that basis that this idea may work for other people too, is there any way that this could be done on a larger scale/ what other environments (i.e., places that you spend time in) that you personally aren’t in control of could this be expanded to? Is this something that could be scaled up? How? (encourage participants to talk about their ideas, beliefs and attitudes regarding smoking and smoking quit attempts).

22. Do you think tobacco control policies mirror what you did to try and help yourself in any way?

**V. Interview closing**

23. Would you like to add anything else?

24. Do you have any questions you would like to ask?

**Interview schedule: obesity related policy**

**I. Intro and breaking the ice**

1. What do you think is the main reason for people gaining weight?

2. What do you think is the main challenge to losing weight?

**II. Experience of controlling weight**

3. How in control of your weight do you feel?

4. Tell me about how you have tried to control your weight before?

5 .If it was not successful, why do you think this was? What makes it difficult for you to control your weight?

6. What do you think would help you control your weight?

**III. Pressure to lose weight & environmental influences on lifestyle choices**

7. Last week you saw a presentation and you were asked to observe what prompts you in your day to day life to think about, and do something about their eating and physical activity habits? Since you saw the presentation:

a. Have you noticed anything that triggers you to think about your weight?

b. Have you noticed anything that makes it difficult to maintain healthy weight?

c. Have you noticed anything that triggers you to think you should change your diet or exercise more?

8. Are there any things that you avoid doing because of your weight?

9. Do you think that today's society has an influence on people’s weight? Difficult to lose weight, pressure to lose weight etc.

**IV. How are overweight people thinking about themselves/ their weight?**

10. What do you think about your weight? Are you underweight, healthy weight, overweight or obese?

11. Do you think your weight has any effect on people around you? Does it have any effect on your family, on what you do?

**V. Right of the government to introduce obesity measures**

12. Give a news headline story e.g. ‘Obesity 'could bankrupt the NHS' The rising levels of obesity could bankrupt the NHS if left unchecked, a British Medical Journal 312 report warns’ (BBC news) (http://news.bbc.co.uk/1/hi/health/6180991.stm). How this makes you feel? Are you aware that you are a part of the overweight group?

13. Why do you think government is introducing such measures? [Do you think government is interfering, helping, nannying?]

14. How much of a role do you think the government should take in trying to reduce the number of obese people?

15. Is it legitimate for your GP to check your weight status/ ask for your weight, the same as your GP asks you for your smoking status/ the amount of alcohol you drink?

16. Do these policies require sacrifices? Would you be willing to sacrifice any degree of personal freedom to support policies that aim at reducing obesity rates?

**VI. Attitudes towards obesity policy**

17. Last week we were discussing some policies that the government is introducing to reduce the number of overweight and obese people, how these policies might affect overweight and obese people? (reducing their autonomy/ freedom, helping them to lose weight, helping them realise how their weight affects them/people around them etc.)

18. Do you think any of those could help you control your weight? And if yes, why?

19. What do you think are the main challenges to these policies being effective?

20. Do you think that people are willing to sacrifice personal freedom to support those policies? (e.g. paying more for chocolate?)

**VI. Interview closing**

21. Would you like to add anything else?

22. Do you have any questions you would like to ask?