Appendix 1: Topic list

1. Opening the focus group or interview:
   - Introduction of moderator and researchers
   - Permission for recording and explanation anonymity
   - Explanation about confidentiality for researchers and participants
   - Clarification of the aim of this study
   - Explanation of the conversation rules: listen to others, take turns speaking, respond to/discuss with other participants, participants do not have to reach agreement (there are no right or wrong answers)
   - Information on the duration and structure of the focus group/interview
2. Introduction of participant(s):
   - Who are you?
   - For how long have you been smoking? Have you ever tried to quit smoking? If yes, how many times?
3. Identifying the advantages of smoking:
   - What are the advantages of smoking? Why do you smoke? What does it bring you?
4. Identifying the disadvantages of smoking:
   - What are the disadvantages of smoking? Which consequences of smoking do you experience?
5. Identifying the barriers to smoking cessation:
   - What does the thought of quitting resemble? What do you dread?
   - Why have you not yet succeeded to quit permanently? Which barriers did you experience? What were the consequences of quitting?
   - What differences have you noticed between women and men regarding smoking cessation?
6. Identifying the demand for and ideas on possible interventions:
   - What are your wishes and needs for support and assistance when quitting?
   - Who could help? What is import regarding the role of this person?
   - Which location would an intervention have to take place? Which distance is acceptable?
   - What could the government do in your opinion?
   - How would you like to be involved in the development and implementation of an intervention?
7. Closing the focus group or interview:
   - Word of thanks for participation
   - Explanation about the remaining part of the study and asking for interest to receive the results
   - Information on what to do in case of questions
   - Reimbursement for travel expenses and handing out gift card(s)