



Figure S1. Consort Flow chart of the head and neck cancer participants (A) From baseline to 6 month follow-up (B) from baseline to 12 month follow-up.

Table S1. Questionnaire presented to all ever-smokers at the 6 and 12 month follow-up timepoints.

From our initial Tobacco Use Questionnaire, you indicated at that present time you:

€ Were currently smoking cigarettes		€ Had completely quit smoking	
↓		↓	
Are you still currently smoking cigarettes?		Are you still completely ceased?	
€ No	€ Yes	€ No	€ Yes
On what date did you quit smoking? _____(Date quit)	How many cigarettes are you currently smoking a day _____(Per/Day)	On what date did you start smoking again? _____(Date re-started)	Do you have any cravings or urges to have a cigarette on a regular basis? € No € Yes
How many attempts did you make before you were able to successfully quit? _____(Attempts)	Have you attempted to quit since you completed the initial questionnaire € No € Yes	How many cigarettes per day are you currently smoking? _____(Per/Day)	How would you rate your urge to have a cigarette? € Extreme urge € Moderate urge € Mild Urge € None
What cessation method(s) did you use in your attempts to quit smoking? € NRT € Champix € Zyban € Counselling € None (Cold Turkey) € Other_____	How many attempts did you make? _____(Attempts) How long did you last before having a cigarette? _____(Days) _____(Months) _____(Years)	What factors do you believe lead you to begin smoking again? € Addiction/habit € Increased stress € Being around other smokers € Other_____	Thank you, Follow-up assessment complete
Do you have any cravings or urges to have a cigarette on a regular basis? € No € Yes	Are you presently interested in quitting smoking? € No € Yes	Are you presently interested in quitting smoking? € No € Yes	

<p>How would you rate your urge to have a cigarette?</p> <ul style="list-style-type: none"> € Extreme urge € Moderate urge € Mild urge € None 	<p>What are your motivations for quitting smoking?</p> <ul style="list-style-type: none"> € Health € Pregnancy or baby € Cost of cigarettes € Less stress in life € Smoking is less acceptable nowadays € Other_____ 	<p>What are your motivations for quitting smoking?</p> <ul style="list-style-type: none"> € Health € Pregnancy or baby € Cost of cigarettes € Less stress in life € Smoking is less acceptable nowadays € Other_____ 	
<p style="text-align: center;">Thank you, Follow-up assessment complete</p>	<p>Are you seriously considering quitting smoking within the next 30 days?</p> <ul style="list-style-type: none"> € No € Yes 	<p>Are you seriously considering quitting smoking within the next 30 days?</p> <ul style="list-style-type: none"> € No € Yes € 	
	<p>Are you seriously considering quitting smoking within the next 6 months?</p> <ul style="list-style-type: none"> € No € Yes 	<p>Are you seriously considering quitting smoking within the next 6 months?</p> <ul style="list-style-type: none"> € No € Yes 	
	<p>What cessation strategies and/or products do you believe will help you successfully quit?</p> <ul style="list-style-type: none"> € Motivational counseling € Motivational support from family or loved ones € NRT € Prescription medication € None (Cold Turkey) € Other 	<p>What cessation strategies and/or products do you believe will help you successfully quit?</p> <ul style="list-style-type: none"> € Motivational counseling € Motivational support from family or loved ones € NRT € Prescription medication € None (Cold Turkey) € Other 	
	<p style="text-align: center;">Thank you, Follow-up assessment complete</p>	<p style="text-align: center;">Thank you, Follow-up assessment complete</p>	

Table S2. Interest and motivations to quit smoking in those currently smoking who continued smoking after receiving a tobacco cessation intervention at 6 and 12 months

<i>Baseline</i>	<i>6 months n (%)</i>	<i>12 months n (%)</i>
Smoking (n=186)	Smoking (n=99)	Smoking (n=85)
<i>Present interest in quitting smoking</i>		
No	28 (28.3)	26 (30.6)
Yes	70 (70.7)	59 (69.4)
<i>Serious consideration to quit within the next 30 days</i>		
No	44 (44.4)	42 (49.4)
Yes	51 (51.5)	39 (45.9)
<i>Serious consideration to quit within the next 6 months</i>		
No	21 (21.2)	20 (23.5)
Yes	73 (73.7)	60 (70.6)
Missing	5 (5.1)	5 (5.9)
<i>Motivations for quitting smoking</i>		
Health	74 (82.2)	64 (82.1)
Pregnancy or baby	n/a	n/a
Cost of cigarettes	6 (6.7)	n/a
Less stress in life	n/a	n/a
Smoking is less acceptable today	n/a	n/a
Other	n/a	n/a
No motivation to quit	5 (5.6)	11 (14.1)
	n=84; 90 responses	n=76; 78 responses
<i>Cessation strategies or products that will enable successful cessation</i>		
Motivational counselling	n/a	n/a
Motivational support	n/a	n/a
Nicotine replacement therapy	13 (12.1)	17 (17.5)
Prescription medication	35 (32.7)	35 (36.1)
None ("Cold Turkey")	43 (40.2)	33 (34.0)
Other	12 (11.2)	10 (10.3)
	n=91; 107 responses	n=81; 97 responses

Note: Cells with n<5 have been suppressed, indicated by n/a

Table S3. Smoking data from former or ex-smokers who were ceased at the beginning of the study who resumed smoking at the 6 month and 12 month follow-up.

<i>Baseline</i>	<i>6 months n (%)</i>	<i>12 months n (%)</i>
Cessated (n=317)	Smoking (n=8)	Smoking (n=5)
<i>Number of cigarettes currently smoked per day</i>		

0-10 cigarettes	7 (87.5)	5 (100.0)
11 and higher	n/a	n/a

Factors that lead to resumption of smoking

Addiction/habit	7 (58.3)	3 (60.0)
Increased stress	5 (41.7)	2 (40.0)
Being around other smokers	n/a	n/a
Other	n/a	n/a
	n=7; 12 responses	n=5; 5 responses

Present interest in quitting smoking

No	2 (25.0)	2 (40.0)
Yes	6 (75.0)	3 (60.0)

Serious consideration to quit within the next 30 days

No	2 (25.0)	2 (40.0)
Yes	6 (75.0)	3 (60.0)

Serious consideration to quit within the next 6 months

No	n/a	n/a
Yes	7 (87.5)	4 (80.0)

Motivations for quitting smoking

Health	6 (75.0)	4 (100.0)
Pregnancy or baby	n/a	n/a
Cost of cigarettes	n/a	n/a
Less stress in life	n/a	n/a
Smoking is less acceptable today	n/a	n/a
Other	n/a	n/a
No motivation to quit	2 (25.0)	n/a

Cessation strategies or products that will enable successful cessation

Motivational counselling	n/a	n/a
Motivational support	n/a	n/a
Nicotine replacement therapy	2 (20.0)	n/a
Prescription medication	5 (50.0)	2 (40.0)
None ("Cold Turkey")	2 (20.0)	n/a
Other	n/a	2 (40.0)
	n=8; 10 responses	n=5; 5 responses
