Rapid assessment of knowledge, attitudes and perception of students aged 13 to 16 towards Smoking in the cities of Accra, Kumasi, Sunyani, Teshie ENDLINE SURVEY

Accra1
Kumasi2
Sunyani3
Teshie4
Day/Month/Year
//
Latitude:
·
Longitude:
·

Please select the most appropriate:	
The adolescent and his/her family were found in the same household	1
The family and the adolescent have moved somewhere else	2
The family is still in the household, but the adolescent has permanently moved	3
The family is still in the household, but the adolescent is temporarily somewhere else	4

Introduction

This survey asks you about how you feel about smoking. All your answers will be kept secret and won't be shown or shared to anyone outside the research team. It is very important to be as truthful and accurate as possible. All the information you provide will be kept confidential. Apart from the research team no one else can link you to your information and you will not be named in any reports.

HQ8.	Does your household have:	YES	NO
	b. A wall clock? c. A radio?	Wall Clock 1 Radio1	0 0
	e. A color television? f. A mobile telephone?	Color Television 1 Mobile Telephone 1	0 0
	 h. A refrigerator? I. Computer/Tablet computer? n. Video deck/DVD/VCD? 	Refrigerator1Computer/Tablet1	0 0
	o. Sewing machine?	Video Deck/DVD/VCD 1	0
	r. Cabinet/cupboard?s. Access to the Internet in any device?	Sewing Machine 1 Cabinet/Cupboard 1	0 0
		Internet access 1	0
HQ10.	Does your household have? e. A car or truck	Car/Truck 1	0

HQ11.	Does any member of this household have a Bank account?	Yes 1	
		No0	

BACKGROUND

Line number of the respondent in the household rooster

No.	Question	Coding	Categories
Q1	Circle Sex of the	Male	1
	respondent	Female	2
Q2	How old are you in	13 years old	1
	complete years?	14 years old	2
	(confirm there is	15 years old	3
	not an inconsistency with	16 years old	4
	the baseline age)	17 years old	5
	and a decime age,	18 years old	6
		19 years old	7
N1	Do you live in	Yes	1
	Greater Accra?	No (skip to N3)	0
N2	If Yes to N1 , In	Madina	1
	which of these	Adenta	2
	neighbourhoods do	St Johns	3
	you live?	Achimota	4
		Spintex	5
		Haatso	6
		Legon	7
		Dome	8
		Other (please state)	9

N3	Do you currently	Yes	1
	attend school, or	No (skip to Q8)	0
	have you attended		
	school during the		
	last year?		
N4	If Yes to N3, what is	List attached below	
	the name of your		
	school?		
Q7	If Yes to N3 , what is		
	the highest grade		
	that you have		
	completed? which		
N6	class are you in?		
IND	If Yes to N3 , Is your school located in		
	Greater Accra?		
N7	If Yes to N6 , in	Madina	1
	which of these	Adenta	2
	neighbourhoods is	St Johns	
	your school	Achimota	4
	located?	Spintex	5
		Haatso	6
		Legon	7
		Dome	8
		Other (please state)	9
Q8	Do you own/have	Yes, I own a mobile phone with internet	1
	access to a mobile	Yes, I own a mobile phone with no internet	2
	phone?	I have access to a mobile phone which is not mine	3
		with internet	
		I have access to a mobile phone which is not mine	4
		without internet	
		No, I do not own or have access to a phone (go to	0
		Q14)	
Q9	If Yes to Q8 , can		
	you please provide		
	the complete number (s)?		
	number (s):		
	1		

			Yes, daily	Yes, at least	No
				once a week	
Q14	Do you have access to the	Television	1	2	0
	following media?	Radio	1	2	0
	C C	Newspaper	1	2	0
		Internet on a			
		computer	1	2	0

	Intern phone	et on a mobile	1	2	0
Q16	In the past week, how often did you use/visit following websites/apps?	the Never (0)	1-2 times (1)	3-5 times (2)	Every day (3)
	a) Facebook	0	1	2	3
	b) Twitter	0	1	2	3
	c) Snapchat	0	1	2	3
	d) Instagram	0	1	2	3
	e) WhatsApp	0	1	2	3
	f) YouTube	0	1	2	3

TOBACCO KNOWLEDGE

No.	Question		Coding		Categorie	25
Q17	Which of the following do you think are tobacco products? (Tick all that apply) Read out			Yes	No	l don't know
		a) b) c) d) e) f) g) h) i) j) k)	Cigarettes Marijuana Snuff Betel leaves Hash Weed Shisha Chewing Tobacco E-Cigarettes Cigars Khat	1 1 1 1 1 1 1 1 1	00 0 0 0 0 0 0 0 0 0	9 9 9 9 9 9 9 9 9 9
Q18	Are there any health consequences from smoking cigarettes? **If No or DK, skip to Q20	,		1	0	9
Q19	What are these health consequences from smoking cigarettes? (<i>Tick all that apply</i>)	a) b) c) d) e)	Coronary heart disease Stroke Lung cancer Can affect the baby's health if a pregnant woman smoke Other (specify)	1 1 1	0 0 0	9 9 9 9

Q20	Are there any health consequences from smoking shisha? **If No or DK, skip to Q22					
Q21	What are these health consequences from smoking shisha? (Tick all that apply)	 a) Coronary disease b) Stroke c) Lung cance d) Can affect baby's heat pregnant smoke e) Other (speciment) 	cer t the alth if a woman	1 1 1 1	0 0 0	9 9 9 9
Q22	How much damage can smoking cause to your health? *Check Q18 and Q20 . If yes to either one, ask the appropriate corresponding question	It doesn't cause any damage (0)	Some damage but nothing irreversible (1)	dan	versible nage (2)	l don't know (9)
	a) Shisha b) Cigarettes					

EXPOSURE TO MESSAGES ABOUT TOBACCO

			TV	Radio	Posters	Magazi	Social
						nes	media
Q23	In the past month, have you seen or	Yes, lots	0	0	0	0	0
	heard any messages about the harms	Yes, some	1	1	1	1	1
	of smoking on each of the following	No	2	2	2	2	2
	media? (Tick all that apply)						
T1	If Yes to Q23 , was it a message from	Yes	1	1	1	1	1
	SKY Girls?	No	0	0	0	0	0
		DK	9	9	9	9	9

Q24	In the past month, have you seen any advertisements for cigarettes or shisha?	No, none Yes, som Yes, lots				0 1 2
Q27	If Yes to Q24 : how did the person (s) in the advertisement look like?	Strongly agree (1)	Agree (2)	Neutral (3)	Disagre e (4)	Strongly disagre e (5)
	a) Cool					
	b) Healthy					
	с) Нарру					

	d) Young		
	e) Wealthy		
Q28	In the past month, have you seen anyone	No, none	0
	smoking in films, videos, TV or magazine	Yes, some	1
	pictures?	Yes, lots	2
Q29	In the past month, have you seen pictures/videos	No, none	0
	of any of your friends smoking in social media?	Yes, some	1
		Yes, lots	2
Q30	If you attended school, were you taught in any of	Yes	1
	your classes about the consequences of smoking	No	0
	tobacco?	I don't know	9
T2	If Yes to Q30, who provided the information?	A teacher	1
	(read out all options)	A doctor or nurse	2
		A government official	3
		SKY girls	4
		A church	5
		Others	6

BELIEFS AND ATTITUDES

No.	Questions		Cate	gories and	l coding	
Q33	Please say whether you agree or disagree	Strongly	Agree	Neutr.	Disagree	Strongly
	with each of the statements below. Please don't leave any out. (<i>Tick all that apply</i>)	agree (1)	(2)	(3)	(4)	disagree (5)
Positiv	a) Smoking cigarettes helps with stress	1	2	3	4	5
е	b) Smoking cigarettes makes you confident	1	2	3	4	5
beliefs	c) Smoking cigarettes is enjoyable	1	2	3	4	5
toward s	 d) Smoking cigarettes makes you more intelligent 	1	2	3	4	5
smokin	e) Smoking cigarettes is cool	1	2	3	4	5
g	f) People who smoke cigarettes are more popular	1	2	3	4	5
	 g) Girls who smoke cigarettes are more attractive 	1	2	3	4	5
	 h) Boys who smoke cigarettes are more attractive 	1	2	3	4	5
	i) Trying cigarettes is part of growing up	1	2	3	4	5
	j) Smoking shisha helps with stress	1	2	3	4	5
	k) Smoking shisha makes you confident	1	2	3	4	5
	 Smoking shisha is enjoyable 	1	2	3	4	5
	 m) Smoking shisha makes you more intelligent 	1	2	3	4	5
	n) Smoking shisha is cool	1	2	3	4	5
	 People who smoke shisha are more popular 	1	2	3	4	5

 p) Girls who smoke shisha are more attractive 		1	2	3	4	5
 q) Boys who smoke shisha are more attractive 		1	2	3	4	5
r) Trying shisha is part of growing up		1	2	3	4	5
s) Smoking cigarettes is expensive		1	2	3	4	5
t) Smoking shisha is expensive						
 u) Smoking cigarettes makes your teeth look yellow 		1	2	3	4	5
v) Tobacco companies are very bad		1	2	3	4	5
 w) Choosing not to smoke shisha is a cool choice 		1	2	3	4	5
 x) Choosing not to smoke cigarettes is a cool choice 		1	2	3	4	5
					Yes	No
I think someone my age who does <u>not</u> smoke cigarettes looks: For each statement circle to tell us your view.		 a) Normal b) Grown up c) Cool d) Smart (well presented) e) Strong-willed f) Stupid 			1 1 1 1 1 1	0 0 0 0 0 0
	attractive q) Boys who smoke shisha are more attractive r) Trying shisha is part of growing up s) Smoking cigarettes is expensive t) Smoking shisha is expensive u) Smoking cigarettes makes your teeth look yellow v) Tobacco companies are very bad w) Choosing not to smoke shisha is a cool choice x) Choosing not to smoke cigarettes is a cool choice I think someone my age who does not smoke cigarettes is a cool choice For each statement circle to tell us your	attractive attractive q) Boys who smoke shisha are more attractive attractive r) Trying shisha is part of growing up s s) Smoking cigarettes is expensive i t) Smoking cigarettes makes your teeth look yellow i v) Tobacco companies are very bad i w) Choosing not to smoke shisha is a cool choice i x) Choosing not to smoke cigarettes is a cool choice a) b) smoke cigarettes looks: c) For each statement circle to tell us your view. d)	attractive 1 q) Boys who smoke shisha are more attractive 1 r) Trying shisha is part of growing up 1 s) Smoking cigarettes is expensive 1 t) Smoking shisha is part of growing up 1 t) Smoking cigarettes is expensive 1 u) Smoking cigarettes makes your teeth look yellow 1 v) Tobacco companies are very bad 1 w) Choosing not to smoke shisha is a cool choice 1 x) Choosing not to smoke cigarettes is a cool choice 1 v) Tobacco companies are very bad 1 x) Choosing not to smoke cigarettes is a cool choice 1 x) Choosing not to smoke cigarettes is a cool choice 1 For each statement circle to tell us your view. a) Smart e	attractive12q)Boys who smoke shisha are more attractive12r)Trying shisha is part of growing up12s)Smoking cigarettes is expensive12t)Smoking shisha is expensive12u)Smoking cigarettes makes your teeth look yellow12v)Tobacco companies are very bad12w)Choosing not to smoke shisha is a cool choice12x)Choosing not to smoke cigarettes is a cool choice12v)Tobacco companies are very bad12w)Choosing not to smoke cigarettes is a cool choice12x)Choosing not to smoke cigarettes is a cool choice12it hink someone my age who does not smoke cigarettes looks:a)Normal b)For each statement circle to tell us your view.b)Grown up c)coold)Smart (well pre- e)view.strong-willed	attractive123q)Boys who smoke shisha are more attractive123r)Trying shisha is part of growing up123s)Smoking cigarettes is expensive123t)Smoking shisha is expensive123u)Smoking cigarettes makes your teeth look yellow123v)Tobacco companies are very bad123w)Choosing not to smoke shisha is a cool choice123x)Choosing not to smoke cigarettes is a cool choice123x)Choosing not to smoke cigarettes is a cool choice123yTobacco companies are very bad123x)Choosing not to smoke cigarettes is a cool choice123x)Choosing not to smoke cigarettes is a cool choice123yTobacco companies are very bad123x)Choosing not to smoke cigarettes is a cool choice123yGrown up c)Grown up c)Cool cool3yYSmort (well presented) e)YYyYYY </td <td>Attractive1234q)Boys who smoke shisha are more attractive1234r)Trying shisha is part of growing up1234s)Smoking cigarettes is expensive1234t)Smoking shisha is expensive1234u)Smoking cigarettes makes your teeth look yellow1234v)Tobacco companies are very bad1234w)Choosing not to smoke shisha is a cool choice1234x)Choosing not to smoke cigarettes is a cool choice1234it think someone my age who does not smoke cigarettes looks:a)Normal b)11For each statement circle to tell us your view.b)Smart (well presented) strong-willed1</br></br></td>	Attractive1234q)Boys who smoke shisha are more attractive1234r)Trying shisha is part of growing up1234s)Smoking cigarettes is expensive1234t)Smoking shisha is expensive1234u)Smoking cigarettes makes your teeth look yellow1234v)Tobacco companies are very bad1234w)Choosing not to smoke shisha is a cool choice1234x)Choosing not to smoke cigarettes is a cool choice1234it think someone my age who does not smoke cigarettes looks:a)Normal b)11For each statement circle to tell us your

EMPOWERMENT

No.	Questions	Categories and coding				
Q35	Please say whether you agree or disagree with each of the statements below. Please don't leave any out. (<i>Tick all that apply</i>)	Strongly agree (1)	Agree (2)	Neutr (3)	Disagree (4)	Strongly disagree (5)
	a) I feel able to make choices about what I like and do not like for myself	1	2	3	4	5
	 b) I'm confident I can say no to things I do not want to do, even when everyone else is doing it 	1	2	3	4	5
	 c) I have sources of support outside my family 	1	2	3	4	5
	 d) My friends support all my decisions, even if they do not agree with them 	1	2	3	4	5

Other_____

SOCIAL NORMS

No.	Questions	Categories and coding				
Q36	Please say whether you agree or disagree with each of the statements below.	Strongly agree	Agree	Neutr	Disagree	Strongly disagree
		(1)	(2)	(3)	(4)	(5)

		r				
a)	Most people my age smoke tobacco	1	2	3	4	5
b)	Most people my age smoke shisha	1	2	3	4	5
c)	People my age know the health consequences of smoking tobacco	1	2	3	4	5
d)	People my age ignore most anti- smoking tobacco campaigns	1	2	3	4	5
e)	People my age feel pressure to try smoking cigarettes	1	2	3	4	5
f)	People my age feel pressure to try smoking shisha	1	2	3	4	5
g)	It's easy for someone my age to get cigarettes	1	2	3	4	5
h)	It's easy for someone my age to get shisha	1	2	3	4	5

Q38	Please say whether you agree or disagree with the following statements related to what your friends think:	Strongly agree (1)	Agree (2)	Neutr. (3)	Disagree (4)	Strongly disagree (5)
	 a) My friends think I should smoke whenever they are smoking 	1	2	3	4	5
	 b) My friends think I'm cool if I say no to things I don't want to do even when everyone else is doing it 	1	2	3	4	5

Q39	Imagine a close friend was offered a	Strongly	Agree	Neutr.	Disagree	Strongly
	cigarette, and he/she took it. These	agree	(0)	(0)		disagree
	statements give some reasons why he/she	(1)	(2)	(3)	(4)	(5)
	might have done this. Do you agree or					
	disagree with them?					
	a) To fit in with a group	1	2	3	4	5
	b) To become more popular with girls	1	2	3	4	5
	c) To become more popular with boys	1	2	3	4	5
	d) To show they can make decisions for themselves	1	2	3	4	5
	 e) To be more rebellious towards teachers or parents 	1	2	3	4	5
	f) To feel more grown up	1	2	3	4	5
	g) To "stand out" from the group	1	2	3	4	5
	 h) Because they can't afford cigarettes themselves 	1	2	3	4	5
	i) Because it would be rude to refuse	1	2	3	4	5

Q40	Imagine a close friend was offered shisha,	Strongly	Agree	Neutr.	Disagree	Strongly
	and he/she took it. These statements give	agree				disagree
	some reasons why he/she might have done	(1)	(2)	(3)	(4)	(5)
	this. Do you agree or disagree with them?					

a)	To fit in with a group	1	2	3	4	5
b)	To become more popular with girls	1	2	3	4	5
c)	To become more popular with boys	1	2	3	4	5
d)	To show they can make decisions for themselves	1	2	3	4	5
e)	To be more rebellious towards teachers or parents	1	2	3	4	5
f)	To feel more grown up	1	2	3	4	5
g)	To "stand out" from the group	1	2	3	4	5
h)	Because they can't afford shisha themselves	1	2	3	4	5
i)	Because it would be rude to refuse	1	2	3	4	5

SOCIAL INFLUENCES

No.	Questions and Filters	Coding	Categories
Q41	In the past two months, have you	Yes	1
	had a conversation with any	No	0
	adults about smoking?		
Q43	In the past two months, have you	Yes	1
	had a conversation with any of	No	0
	your friends about smoking?		
Q44	If Yes to Q43: What was the	They told me about how harmful it is	1
	conversation about? (Tick all that	We talked about how I feel about smoking	2
	apply)	They encouraged me to refuse cigarettes	3
		They encouraged me to try smoking	4
Q45	Do any of your close family	Yes	1
	members smoke tobacco?	No	0
Q46	If Yes to Q45 : Which ones? (Tick	Mother	1
	all that apply)	Father	2
		Older sister	3
		Older brother	4
		Someone else in my close family	5
Q47	How many of your close friends	None of my close friends smoke	0
	smoke?	Some of my close friends smoke	1
		Most of my close friends smoke	2

FOGG MODEL

F1	How easy or difficult would it be for you to say no in case someone asks you to smoke cigarettes?	Very easy Easy Difficult	1 2 3
		Very difficult DK	4 9
F2	How motivated or unmotivated are you to say no in case someone asks you to smoke cigarettes?	Very motivated Motivated Unmotivated Very unmotivated DK	1 2 3 4 9
F3	How easy or difficult would it be for you to say no in case someone asks you to smoke shisha?	Very easy Easy Difficult Very difficult DK	1 2 3 4 9
F4	How motivated or unmotivated are you to say no in case someone asks you to smoke shisha?	Very motivated Motivated Unmotivated Very unmotivated DK	1 2 3 4 9

BEHAVIORS

The next questions ask about your social activities and whether or not you have ever tried tobacco.

No.	Question	Categories			
Q48	How often do you attend:	Never (0)	1-2 times a month (1)	Once a week (2)	More than twice a week (3)
	c. Bars/ Drinking spots d. Restaurants	0 0	1 1	2 2	
	e. Mall f. Funfairs	0 0	1 1	2 2	3 3
	g. Sporting events e.g., interschool competitions, football games etc i. Funerals/ Funeral receptions	0 0	1 1	2 2	3 3
	j. Friends parties or school parties h. Others <i>(specify)</i>	0 0	1 1	2 2	3 3
Q49	Have you had alcohol in the last month?	l've nev	Yes No er had alcohol		1 0 2

1 1 1 1	In the last month have you had any of the	Yes	1
	following?	No	0
	-	DK	9
	Smirnoff Ice, Beer (Star, Club, etc), Shandy,		
	Brandy, Gin, Bitters, Akpeteshie, Palm wine		
	(fermented), Pito, or any alcoholic drink?	N (A)	
Q50	Have you ever tried any of the following?	Yes (1)	No (0)
	a) Cigarettes	1	0
	b) Marijuana/weed	1	0
-	c) Snuff	1	0
–	d) Hash e) Shisha	1	0
	f) E-Cigarettes	1	0
-	g) Khat	1	0
-	h) Other tobacco products	1	0
	i) Paper without tobacco	1	0
Q51	How old were you when you first tried		Don't remember99
	smoking (any of the above)?		I've never smoked0
			Prefer not to say1
Q52	How many times have you tried cigarettes?	Never	0
QSZ	now many times have you thed tigarettes?	Never	0
		Just once	1
		Two or three times Lots of times	
Q53	If >0 to Q52, Who gave you the cigarettes		
	when you first tried them? (<i>Tick all that</i>	A close friend	1
	apply)	A relative	2
	appiyy	A boy	3
		A girl	4
		A teacher	5
		A stranger	6
		I got it myself	7
		Other (specify)	8
		Prefer not to say	9
Q54	If >0 to Q52: In the last month, how many	0 days	1
	days did you smoke cigarettes?	1 or 2 days	2
	Circle the correct category.	3 to 5 days	3
		6 to 9 days	4
		10 to 19 days	
		20 to 29 days	6
		Every day (all 30 days)	7
Q55	In the last three months, has anyone		
	offered you a cigarette?	Yes, someone my age	1 2
		Yes, an adult	
		No	0
1166	If Yes to Q55 : Did you take it?	Yes	1
Q56	. ,	No	0

057	If No to OF6: How did you feel shout saving	Dura	1
Q57	If No to Q56 : How did you feel about saying no to the offer? (Tick all that apply)	Proud	1
		Happy Sad	2 3
		Uncool	
		Other (specify)	
Q58	How many times have you tried shisha?	Never	0
	,	Just once	
		Two or three times	2
		Lots of times	3
Q59	If >0 to Q58 , who gave you the shisha when	A close friend	1
	you first tried it? (Tick all that apply)	A relative	2
		A boy	3
		A girl	4
		A teacher	5
		A stranger	6
		I got it myself	7
		Other (specify)	8
		Prefer not to say	9
Q60	In the last month, how many days did you	0 days	1
	smoke shisha?	1 or 2 days	2
	Circle the correct category.	3 to 5 days	3
		6 to 9 days	4
		10 to 19 days	5
		20 to 29 days	6
		Every day (all 30 days)	7
Q61	In the last three months, has anyone	Yes, someone my age	1
	offered you shisha?	Yes, an adult	
		No	2
			0
Q62	If Yes to Q61 : Did you take it?	Yes	1
		No	
Q63	If No to Q62 : How did you feel about saying	Proud	
000	no to the offer?	Нарру	
		Sad	
		Uncool	4
		0110001	

No.	Question		Categories
E1	a. Have you ever heard about		Yes1
	SKY Girls?		No0
			DK9
	aa. If E1a "No" or "DK": You may have		Yes1
	seen the SKY symbol. Do you recall	09	No0
	ever seeing this symbol?		DK9
	b. Have you ever read the SKY		Yes1
	magazine?		No0
			DK9
	bb. If E1b "No" or "DK": The magazine	<u>ତ</u> ୧) <i>୭</i> କ	Yes1
	looks like this. Have you seen this		No0
	magazine before?		DK9
		SP SP	
		See Ske	
		Ciccye	
	c. Has SKY ever visited your		Yes1
	school or conducted an activity there?		No0
			DK9
	d. Have you watched any of the		
	SKY Movies "Sugar, Spice n' Sauce"?		Yes1
			No0
			DK9

EXPOSURE (Recall of the SKY Girls campaign)



If "No" or "DK" to all of **E1a, E1aa, E1b, E1bb, E1c, E1d, E1dd**, go directly to **C1** If at least one "Yes" as a response of any **E1a, E1aa, E1b, E1bb, E1c, E1d, E1dd**, please continue with this section:

EXPOSURE (Recognition of the SKY Girls campaign)

E2	When was the first time that you heard of SKY Girls?	More than a year ago Between a year and 6 months ago Less than 6 months ago DK	1 2 3 9
E3	What do you think SKY Girls is about? (Do not read the options to the participant. Select all the words that are mentioned)	Girls Empowerment Be/being true to yourself Making positive choices Knowing what's your thing and not your thing Being unique Smoking/not smoking Stay true to yourself Other (specify)	1 2 3 4 5 6 7 8 9
E4	Have you taken the SKY Girls pledge or signed up to become a SKY Girl?	Yes1 No0 DK9	
E5	If Yes to E4 : How long ago did you take the pledge?	More than a year ago Between a year and 6 months ago Less than 6 months ago	1 2 3

		DK	9
E6	 Are the following statements part of the SKY pledge? a. I pledge to be more competitive in school b. I pledge to be true to myself and what I believe in c. I pledge to respect my parents d. Knowing what's my thing and what's not my thing helps make me who I am 	Yes1 No0 DK9 Yes1 No0 DK9 Yes1 No0 DK9 Yes1 No0 DK9	

If at least one "Yes" as a response of any E1a, E1aa, E1b, E1bb, E1c, E1d, E1dd, please continue with this section:

RECALL EXPOSURE TO SPECIFIC SKY COMPONENTS

No.	Question	Categories	
E7	If "Yes" to E1b or E1bb : You said that you have read the SKY magazine, how many editions have you read?	Only 11 2-32 4 or more3 DK9	
E8	If "Yes" to E1b or E1bb : What do you remember the most about the magazines? (open-ended)		
E9	Have you ever listened to SKY Live on YFM, Facebook, or WhatsApp?	Yes1 No0 DK9	
E10	If Yes to E9 , how often do you listen to SKY Live? Would you say you it is every week, 2-3 times a month, once a month or less often?	Never1 Less often2 Once a month3 2-3 times a month4 Every week5	
E11	Have you ever attended a SKY party at a mall?	Yes1 No0 DK9	
E12	If Yes to E11 , how many times?		
E13	If Yes to E1c , You said that SKY has visited your school. How many times has SKY visited your school?	Only once1 2 or 3 times2 4 or more times3	

E14	Which activities has SKY conducted at	SKY Girls introduction in my school	Yes.1 No.0 DK.9
	your school?	SKY Girls movie showing	
	APPLY	SKY Do Your Thing talent	Yes.1 No.0 DK.9
		competition	
		SKY Club in my school	Yes.1 No.0 DK.9
		SKY Magazine drop off or	
		distribution	Yes.1 No.0 DK.9
		SKY High School Tour with celebrity	
		appearances	Yes.1 No.0 DK.9
			Yes.1 No.0 DK.9
E15	Do you know if there is a SKY Girls Club	Yes1	
	in your school?	No0	
	,	DK9	
F4 0			
E16	Are you a member of a SKY Club in your	Yes1	
	school?	No0	
		DK9	
E17	Have you ever watched a SKY vlog	No, never1	
	episode?	Yes, sometimes2	
		Yes, many times3	
E18	Do you receive text messages from SKY	Yes1	
	Girls?	No0	
		DK9	
E19	If yes, what have the text messages		
	said? (open-ended)		
E20	Have you seen a SKY truck in your	Yes1	
	neighbourhood?	No0	
E21	Have you beard the SKV same	DK9 Yes1	
	Have you heard the SKY song "Unstoppable" by Cina Soul and SKY	No0	
	Girls?	DK9	
E22		Yes1	
	If Yes to E21 , can you repeat any of the	No0	
	lyrics?	DK9	
E23	If Yes to E22 , what words from the song	585	
	stand out most for you? (open ended)		
534		The first are set #0	
E24	If Yes to E1d or E1dd:	The first one only "Sugar, Spice n' Sauce"1	
	You said the at you have watched a SKY	The second one only "Sugar, Spice	
	Movie "Sugar, Spice n' Sauce."	n' Sauce: Back 2 school"2	
	Which movie have you seen?	Both3	
		DK9	

E25	If Yes to E1d or E1dd, who was your	Maame1	
	favourite character? (do not read out the	Alice2	
	options)	Naa3	
		Marcia4	
		Mina5	
		Ama6	
		Nicole7	
		Kwamena8	
		Charles9	
		Aboagye10	
		Damien11	
		Mr Dovlo12	
		Maame's father13	
		Maame's mother14	
		Marcia's mother15	
		Can't remember99	
E26	Do you follow SKY Girls on social media?	Yes1 No0 DK9	
E27	If Yes E26 , in which media?	Facebook	Yes.1 No.0 DK.9
		Instagram	Yes.1 No.0 DK.9
		YouTube	Yes.1 No.0 DK.9
			163.1 110.0 DK.9
E28	Do you belong to a SKY group on	Yes1	
	WhatsApp?	No0	
		DK9	

If at least one "Yes" as a response of any E1a, E1aa, E1b, E1bb, E1c, E1d, E1dd, please continue with this section:

RECOGNITION OF SKY MESSAGES

	I am going to read you some statements about SKY Girls and I would like for you to tell me if you "strongly agree", "agree", are "neutral," "disagree" or "strongly disagree" with each of them.		
R1	SKY girls is about making decisions that you feel are right for you	SD1 D2 N3 A4 SA5 DK9	
R2	SKY Girls is about being true to yourself	SD1 D2 N3 A4 SA5 DK9	
R3	SKY Girls is about being good at sports	SD1 D2 N3 A4 SA5 DK9	

R4	SKY Girls is about doing your thing	SD1 D2 N3 A4 SA5 DK9	
R5	SKY Girls is about spending time on your own	SD1 D2 N3 A4 SA5 DK9	
R6	Dancing is a popular SKY Girls thing	SD1 D2 N3 A4 SA5 DK9	
R7	Smoking is not a SKY Girls thing	SD1 D2 N3 A4 SA5 DK9	
R8	SKY generation is 100% swagged up/no shisha	SD1 D2 N3 A4 SA5 DK9	

If at least one "Yes" as a response of any E1a, E1aa, E1b, E1bb, E1c, E1d, E1dd, please continue with this section:

SATISFACTION WITH SKY

S1	How often do you talk with your friends about SKY or any SKY content you have seen?	Very often4 Often3 Sometimes2 Rarely1 Never0	
S2	Who do you talk about SKY with? (Select all that apply)	My close girl friends only1 Girls outside my close group of friends2 Boys3 With family members4	
S3	On a scale of one to five, where 1 is 'not at all important' and 5 is 'very important', how important is SKY Girls to you?	Not at all important1 Not important2 Indifferent3 Important4 Very important5	
S4	Of the different ways of connecting with SKY Girls, which is the most important to you?	SKY Live1 SKY Magazine2 SKY Girls on Facebook3 SKY Girls on Instagram4 SKY Girls via WhatsApp5 SKY Girls Takeover parties at malls6 SKY Girls at my school7 SKY Girls on YouTube8	

	Did SKY help you to do any of the following things? Please reply with yes or no.		
S5	a. Feel confident to make decisions for myself	Yes1 No0 DK9	
S6	b. Connect with friends and other girls my age	Yes1 No0 DK9	
S7	c. Think about my future and what I want	Yes1 No0 DK9	
S8	d. Be inspired by other girls and women	Yes1 No0 DK9	
S9	e. Reject shisha or cigarettes if offered by someone	Yes1 No0 DK9	

All participants should respond to this section:

CONFOUNDING PROGRAMS

No.	Question	Categories	
C1	Do you know of any organizations, programs, or club that encourage young girls to express themselves?	Yes1 No0 DK9	
C2	If Yes to C1 , how did you hear about it or about them?	Social media1 School2 Church3 Government organization4 NGO5 Radio6 TV7 Newspaper or magazine8 Poster/street add/Flyer10 Others11 DK9	
C3	If Yes to C1 , do you know if these organizations, programs, or clubs address smoking? (ask for each club participant mentioned)	Yes1 No0 DK9	

C4	If Yes to C1 , have you participated in any of them?	Yes1 No0 DK9	
C5	If Yes to C4 , which ones? (open-ended)		
C6	If Yes to C4 , how many of the organizations, programs, or clubs that you participated in addressed smoking?	None0 One1 More than one2	