

Supplement 4

Type of measure	Context and criteria	Citation
Smoke-free	The following discussion on smoke-free parks highlights the importance that is attached to the protection of children against social influences and the protection of non-smokers against second-hand smoke	#2.3: "I do not know [if I agree] because you're outside" #2.2: "Yes, but then make a separate space [for smokers]. I agree that it is outside, but if there is a group of ten people smoking next to you they can easily sit in a separate space, right?" #2.1: "There may even be little children". #2.2 & 2.3: "Yes..."
Smoke-free	The following discussion on removing designated smoking areas in bars highlights the importance that is attached not to unnecessarily violate individuals' right to smoke and the protection of non-smokers against second-hand smoke.	#3.3: "I think drinking and cigarette smoking are part of the [bar] experience. It brings a nice social vibe". #3.2: "But it would annoy me when I would sit in a bar and people would smoke, I mean smoke a lot". #3.3: "But that is the reason why they have separate smoking areas... so I think that is fine". #3.2: "I think the same". #3.1: "That is fine". #3.2: "So that [designated smoking areas] does not need to be removed".
Product	The following citation about product measures highlights the view that such measures do not violate individual's right to smoke and are potentially are effective.	"People can keep smoking, while it is less harmful and addictive". (#4.2)
Product	The following citation on nicotine removal highlights adolescents' views on the possible ineffectiveness.	"It is all about getting the nicotine" so that people will find different ways to "to get the [desired amount of] nicotine". (5.2)
Product	The following citation on ingredient replacements highlights adolescents' views on the possible	"People may start smoking more (...) they may think "now it is more healthy, why not?" This may have withheld them from smoking before". (#4.3)

adverse impacts

Product	The following citation on plain packaging highlights the importance that is attached to effectiveness	“Packages should be less pretty. Since recently you have double-click cigarettes, these are put in beautiful and shiny packages (...) I seriously want to place it in my bedroom to show how beautiful it is”. (#1.2)
Price	The following citation on price increases illustrates adolescents’ views on the conditions for its effectiveness	“If it [price increase] is just a few euro’s, it doesn’t make any difference. But if it increases to €30,- people will feel it financially and maybe start thinking ‘this cannot continue any longer’ (...) when you really want people to stop smoking the costs should increase to such extent that cigarettes, for instance, cost more than nicotine patches” (#4.1).
Price	The following citations on price increases illustrate adolescents’ views on for whom such measure can be effective	“People with sufficient money who want to smoke, they will just buy a pack of cigarettes for €10,-”. (#1.3) “Price is a big barrier to smoke because we [smoking adolescents] do not have much money”. (#5.3)
Price	The following citation on price increases illustrate adolescents’ views on the possible adverse impacts	“They are addicted and will spend all their money on cigarettes, leaving them with nothing”. (#3.3) “A friend went to Spain, there you can get cigarettes very cheaply, she sold them here [in Holland] for €5,-. Everyone will think about doing this. That [buying these cigarettes] is a lot cheaper”. (#1.2)
Sales	The following citations highlights the importance that is attached to not violate individuals’ right to smoke.	“I think it [smoking] is your own choice, so I do not think it should be forbidden”. (#3.2) “There are many things you can do that are not healthy, but it is your own decision whether you want to do this or not”. (#5.2)
Sales (restrictive)	The following discussion on a complete sales ban highlights the importance that is attached to not violate individuals’ right to smoke and the	#2.2: “If you really want to do it [smoking]... If I want to sit on a horse, but if that is suddenly prohibited, then I start thinking of all the ways how to get on a horse”. #2.1: “Yes, adolescents want... if they are not allowed something, that is what they will do. That

associated adverse
responses

is the big problem [with a complete sales ban].
#2.3: “They will have the feeling that their right [to
smoke] cannot be taken from them”.

Sales
(less
restrictive)

The following discussion
on retail display bans
highlights the importance
to safeguarding
individual’s right to
smoke (*i.e.*, ‘want to stop’
and ‘have control’) and
the effectiveness.

#4.1: “People who do not smoke. When they see
cigarettes and have friends who smoke they think
“oh, maybe I should try it for once”
#4.2: “Also the people who want to stop smoking.
Imagine you want to stop and anytime you see
cigarettes... that makes it difficult to have control
over your behaviours. That you more easily think
‘no’[if cigarettes are less visible]”
#4.1: [Others will think:] “I do not see it, so it is
not there”.
