| Day | SMS type | Tailored information | SMS content |
|-----|----------|----------------------|-------------|
| 1   | Admin    | Male                 | Dear Mr. NAME, welcome to VCAPS smoking cessation intervention. Congratulations on your decision to manage your smoking. We are here to help you prepare. |
|     |          | Female               | Dear Miss NAME, welcome to VCAPS smoking cessation intervention. Congratulations on your decision to manage your smoking. We are here to help you prepare. |
| 2   | Admin    | Quit date            | Well done for setting up your quit date on DATE. Let's prepare for it together! |
| 3   | Strategy |                      | From now on, don't smoke inside your home or inside your car. Go outside if you want to smoke. |
| 4   | Admin    |                      | Managing smoking works best when you're prepared. Stick with us. We'll show you some strategies to deal with cravings and difficult situations over the next few weeks. |
| 5   | Strategy | Answered Yes to the question "Do you drink coffee/tea/colas every day?" | We know you love drink coffee/tea/colas. Try to cut the drink in half. It helps reduce your discomfort after you stop smoking. |
|     |          | Answered No to the question "Do you drink coffee/tea/colas every day?" | Avoid drink too much coffee/tea/colas. It will help you manage your smoking. |
| 6   | Strategy | Answered Yes to the question "Do you smoke water pipes?" | Do you smoke water pipes? Water pipes are not a safe alternative. If fact, water pipes might be worse to your health than manufactured cigarettes. |
|     |          | Answered No to the question "Do you smoke water pipes?" | There is no such thing as safe tobacco. Hand rolled cigarettes, waterpipes, and cigars carry the same health risks as manufactured cigarettes. |
| 7   | Encourage| Male                 | Smoking causes erectile dysfunction. You have made a right decision to manage your smoking. |
|     |          | Female               | Smoking can cause many diseases, including cancer, stroke, heart disease, and blindness. Feel proud of yourself for deciding to quit. |
| 8   | Strategy | Answered Yes to the question "Do you live with a smoker?" | Remember the smoking outside strategy? It applies to everyone living with you. No one smoke inside! |
|     |          | Answered No to the question "Do you live with a smoker?" | Share with your family that you are quitting smoking. Someone might be willing to support and encourage you. |
| 9   | Strategy | Answered 30 minutes or less to the question "How soon after you wake up do you usually have your first smoke?" | If you want to smoke right after you wake up, it means your body is special and needs more assistance. Don't worry because we are here. |
|     |          | Answered more than 30 minutes to the question "How soon after you wake up do you usually have your first smoke?" | Do you believe you can stop smoking? We do because our trained Quitline counsellors are ready to assist you. |
| 10  | Encourage|                      | Isn't it good to your family that you start to do something to manage your smoking? Everyone in the family will become healthier. |
| 11  | Admin    |                      | Remember you can call the VCAPS Quitline at 1800 6276 if you need help |
| 12 | Encourage | Overall progress not so good, indicated by the counsellor after the 1-week call | We know it is hard but it is a decision you will not regret. Keep getting the support you need and remind yourself of your reasons to stop smoking. |
|---|---|---|---|
| | Overall good progress, indicated by the counsellor after the 1-week call | You are on the right track! Stop smoking is hard but stay confident. You can do this. |
| 13 | Strategy | Answered Yes to the question "Have you tried to quit smoking?" | Think about what strategies worked and what did not work well during your previous quit attempt. Use your past experience to help yourself. |
| | Answered No to the question "Have you tried to quit smoking?" | Be proud of yourself for deciding to stop smoking. Let's do it and make you a non-smoker. |
| 14 | Strategy | | Think again your strategies to deal with cravings. If you don't have any strategy or are not sure about them, call the Quitline to get help. |
| 15 | Strategy | | Knowing your triggers helps you learn how to deal with them. Talk to your Quitline counsellor and write down your top 3 triggers and your coping strategies. |
| 16 | Encourage | | If you're feeling cranky it could be because you're stopping smoking. This is only temporary. Call the Quitline if you need to talk about your mood. |
| 17 | Strategy | Answered Yes to the question "Do you drink alcohol every day?" | Would you like to reduce alcohol? It will help with your plan to stop smoking. And remember, don't smoke while you drink. |
| | Answered No to the question "Do you drink alcohol every day?" | It is good that you don't drink alcohol very often. Keep yourself away from alcohol. |
| 18 | Encourage | Overall progress not so good, indicated by the counsellor after the 2-week call | We know it is hard to persist. Believe in yourself and Keep getting the support you need to stop smoking. |
| | Overall good progress, indicated by the counsellor after the 2-week call | Good job! You are on the right track! Believe in yourself that you can become a nonsmoker. |
| 19 | Admin | | Call the Quitline at 1800 6276 if you need assistance from the Quitline counsellor for dealing with cravings |
| 20 | Strategy | Answered Yes to the question "Do you roll your own cigarettes?" | Hand rolled cigarettes are not less harmful than ordinary cigarettes. They cause the same serious problems to your health. |
| | Answered No to the question "Do you roll your own cigarettes?" | Some people say hand rolled cigarettes are less harmful. It's not true. |
| 21 | Strategy | Answered Yes to the question "Are most of your friends smokers?" | It's not easy if you are surrounded by smoking friends. Can you find someone from your friends who also want to stop smoking? |
| | Answered No to the question "Are most of your friends smokers?" | Hang out with your friends in places where smoking is not allowed. It helps you manage your smoking. |
| 22 | Strategy | | Urges for smoking often get away in few minutes. Get a quick exercise or eat a small snack. |
| 23 | Admin | | Call the Quitline at 1800 6276 if you need help with your cravings or withdrawal symptoms |
| 24 | Strategy | | Be careful when you go to a party or a smoking area. Do not let yourself slip. You have done so much. |
|   |   |   |
|---|---|---|
| **25** | **Encourage** | Participant indicated still smoking during the 3-week call |
|   |   | Stop smoking is difficult for some people. Let's keep trying. Call the Quitline if you are ready to choose a quit date. |
|   |   | Participant indicated not smoking during the 3-week call |
|   |   | Congratulations on your progress! Keep your great work. We believe in you. |
| **26** | **Strategy** | Remember, no one can smoke inside your house or inside your car. |
| **27** | **Encourage** | You may feel strange when you stop smoking. This is withdrawal because your body is used to smoking. These feelings will go away in few weeks. |
| **28** | **Strategy** | Even the strongest cravings will go away after a few minutes. Focus on something else and remind yourself why you want to be smokefree. |
| **29** | **Strategy** | Research beforehand in your mind how to resist if you are going to a place or party where people may offer you cigarettes. |
| **30** | **Strategy** | Gaining a few extra kilograms after stop smoking is normal. Eat healthy and exercise can prevent most of this weight gain. |
| **31** | **Encourage** | Can you see yourself as a nonsmoker? Trust yourself. You can make it happen. |
| **32** | **Encourage** | Participant indicated still smoking during the 4-week call |
|   |   | Stop smoking is difficult for some people. Let's keep trying. Call the Quitline if you are ready to choose a quit date. |
|   |   | Participant indicated not smoking during the 4-week call |
|   |   | Congratulations on your progress! Keep your great work. We believe in you. |
| **33** | **Strategy** | If you are in a bad mood, talk about it with the Quitline counsellor or someone who supports you. Remember, your feelings matter. |
| **34** | **Strategy** | When you want to have just one cigarette, don't think it's just one cigarette. Most people start regular smoking again after "just having one". |
| **35** | **Encourage** | Stay positive. Do not let things get you down. Your journey to a smokefree life might be a struggle, but looking back it will be well worth it. |
| **37** | **Strategy** | Don't let your friends smoke around you. Ask them to smoke outside or you can hang out with them in non-smoking places. |
| **38** | **Encourage** | Value your future. No matter when you quit, you are adding years to your life. You will not regret this. |
| **40** | **Strategy** | If you gain a lot of weight, go to see a doctor and seek medical advice. |
| **42** | **Encourage** | After you stop smoking, your lungs begin to improve and your heart attack risk begins to drop |
| **44** | **Strategy** | Practice in your head scenarios that might cause you to slip. Remember, do think it's just one cigarettes. |
| **45** | **Admin** | If you smoke again, call the Quitline at 1800 6276 to discuss the next step. Don't feel embarrassed. We want to help you. |
| **47** | **Encourage** | Can you feel it? Urges are getting weaker and less frequent over time. |
| **49** | **Encourage** | Do you know how much money you spend on cigarettes? Think about what else you could do with that money. |
|   |   |   |
|---|---|---|
| 51 | Admin | We are sending less texts. But we are still here to help you. |
| 53 | Strategy | How well did your coping strategies work? Talk to the Quitline counsellor if your strategies were not helpful. |
| 55 | Encourage | Cigarettes never solved a problem for you. You did it yourself. You can do great things, so keep thinking positively |
| 58 | Encourage | There are so many benefits to being smokefree. What do you look forward to the most? |
| 60 | Strategy | No one smokes inside your house or inside your car. Anyone who wants to smoke should go outside. |
| 62 | Admin | Call the Quitline at 1800 6276 if you start smoking again. Our counsellor will discuss with you what we can do for you. |
| 65 | Strategy | How have you been feeling? Talk to your family or a friend if you are in a bad mood. |
| 68 | Encourage | You and your family are becoming healthier after you stop smoking. It's well worth it. Hang on to it. |
| 72 | Admin | Don't forget that you can call the Quitline at 1800 6276 if you need assistance. |
| 76 | Strategy | Don't forget your strategies for urges and difficult situations. Remind yourself and practice in your mind. |
| 80 | Encourage | Do you feel more comfortable and more confident after stop smoking? Feel proud of yourself for doing so much. |
| 85 | Admin | This is the last text. Good luck. You can still call the Quitline if you need support |
Supplementary Table S2. Text message schedule around the target quit date

| Day      | SMS type | SMS content                                                                                                                                 |
|----------|----------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 1 day before | Strategy | Tomorrow is the day, you can do it and we are here to help. Review your coping strategies again.                                             |
| Quit date | Admin    | It's time to stop smoking. Call the quitline at 1800 6276 if you need any help.                                                             |
| 1 day after | Strategy | Cravings to smoke only last for a few minutes. Take a quick walk or do a short exercise when you want to smoke.                               |
| 2 days after | Strategy | Keep some sweet snacks in your purse or pocket. Take the snack instead of a cigarette next time you have a craving.                         |
| 3 days after | Strategy | Avoid drink alcohol in the first 2 weeks will be helpful for managing your smoking.                                                           |
| 4 days after | Strategy | Stress and anger are smoking triggers. If you're feeling stressed or upset. Call the quitline to get extra help. Or talk to your family or a friend. |
| 5 days after | Encourage | "It always seems impossible until it is done." Never give up and don't be discouraged.                                                      |
| 6 days after | Strategy | When you go out, choose non-smoking venues like the movies. This will help reduce your urges.                                               |
| 7 days after | Encourage | 1 week smokefree! Do not look back now. Mark your calendar and do something special today to celebrate this milestone!                     |
## Supplementary Table S3. Comparison of characteristics by participants’ smoking status at the end of study

| Characteristic                              | Continuing to smoke at 12 months (Group A) | Self-reported smoking cessation at 12 months (Group B) | Biochemically-verified smoking cessation at 12 months (Group C) | P-value for statistical analysis* | P-value for pairwise comparisons |
|---------------------------------------------|-------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------|-----------------------------------|----------------------------------|
| Total                                       | 128                                       | 77                                                   | 13                                                           |                                   |                                  |
| **Demographic factors**                     |                                           |                                                       |                                                               |                                   |                                  |
| Age, median years (IQR)                     | 50 (37.5 – 59)                            | 50 (38 – 61)                                         | 56 (51 – 61)                                                  | 0.2096                            |                                  |
| Highest level of education attained, n (%)  |                                           |                                                       |                                                               |                                   | 0.9052                           |
| Less than primary                           | 2 (0.6)                                   | 1 (1.3)                                              | 0 (0)                                                         |                                   |                                  |
| Primary                                     | 2 (1.6)                                   | 3 (3.9)                                              | 0 (0)                                                         |                                   |                                  |
| Lower secondary                             | 52 (40.6)                                 | 32 (41.6)                                            | 6 (46.2)                                                      |                                   |                                  |
| Upper secondary                             | 47 (36.7)                                 | 25 (32.5)                                            | 6 (46.2)                                                      |                                   |                                  |
| University degree, or equivalent, or higher | 25 (19.5)                                 | 16 (20.8)                                            | 1 (7.7)                                                       |                                   |                                  |
| **Smoking-related factors**                 |                                           |                                                       |                                                               |                                   |                                  |
| Median average number of cigarettes/day (IQR) | 20 (10 – 30)                             | 20 (10 – 30)                                         | 10 (5 – 17.5)                                                | 0.4757                            |                                  |
| Score on the Fagerström Test for Cigarette Dependence (IQR) | 6 (5 – 8) | 6 (5 – 7) | 5 (2.5 – 6) | 0.0988 |
| Median years smoking (IQR)                  | 22 (15 – 40)                              | 30 (15 – 40)                                         | 30 (30 – 36)                                                 | 0.6190                            |                                  |
| Ever attempted to quit in the past, n (%)   | 92 (71.9)                                 | 60 (77.9)                                            | 9 (69.2)                                                      | 0.5876                            |                                  |
| Drink alcohol every day, n (%)              | 44 (34.4)                                 | 33 (42.9)                                            | 3 (23.1)                                                      | 0.2735                            |                                  |
| Drink caffeinated drinks every day, n (%)   | 95 (74.2)                                 | 50 (64.9)                                            | 10 (76.9)                                                     | 0.3255                            |                                  |
| Living with at least one other smoker, n (%) | 32 (25.0)                                 | 17 (22.1)                                            | 3 (23.1)                                                      | 0.8911                            |                                  |
| Reasons given to quit, n (%)                |                                           |                                                       |                                                               |                                   |                                  |
| Personal health condition                   | 123 (96.1)                                | 73 (94.8)                                            | 12 (92.3)                                                     | 0.7839                            |                                  |
| Family’s health                             | 15 (11.7)                                 | 11 (14.3)                                            | 2 (15.4)                                                      | 0.8341                            |                                  |
| Expense               | A (6.3) | B (1.3) | C (0) | P       |
|----------------------|---------|---------|-------|---------|
| Quitting-related factors |         |         |       |         |
| Advised to quit by referral doctor, n (%) | 103 (87.3) | 64 (90.1) | 11 (100) | 0.4051 |
| Received written material from referring doctor, n (%) | 68 (57.6) | 40 (56.3) | 6 (54.6) | 0.9711 |
| Days from baseline to target quit date, n (%) |         |         |       | 0.0293  |
| Less than 14 days   | 87 (68.5) | 62 (79.5) | 11 (100) |         |
| 14 days or more, or did not commit to a target quit date | 40 (31.5) | 16 (20.5) | 0 (0)   |         |
| Number of successful counselling phone calls, median (IQR) | 7 (5 – 8) | 8 (7 – 8) | 8 (7 – 8) | <0.0001 |

*Chi-square test for categorical variables and Kruskal-Wallis test for continuous variables*