**Supplemental Material 1: First wave of Delphi Survey**

**Instruction**

Dear Participants,

This is the first of a series of Delphi questionnaires. The aim of this Delphi exercise is to explore your opinion on the future of tobacco advertising, promotion and sponsorship (TAPS), cigarette marketing and retailing regulation in Indonesia; and explore strategies to enhance the tobacco control advocacy.

The Delphi exercise will provide an organized method for correlating views from different Tobacco control experts which will assist in future TAPS and marketing regulation.

In this first Delphi questionnaire, you are asked to do 4 things:

1. REVIEW all the issues and actions described in the questionnaire
2. MAKE COMMENTS on any item you wish. Feel free to suggest clarification, argue in favour or against the issues, and ask questions.
3. RATE both the level of desirability (D) and feasibility (F) of each action according to the rating scale of 1 least desirable/feasible to 5 very desirable/feasible
4. FINISH the online questionnaire by ………date

**1st Delphi Survey**

1. **Demographic characteristic:**
2. Name :
3. Age :
4. Gender :
5. Latest Education:
6. Institution/Affiliation :
7. Years working on tobacco control issues:
8. Level of TC advocacy (e.g national or sub-national or both):
9. Area of expertise on TC issue (e.g. tax, health costs, media etc.)
10. **Future Tobacco advertising and marketing**

This part of the survey provides a list of possible tobacco advertising, promotion and sponsorship (TAPS) and retailing system measures. Please review and provide your response for desirability (D) and feasibility (F) below.

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Description** | **Comments** | **Score** |
| **A** | **TAPS Ban** What do you think of the desirability and feasibility of these measures in 5 years’ time? |
| 1 | Banning TAPS in all media including the internet  |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 2 | Banning TAPS and cigarette displays at all retailers |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 3 | Banning direct promotional selling such as cigarette girls/boys |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 4 | Banning tobacco sponsored events |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 5 | Banning all types of tobacco industry corporate social responsibility (CSR)  |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 6 | Adoption of Plain/ standardized packaging |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 7 | Other (please list, provide comments and score) |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| **B** | **Marketing and Retailing System**What do you think of the desirability and feasibility of these measures in 5 years’ time? |
| 1 | Prohibition of selling to young people (below 18 years) |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 2 | Prohibition of selling single cigarettes |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 3 | Increase cigarette price |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 4 | Introducing a tobacco retail licensing scheme |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 5 | Introducing zoning e.g. prohibiting cigarette sales wthiin 100m radius of schools. |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 6 | Other: (please list, provide comments and score) |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |

1. **Strategies/Measures**

For this next part of the survey, we conducted interviews with several tobacco experts and identified some of the barriers and enablers to the adoption of stronger tobacco control measures. Then, we compiled 3-5 strategies to overcome these perceived barriers and to enhance the possible enablers. Please provide your responses below.

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Description** | **Comments** | **Score** |
| C | **STRATEGIES** **to push the adoption of a stronger TAPS and marketing ban**What do you think of the desirability and feasibility of this strategy? |
| **c.1** | **Reduce tobacco industry interference** |
| 1 | Adoption of a code of conduct for all government institutions to not collaborate with tobacco companies and tobacco company foundations. |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 2 | Meeting of tobacco companies with policy makers that is open to the public  |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 3 | Reporting of any contribution given by tobacco companies to policy makers, either as an individual or an institution.  |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 4 | Other: (please list, provide comments and score) |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| **c.2** | **Reduce tobacco company power** |  |  |
| 1 | Campaign against the myth of economic dependency on tobacco company tax |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 2 | Delegitimize the role tobacco companies in the development of tobacco control regulation |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 3 | Exclude tobacco companies from CSR activities |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 4 | Other: (please list, provide comments and score) |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| **c.3** | **Minimize roadblocks within government agencies** |
| 1 | Optimize the authority of the Ministry of Health for controlling harmful products, like tobacco |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 2 | Improve role of Badan Pengawasan Obat dan Makanan (FDA) for monitoring and enforcement of tobacco control regulation |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 3 | Adoption of unified roadmap for tobacco control by all government agencies |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 4 | Other: (please list, provide comments and score) |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| **c.4** | **Enhance policy makers’ willingness to act and awareness of evidence** |
| 1 | Provide evidence in simple language formats |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 2 | Expose tobacco company lies/myths |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 3 | Compare and contrast Indonesia with other jurisdictions and their approaches to tobacco control |  | D (1) (2) (3) (4) (5)F 1) (2) (3) (4) (5) |
| 4 | Other: (please list, provide comments and score) |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| **c.5** | **Enhancing tobacco control advocacy** |
| 1 | Improve cohesion between tobacco control advocacy groups |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 2 | Coordinate national and sub-national tobacco control advocacy efforts |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 3 | Improve collaboration between tobacco advocates and policymakers |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 4 | Establishment of a national fund to support tobacco control research and advocacy |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 5 | Enhance media coverage of tobacco control issues |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |
| 6 | Other: (please list, provide comments and score) |  | D (1) (2) (3) (4) (5)F (1) (2) (3) (4) (5) |