**Supplemental Material 2: Second wave of Delphi Survey**

**Instruction**

Dear Participant,

Thank you for participating in the first wave of this study, this is the second wave, a follow-up Delphi questionnaire. We have analyzed and summarized responses from all participants in the first wave and the results are summarized in the questionnaire that follows. This second wave aims to explore your opinions on the **technical** and **political feasibility** of future tobacco advertising, promotion and sponsorship (TAPS), cigarette marketing and retailing regulation in Indonesia; and also the strategies needed to enhance tobacco control advocacy in Indonesia.

The Delphi exercise provides an organized method for correlating the different views of tobacco control experts on what is essential for future TAPS and marketing regulation. This questionnaire is based on the responses (scores and comments) obtained in the first Delphi questionnaire.

In this second Delphi questionnaire you are asked to do 5 things:

1. REVIEW AGAIN all the issues on the questionnaire
2. REVIEW the summary of comments and scores from all participants
3. MAKE NEW COMMENTS on any item you wish. Feel free to suggest clarification, argue in favour or against the issue, and ask questions.
4. RATE the level of **technical feasibility (TF)** and **political feasibility** of the issue according to the rating scale 1 (less feasible) to 5 (highly feasible)

**Technical feasibility** is defined as the probability to develop, adopt, and implement a tobacco control policy measure or strategy based on the availability of and accessibility to necessary resources or expertise. This include availability of technical expertise/skill, the technology/method, supporting infrastructure/materials, ideas/evidence/best practices, guidelines etc.

**Political feasibility** is defined as the probability to develop, adopt, and implement a tobacco control policy measure or strategy based on the current political environment. This include several factors such as the political system, policy actors, policy making process, policy agenda, political situation/time and public support.

1. FINISH the online questionnaire by………(date)

**2nd Delphi Questionnaire**

1. **Personal Information:**
2. Name :
3. Institution/Affiliation:
4. **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. We also provide a summary of comments from the first wave. Please review and provide your response to the comments and score for the technical (TF) and political feasibility (PF) below.

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| **No** | **Description** | **Comments** |  |
| **A** | **TAPS Ban** What do you think of the **technical feasibility (TF)** and **political feasibility (PT)** of the adoption of these measures in 5 years’ time? |
| 1 | Banning TAPS at all media including the internet  | Summary of comments: Ideally, cigarette advertisement should be ban in all media, internet ban is urgently needed. Feasibility depends on media type. Outdoor/indoor billboard is the most feasible one with of sub-national government support, followed by broadcasting and printed media, then the internet. The challenge is low commitment from responsible stakeholders, inadequate advocacy for internet ban, and stationary revision of broadcasting law.Please provide your comments here: | Previous score: Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 2 | Banning TAPS and cigarette display at all retailers | Summary of comments: TAPS and display ban at retailer is necessary to reduce exposure to TI marketing among youths. There is no regulation at national level, but this measure is relatively feasible at sub-national level, attach to Smoke Free bylaw. It will need strong commitment from sub-national government and collaboration with retailers, may be less straight forward for informal retailers.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 3 | Banning direct promotional selling such as cigarette girls/boys | Summary of comments: Cigarette girls/boys should be banned. This measure is outlined in the PP 109/2012, but no clear description on implementation mechanism. If banned, there is potential resistance from TI, and it may not align with political discourse around improving job opportunity. There is an opportunity to go through child protection/child workers protection. Ministry of Women and Child protection, Ministry of Work force and Ministry of Small enterprises should be encouraged. Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 4 | Banning tobacco sponsored events | Summary of comments: Prohibition of event sponsorship is important. This prohibition is included in the PP 109/2012 and have been implemented by several sub-national governments. Some stated it is feasible since it has been implemented, the others viewed it as less feasible since there is tight patronage relationship between art world and TI, low political will, and dependency on tobacco money. Ministry of Youth and sports, MoE, Creative Economic Body, and sub-national government have essential roles to control this. Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 5 | Banning all type of tobacco industry corporate social responsibility (CSR)  | Summary of comments: Prohibition of TI’s CSR is highly desirable. CSR maintain TI’s positive image which likely influence policy making. The majority shows pessimistic view regarding the feasibility of banning CSR, due to high dependence to TI’s supports. There is a potential challenge from community groups that are groomed by the TI. It is halted by UU No 40 2007 on corporation (PT) that oblige all companies to contribute to CSR. Public pressure is needed. | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 2 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 6 | Adoption Plain/ standardized packaging | Summary of comments: The majority agrees that Plain packaging with bigger PHW is desired to minimize TI promotion and branding on cigarette packs. This measure seems to be far away, but the government must aiming at this. It will be challenging as the delayed implementation of 40% PHW with presumably TI interference during the process. The adoption will required revision of PP 109, stronger voices from MoH and commitment from Ministry of Industry and Trade. Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| **B** | **Marketing and Retailing System**What do you think on the **technical feasibility (TF)** and **political feasibility (PT)** of the adoption of these measures in 5 years’ time? |
| 1 | Prohibition of selling to young people (below 18 years) | Summary of comments: All agree that cigarette selling to minor must be prohibited. This measure include in the PP, but no implementing regulation yet, thus no adequate enforcement. The feasibility to implementation will be easier on formal retailers but harder among street vendors/hawkers. It needs involvement of local government, retailer association and community. Improving retailer awareness is also essential.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 2 | Prohibition of selling single stick | Summary of comments: Prohibition of selling single cigarette sticks is important to reduce burden of cigarette spending. It regulated under the PP 109/2012, but no adequate enforcement in place. It will be hard to implement and monitor especially among informal retailers, and possible retention from poor peoples. It acquire strong political will, advocacy to Ministry of Industry and Trade, Ministry of Small enterprise, and sub-national governments.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 3 | Increase cigarette price | Summary of comments: It is highly desirable to increase cigarette price through increasing excise tax and simplifying tax tiers. However, this is a big challenge since it is about national macro-economic, hence, the decision will involve many parties. It depends on government political will. However, there is a growing support on this measure from cross-sectors, but it will need continuous advocacy including to Ministry of Finance, and more public pressure. Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 4 | Introducing retail licensing scheme | Summary of comments: The majority agree that licensing is important to reduce access, however some views it is still for from TC targets in Indonesia. The adoption will be more feasible at sub-national level, will be relative easier among big retailers but less among small retailers because they sell cigarette not mainly for profit but for boosting selling of other products. It will acquire commitment from Ministry of Industry and trade, Ministry of Small Enterprises and civil police as an enforcement officers.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 2 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 5 | Introducing zoning e.g. prohibition of cigarette selling in 100m radius around school. | Summary of comments: Adoption of zoning is important to reduce access and reduce exposure to TI marketing. This measure should be feasible at sub-national government. MoE’s decree included prohibition of cigarette selling in area around school but viewed as inadequate and should be backed up with Smoke free regulation. Some cities have included this zoning in its SFL, but monitoring and enforcements is difficult. It is essential to advocate MoE, Ministry of Industry &Trade, and Ministry of small enterprise, and educate the retailers.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 4(1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |

1. **Potential Strategies**

We conducted interviews with several tobacco expert and identified some of the barriers and enablers to the adoption of stronger tobacco control measures. Then, we compiled 3-5 strategies to overcome the barriers and enhance the enablers. We provided summary of comments from the first wave, please review and please provide your response (comments and score of the technical (TF) and political feasibility (PF)) below.

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| **No** | **Description** | **Comments** | **Score** |
| **c.1** | **Reduce tobacco industry interference** |
| 1 | Adopt code of conduct for all government institution to not collaborating with tobacco companies and tobacco companies’ foundation | Summary of comments: All agree that adoption of Code of conduct (CoC) is important to reduce TI interference on policy making. CoC has been adopted in MoH and some institutions, although with concerns on monitoring mechanism. “Menpan” has shown positive sign to broaden this adoption. In general, it will be not easy since the governments adopt "friendly policy" toward TI and rely to tobacco industry money. It is also essential to work with other sectors since issue around CoC and CSR are also related to other industries.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 2 | Meeting of tobacco companies with policy makers is open for public  | Summary of comments:  Almost all agree that it is desirable to make TI and officials meetings open for public. It will be difficult to adopt due to low political will, and existing "relationship" between TI and policy makers. There is an opportunity via the Right to public Information Law to make meetings’ notes available for public, and with the adoption of CoC. This approach could be pushed alongside activist from other sectors which also fight against industry lobbying/interference such energy and palm oil.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (2-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 3 | Reporting of any contribution given by the tobacco companies to policy makers as an individual or institution.  | Summary of comments: The majority agree that any contribution to policy makers including parliamentary candidates and political parties should be reported and open to public. It will improve transparency and prevent subjective policy outcome. It will be hard to adopt due to high culture of corruption and concern on monitoring mechanism. Corruption discourse around policy making is a potential entry point to attaint public momentum. The anti-corruption law and anti-corruption commission (KPK) could play important roles. Please provide your comments here: | Previous score:Median (range)Desirability: 5 (2-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| **c.2** | **Reduce tobacco companies power** |
| 1 | Reorient the perception of dependency to tobacco companies tax | Summary of comments: It is highly desirable to change perception on economic reliance toward cigarette excise. Government should not view excise as source of revenue. There are ongoing advocacies, but it will be difficult to change the perception as long as tobacco industry viewed as a strategic industry. Government need to extent the source of tax. TC advocates needs to present more fact sheets that highlighted the socio-economic and health cost of tobacco, and target cross sectoral governments bodies.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 2 | Delegitimize tobacco companies roles in development of any tobacco control regulation | Summary of comments: There is a significant desire to exclude tobacco companies from consultative stakeholder. However, it is blocked by UU No 12/2011 on law making and UU 39/2007 on excise, existing ties between TI and policy makers, and positive TI image. It will be hard to achieve but not impossible with strong political will and president' commitment. It is also essential to build public discourse around the economic gaps between tobacco industry owner versus workers/farmers, and power centering on capitalist.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (2-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 3 | Excluding tobacco companies from CSR activities | Summary of comments: All agree that TI should not be included in the CSR, since it is just another way to promote the industry. Exclusion of TI CSR will not align with the Corporate law that oblige CSR activities. In term of feasibility, it could be done if we refer to international standard but political will in Indonesia remains low. We need to revise the "UU PT" and the article on the PP 109/2012 about TI CSR.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 2 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| **c.3** | **Minimize roadblock within government agencies** |
| 1 | Optimize authority of Ministry of Health for controlling product that harmful to health in this case tobacco | Summary of comments: Enhancing the authority of MoH is vital but many views its feasibility is low. Health has not been and yet a priority for the government compare to economic issues. It also depends on the minister figure. Almost all comments on the "powerless" stands of the current minister and expect that the upcoming minister will be bold enough to fight against the TI, be able to embrace other ministries and improve his/her role to elucidate the president with TC aspects.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 2 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 2 | Improve role of BPOM (FDA) for monitoring and enforcement of tobacco control regulation | Summary of comments: Improving role of BPOM is desirable. It may not easy but more feasible compare to MoH. So far, BPOM has been better than MoH; however, BPOM has limited authority alongside sectoral ego within MoH. Role BPOM can be improve when tobacco is regulated similarly to alcohol. Regulatory approach such as development /revision of BPOM Bill and revision of PP 109/2019 should explicitly outline role of BPOM. BPOM authority should be assertive, high profile and bold.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (2-5)Feasibility: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 3 | Adoption of unified roadmap for tobacco control by all government agencies | Summary of comments: Adoption of single tobacco control roadmap is highly desirable to synergies movements of all governments' sectors. It may be difficult to attain when ministries adopted sectoral thinking, no macro policy and development priority, and no policy to mandate transparence to acknowledge affiliation between political parties and TI. Ministries are appointed by elected leaders, there is a potential conflict of interest with its home base political party. This road map should be feasible if it is agreed at presidential level. Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)F: 3 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| **c.4** | **Enhance policy makers’ willingness to act and awareness on evidence** |
| 1 | Provide evidence in simple language continuously | Summary of comments: Presenting evidence in simple language to policy makers is highly desirable since it will improve acceptance. It is feasible since this is within TC advocate control which should be optimized. However, there is important technical issue on presenting the evidence to make it attractive, easy to understand and technology friendly, and match the target audiences. It will needs sufficient human resources and budgets.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 4(1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 2 | Expose tobacco companies lies/myths | Summary of comments: All respondents agree that this strategy is important to educate the public about TI misconducts. This strategy has been conducted mainly by the civil societies yet from the government. Government ought to be bold to voice this strategy. There are available documents/research but there is a need for more comprehensive and sustainable activities with strong storytelling and other smart approaches. Embracing all media is important which may require huge resources.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 4 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 3 | Compare and contrast with other jurisdiction | Summary of comments: Comparing and contrasting between jurisdictions could be a good approach to push policy adoption. It is feasible and has been done but the result has not apparent yet. This should be conducted optimally and sustainably, and if possible to be conducted by one organization/community who focus on this effort. Ministry of Home Affairs could play important role to push sub-national leaders. It is necessary to consider cultural sensitivity and context and to use persuasive strategy.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (2-5)Feasibility: 4(1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| **c.5** | **Enhancing the tobacco control advocacy** |
| 1 | Improve cohesion between tobacco control advocacy groups | Summary of comments: The majority agree that cohesion among TC advocacy groups must be improved. There is a concern about competition between TC organizations especially for funding supports and donor sympathy. TC advocates comprises of non-homogenous population, it is reasonable to have different perspectives. Cohesion should be preceded with inclusive, open and honest conversations between TC advocates. There is a need for a strong leadership or a coordinating body and inclusive periodic coordination meetings.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 4 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 2 | Coordination between national and sub-national tobacco control advocacy | Summary of comments: Coordination between national and sub-national TC advocacy and movement is important to synergize the efforts, to build shared vision, and to develop a strong power mass. The coordination should be conducted strategically and periodically. It should be working well since MoH have sub-national health offices and some civil societies’ organizations have sub-national branches. There is a need to embrace some TC groups at sub-national level yet joined the national TC networks.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (2-5)Feasibility: 4 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 3 | Improve mutual collaboration between tobacco advocates and policy maker | Summary of comments: It is necessary to improve collaboration with different sectors within the government, parliament and civil society. There is an ongoing effort to broaden the network beyond MoH and BPOM; and to involve civil society groups beyond health sector. The synergy has shown positive progress, but need time to become an adequate pressure power. It is important to shared vision between stakeholders, and to have a strategic lobbyist among TC advocatesPlease provide your comments here: | Previous score:Median (range)Desirability: 5 (2-5)Feasibility: 4 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 4 | Establishment of national fund to support tobacco control research and advocacy.  | Summary of comments: The national fund is needed and should be managed by a specific accountable national body. This institution can be funded by cigarette excise such has been adopted in Thailand. This establishment is essential to support current TC program and research which partly rely on foreign sources. It should be feasible with the current capacity of Ministry of Finance; yet again it depends on the political will and seriousness to combat NCDs and to protect future generation.Please provide your comments here: | Previous score:Median (range)Desirability: 5 (2-5)Feasibility: 4(1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |
| 5 | Enhance media coverage on tobacco control issues | Summary of comments: Media involvement is important and desirable. Feasibility depends on the type of media. Media (news media) coverage is increasing, but TC issue rarely made the headline because it's mainly featured as health perspective. It is important to maintain good relationship and enlarge media network, embrace social media and advocate media owner to reject tobacco ads. Government should improve the regulation and incorporates media company CSR to support TC. Please provide your comments here: | Previous score:Median (range)Desirability: 5 (1-5)Feasibility: 4 (1-5)Provide your vote here:TF (1) (2) (3) (4) (5)PF (1) (2) (3) (4) (5) |