## 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

| City | Accra ..................... 1 Kumasi ................ 2 Sunyani ............ 3 Teshie................. 4 |
| :---: | :---: |
| EA number |  |
| Structure Number |  |
| Household number |  |
| Respondent's line no. |  |
| Supervisor Code |  |
| Field Assistant Code |  |
| Date | Day/Month/Year $\qquad$ / $\qquad$ 1 $\qquad$ |
| HH GPS coordinates | Latitude: |
|  | Longitude: |


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

## 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? | Wall Clock | 1 | 0 |
|  | c. A radio? | Radio | 1 | 0 |
|  | e. A color television? | Color Television | 1 | 0 |
|  | f. A mobile telephone? | Mobile Telephone . | 1 | 0 |
|  | h. A refrigerator? | Refrigerator | 1 | 0 |
|  | 1. Computer/Tablet computer? <br> n. Video deck/DVD/VCD? | Computer/Tablet | 1 | 0 |
|  | o. Sewing machine? | Video Deck/DVD/VCD | 1 | 0 |
|  | r. Cabinet/cupboard? | Sewing Machine | 1 | 0 |
|  | s. Access to the Internet in any device? | Cabinet/Cupboard | 1 | 0 |
|  |  | Internet access . . | 1 | 0 |
| HQ10. | Does your household have? <br> e. A car or truck | Car/Truck . . | 1 | 0 |


| HQ11. | Does any member of this household have a Bank account? | Yes $\ldots \ldots \ldots .1$ |
| :--- | :--- | :--- |
|  |  | No $\ldots \ldots \ldots . . .0$ |

## BACKGROUND

Line number of the respondent in the household rooster

| No. | Question | Coding | Categories |
| :---: | :---: | :---: | :---: |
| Q1 | Circle Sex of the respondent | Male Female | $\text { ................................... } 1$ |
| Q2 | How old are you in complete years? (confirm there is not an inconsistency with the baseline age) | 13 years old <br> 14 years old <br> 15 years old <br> 16 years old <br> 17 years old <br> 18 years old <br> 19 years old | ................................... 1 .....................$~$ .3 |
| N1 | Do you live in Greater Accra? | No (skip to N3) | $\text { ..................................... } 1$ |
| N2 | If Yes to N1, In which of these neighbourhoods do you live? | Madina Adenta St Johns Achimota Spintex Haatso Legon Dome Other (please state) | ......................$~$ |


| N3 | Do you currently attend school, or have you attended school during the last year? | Yes No (skip to Q8) | ................................ 0 |
| :---: | :---: | :---: | :---: |
| N4 | If Yes to $\mathbf{N} \mathbf{3}$, what is the name of your school? | List attached below |  |
| Q7 | If Yes to N3, what is the highest grade that you have completed? which class are you in? |  |  |
| N6 | If Yes to $\mathbf{N 3}$, Is your school located in Greater Accra? |  |  |
| N7 | If Yes to N6, in which of these neighbourhoods is your school located? | Madina Adenta St Johns Achimota Spintex Haatso Legon Dome Other (please state) | _................... 1 <br> $\ldots . . . . . . . . . . . . . . . . . ~$ <br>  <br> $\ldots . . . . . . . . . . . . . . . . ~$ |
| Q8 | Do you own/have access to a mobile phone? | Yes, I own a mobile phone with internet Yes, I own a mobile phone with no internet I have access to a mobile phone which is not mine with internet <br> I have access to a mobile phone which is not mine without internet <br> No, I do not own or have access to a phone (go to Q14) | ......................$~$ |
| Q9 | If Yes to Q8, can you please provide the complete number ( $s$ )? | $1 \quad 1 \quad 1$ |  |
|  |  |  |  |



|  |  | Internet on a mobile <br> phone | $\ldots \ldots .1$ | $\ldots \ldots .2$ | $\ldots \ldots .0$ |
| :--- | :--- | :--- | :--- | :--- | :--- |


| Q16 | In the past week, how often did you use/visit the <br> following websites/apps? | Never <br> $(0)$ | $1-2$ <br> times <br> $(1)$ | $3-5$ times <br> $(2)$ | Every <br> day <br> $(3)$ |
| :---: | :--- | :---: | :---: | :---: | :---: |
|  | 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 | Categories |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Q17 | Which of the following do you think are tobacco products? (Tick all that apply) Read out |  | Yes | No | I don't know |
|  |  | a) Cigarettes <br> b) Marijuana <br> c) Snuff <br> d) Betel leaves <br> e) Hash <br> f) Weed <br> g) Shisha <br> h) Chewing Tobacco <br> i) E-Cigarettes <br> j) Cigars <br> k) Khat | $\begin{aligned} & . . . . . .1 \\ & \ldots . . . .1 \\ & \ldots . . . .1 \\ & . . . . . ~ \\ & . . . . . ~ \\ & \hline \end{aligned}$ | $\begin{gathered} \ldots \ldots . .0 \\ \ldots \ldots . .0 \\ \ldots \ldots .0 \\ \ldots \ldots .0 \\ \ldots \ldots .0 \\ \ldots \ldots .0 \\ \ldots \ldots . .0 \\ \ldots \ldots . .0 \\ \\ \ldots \ldots . .0 \\ \ldots \ldots .0 \\ \ldots . . . . . .0 \end{gathered}$ |  |
| Q18 | Are there any health consequences from smoking cigarettes? <br> **If No or DK, skip to Q20 |  | ...... 1 | ...... 0 | ..... 9 |
| Q19 | What are these health consequences from smoking cigarettes? (Tick all that apply) | a) Coronary heart disease <br> b) Stroke <br> c) Lung cancer <br> d) Can affect the baby's health if a pregnant woman smoke <br> e) Other (specify) | $\begin{aligned} & . . . . . .1 \\ & \\ & \ldots . . . . .1 \\ & . . . . .1 \\ & . . . . .1 \end{aligned}$ | $\begin{gathered} \ldots . . .0 \\ \\ \ldots . . . .0 \\ \ldots . . .0 \\ \ldots . . .0 \end{gathered}$ | $\begin{aligned} & \hline . . . . .9 \\ & \\ & . . . . .9 \\ & \ldots . . . .9 \\ & . . . . .9 \end{aligned}$ |


| Q20 | Are there any health consequences from smoking shisha? <br> **If No or DK, skip to Q22 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q21 | What are these health consequences from smoking shisha? (Tick all that apply) | a) Coronary heart disease <br> b) Stroke <br> c) Lung cancer <br> d) Can affect the baby's health if a pregnant woman smoke <br> e) Other (specify) $\qquad$ |  | $\begin{aligned} & . . . . . .1 \\ & \\ & \ldots . . . .1 \\ & \ldots . . .1 \\ & \ldots . . . .1 \end{aligned}$ | $\begin{aligned} & \hline . . . . .0 \\ & \\ & \ldots . . . .0 \\ & \ldots . .0 \\ & \ldots . . .0 \end{aligned}$ | $\begin{aligned} & \hline . . . . .9 \\ & \\ & . . . . .9 \\ & \ldots . . . .9 \\ & . . . . .9 \end{aligned}$ |
| Q22 | How much damage can smoking $\qquad$ cause to your health? <br> *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) | Irreversible damage (2) |  | I don't know (9) |
|  | a) Shisha |  |  |  |  |  |
|  | b) Cigarettes |  |  |  |  |  |

## EXPOSURE TO MESSAGES ABOUT TOBACCO

|  |  |  | TV | Radio | Posters | Magazi nes | Social media |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q23 | In the past month, have you seen or heard any messages about the harms of smoking on each of the following media? (Tick all that apply) | Yes, lots <br> Yes, some <br> No | $\begin{aligned} & \hline . . . . . . .0 \\ & \ldots . . . . . ~ \\ & \text {..... } 2 \end{aligned}$ | $\begin{aligned} & . . . . . . . . ~ \\ & . . . . . ~ \\ & . . . . . . ~ \\ & \hline \end{aligned}$ | $\begin{aligned} & . . . . . . . . ~ \\ & . . . . . ~ \\ & . . . . . . ~ \end{aligned}$ | $\begin{aligned} & . . . . . . . . ~ \\ & . . . . . ~ \\ & \text {...... } 2 \end{aligned}$ | $\begin{aligned} & \hline . . . . . . .0 \\ & \ldots . . . . . . . ~ \\ & \text {..... } 2 \end{aligned}$ |
| T1 | If Yes to Q23, was it a message from SKY Girls? | Yes <br> No <br> DK | $\begin{aligned} & \hline . . . . . . .1 \\ & \ldots . . . .0 \\ & . . . . . . ~ \end{aligned}$ | $\begin{aligned} & \hline . . . . . . . ~ \\ & \hline . . . .0 \\ & \ldots . . . . ~ \\ & \hline \end{aligned}$ | $\begin{aligned} & \hline . . . . . .1 \\ & \ldots . . . .0 \\ & . . . . . ~ \\ & \hline \end{aligned}$ | $\begin{aligned} & \hline . . . . . . . ~ \\ & \hline . . . .0 \\ & . . . . . ~ \\ & \hline \end{aligned}$ | $\begin{aligned} & \hline . . . . . . .1 \\ & \ldots . . . .0 \\ & . . . . . . ~ \end{aligned}$ |


| Q24 | In the past month, have you seen any advertisements for cigarettes or shisha? | No, none Yes, some Yes, lots |  |  | $\begin{aligned} & \hline \ldots . . . . . . . . . . . . ~ \\ & \hline . . . . . . . . . ~ \\ & \hline \\ & \text {............ } 2 \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q27 | If Yes to Q24: how did the person (s) in the advertisement look like? | Strongly agree (1) | Agree <br> (2) | Neutral <br> (3) | Disagre e <br> (4) | Strongly disagre e (5) |
|  | a) Cool |  |  |  |  |  |
|  | b) Healthy |  |  |  |  |  |
|  | c) Happy |  |  |  |  |  |


|  | d) Young |  |  |
| :---: | :---: | :---: | :---: |
|  | e) Wealthy |  |  |
| Q28 | In the past month, have you seen anyone smoking in films, videos, TV or magazine pictures? | No, none Yes, some Yes, lots | .............. 0 <br> $\ldots . . . . . . . . . . . . ~$ |
| Q29 | In the past month, have you seen pictures/videos of any of your friends smoking in social media? | No, none Yes, some Yes, lots | ..............$~$ <br> ............$~$ |
| Q30 | If you attended school, were you taught in any of your classes about the consequences of smoking tobacco? | Yes <br> No <br> I don't know | $\begin{aligned} & \hline . . . . . . . . . . . . . . ~ \\ & \hline \end{aligned}$ |
| T2 | If Yes to Q30, who provided the information? (read out all options) | A teacher <br> A doctor or nurse <br> A government official <br> SKY girls <br> A church <br> Others |  |

## BELIEFS AND ATTITUDES

| No. | Questions | Categories and coding |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q33 | Please say whether you agree or disagree with each of the statements below. Please don't leave any out. (Tick all that apply) | Strongly agree <br> (1) | Agree <br> (2) | Neutr. (3) | Disagree <br> (4) | Strongly disagree (5) |
| Positiv e beliefs toward s <br> smokin g | a) Smoking cigarettes helps with stress | 1 | 2 | 3 | 4 | 5 |
|  | b) Smoking cigarettes makes you confident | 1 | 2 | 3 | 4 | 5 |
|  | c) Smoking cigarettes is enjoyable | 1 | 2 | 3 | 4 | 5 |
|  | d) Smoking cigarettes makes you more intelligent | 1 | 2 | 3 | 4 | 5 |
|  | e) Smoking cigarettes is cool | 1 | 2 | 3 | 4 | 5 |
|  | 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 |
|  | l) 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 |
|  | o) People who smoke shisha are more popular | 1 | 2 | 3 | 4 | 5 |


|  | p) Girls who smoke shisha are more attractive | 1 | 1 | 2 | 3 | 4 | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | q) Boys who smoke shisha are more attractive | 1 | 1 | 2 | 3 | 4 | 5 |
|  | r) Trying shisha is part of growing up | 1 | 1 | 2 | 3 | 4 | 5 |
| Negativ | s) Smoking cigarettes is expensive | 1 | 1 | 2 | 3 | 4 | 5 |
| e/neutr | t) Smoking shisha is expensive |  |  |  |  |  |  |
| al beliefs | u) Smoking cigarettes makes your teeth look yellow | 1 | 1 | 2 | 3 | 4 | 5 |
| towards | v) Tobacco companies are very bad | 1 | 1 | 2 | 3 | 4 | 5 |
| smoking | w) Choosing not to smoke shisha is a cool choice | 1 | 1 | 2 | 3 | 4 | 5 |
|  | x) Choosing not to smoke cigarettes is a cool choice | 1 | 1 | 2 | 3 | 4 | 5 |
| Q34 | I think someone my age who does not smoke cigarettes looks: <br> For each statement circle to tell us your view. | a) N <br> b) <br> c) C <br> d) S <br> e) $S$ <br> f) $S$ <br> g) $B$ <br> Othe |  | ell pr illed | ted) | $\begin{aligned} & \text { Yes } \\ & \ldots . . . . . .1 \\ & \ldots . . . . . ~ \\ & \hline . . . . . . ~ \\ & \hline \end{aligned}$ | No $\qquad$ <br> ........ 0 <br> ........ 0 <br> ........ 0 <br> ........ 0 <br> ........ 0 <br> ........ 0 |

## 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. (Tick all that apply) | Strongly agree <br> (1) | Agree <br> (2) | Neutr <br> (3) | Disagree <br> (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 |

## SOCIAL NORMS

| No. | Questions | Categories and coding |  |  |  |  |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: |
| Q36 | Please say whether you agree or disagree <br> with each of the statements below. | Strongly <br> agree <br> (1) | Agree | Neutr | Disagree | Strongly <br> disagree <br> $(5)$ |


|  | 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 antismoking 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 <br> (1) | Agree <br> (2) | Neutr. <br> (3) | Disagree <br> (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 cigarette, and he/she took it. These statements give some reasons why he/she might have done this. Do you agree or disagree with them? | Strongly agree <br> (1) | Agree <br> (2) | Neutr. (3) | Disagree <br> (4) | Strongly disagree (5) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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, <br> and he/she took it. These statements give <br> some reasons why he/she might have done <br> this. Do you agree or disagree with them? | Strongly <br> agree <br> (1) | Agree | Neutr. | Disagree | Strongly <br> disagree <br> (5) |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: |


| 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 had a conversation with any adults about smoking? | $\begin{aligned} & \text { Yes } \\ & \text { No } \end{aligned}$ | $\text { .............................. } 1$ |
| Q43 | In the past two months, have you had a conversation with any of your friends about smoking? | $\begin{aligned} & \text { Yes } \\ & \text { No } \end{aligned}$ | $\text { ............................. } 1$ |
| Q44 | If Yes to Q43: What was the conversation about? (Tick all that apply) | They told me about how harmful it is <br> We talked about how I feel about smoking They encouraged me to refuse cigarettes <br> They encouraged me to try smoking | ................. 1 <br> ....................$~$ <br> ...........$~$ <br>  <br> ................. 4 |
| Q45 | Do any of your close family members smoke tobacco? | $\begin{aligned} & \text { Yes } \\ & \text { No } \end{aligned}$ | $\text { ............................. } 0$ |
| Q46 | If Yes to Q45: Which ones? (Tick all that apply) | Mother Father Older sister Older brother <br> Someone else in my close family | ...................$~$ |
| Q47 | How many of your close friends smoke? | None of my close friends smoke Some of my close friends smoke Most of my close friends smoke | ...................................................... 2 |

## FOGG MODEL

$\left.\begin{array}{|c|l|r|r|}\hline \text { F1 } & \begin{array}{l}\text { How easy or difficult would it be } \\ \text { for you to say no in case } \\ \text { someone asks you to smoke } \\ \text { cigarettes? }\end{array} & \begin{array}{r}\text { Very easy } \\ \text { Easy }\end{array} & \ldots . . . . . . . . . . . . . . . . . . . . . . . . . ~ \\ \text { Difficult }\end{array}\right)$

## 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 | ........... 0 | ........... 1 | ........... 2 | ........... 3 |
|  | d. Restaurants | ........... 0 | ........... 1 | ........... 2 | ........... 3 |
|  | e. Mall | ........... 0 | ........... 1 | ........... 2 | ........... 3 |
|  | f. Funfairs | ........... 0 | ........... 1 | ........... 2 | ........... 3 |
|  | g. Sporting events e.g., interschool competitions, football games etc |  |  |  |  |
|  |  | ........... 0 | ........... 1 | ........... 2 | ........... 3 |
|  | i. Funerals/ Funeral receptions | ........... 0 | ........... 1 | ........... 2 | ........... 3 |
|  | j. Friends parties or school parties | ........... 0 | ........... 1 | ........... 2 | ........... 3 |
|  | h. Others (specify) | ........... 0 | ........... 1 | ........... 2 | ........... 3 |
| Q49 | Have you had alcohol in the last month? |  | Yes |  | ...... 1 |
|  |  |  | No |  | ..... 0 |
|  |  | I've ne | $r$ had alcohol |  | ...... 2 |


| B1 | In the last month have you had any of the following? <br> Smirnoff Ice, Beer (Star, Club, etc), Shandy, Brandy, Gin, Bitters, Akpeteshie, Palm wine (fermented), Pito, or any alcoholic drink? | Yes <br> No <br> DK | .......................$~$ |
| :---: | :---: | :---: | :---: |
| 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 | 1 | 0 |
|  | 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 smoking (any of the above)? | $1$ | Don't remember .... 99 <br> I've never smoked .... 0 <br> Prefer not to say ...... 1 |
| Q52 | How many times have you tried cigarettes? | Never <br> Just once <br> Two or three times Lots of times | .................... 0 ...................... 1 ...................... 2 ............. 3 |
| Q53 | If >0 to Q52, Who gave you the cigarettes when you first tried them? (Tick all that apply) | A close friend <br> A relative <br> A boy <br> A girl <br> A teacher <br> A stranger <br> I got it myself <br> Other (specify). $\qquad$ <br> Prefer not to say |  |
| Q54 | If >0 to Q52: In the last month, how many days did you smoke cigarettes? <br> Circle the correct category. | 0 days 1 or 2 days 3 to 5 days 6 to 9 days 10 to 19 days 20 to 29 days Every day (all 30 days) | .................. 1 <br> ................... 2 <br> $\ldots . . . . . . . . . . . . . . . . ~$ |
| Q55 | In the last three months, has anyone offered you a cigarette? | Yes, someone my age Yes, an adult No | .................. 1 ................... 2 ................... 0 |
| Q56 | If Yes to Q55: Did you take it? | Yes <br> No | ................................... 0 |


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

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 <br> Between a year and 6 months ago Less than 6 months ago DK | $\begin{array}{r} \ldots . . . . . . ~ \\ \hline \end{array}$ |
| :---: | :---: | :---: | :---: |
| 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) | $\begin{aligned} & \ldots . . . . . . ~ \\ & \ldots \\ & \ldots . . . . . . ~ \\ & \ldots \\ & \ldots . . . . . \\ & \ldots \\ & \ldots . . . . . \\ & \ldots \end{aligned}$ |
| E4 | Have you taken the SKY Girls pledge or signed up to become a SKY Girl? | $\begin{array}{r} \text { Yes.... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \end{array}$ |  |
| 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 | $\begin{aligned} & . . . . . . . . ~ \\ & . . . . . . . ~ \\ & \ldots \\ & \ldots . . . . . . ~ \end{aligned}$ |


|  |  | DK | ........ 9 |
| :---: | :---: | :---: | :---: |
| E6 | Are the following statements part of the SKY pledge? <br> a. I pledge to be more competitive in school <br> b. I pledge to be true to myself and what I believe in <br> c. I pledge to respect my parents <br> d. Knowing what's my thing and what's not my thing helps make me wholam | Yes... 1 No... 0 DK... 9 <br> Yes... 1 No... 0 DK... 9 <br> Yes... 1 No... 0 DK... 9 <br> Yes... 1 No... 0 DK... 9 |  |

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: <br> You said that you have read the SKY magazine, how many editions have you read? | $\begin{array}{r} \text { Only } 1 . . . .1 \\ 2-3 . . . .2 \\ 4 \text { or more.... } 3 \\ \text { DK..... } 9 \end{array}$ |  |
| 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? | $\begin{array}{r} \text { Yes.... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \end{array}$ |  |
| 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? | Never... 1 <br> Less often... 2 <br> Once a month... 3 <br> 2-3 times a month... 4 Every week... 5 |  |
| E11 | Have you ever attended a SKY party at a mall? | $\begin{array}{r} \hline \text { Yes.... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \\ \hline \end{array}$ |  |
| E12 | If Yes to E11, how many times? | $\mid$ |  |
| E13 | If Yes to E1c, <br> You said that SKY has visited your school. How many times has SKY visited your school? | $\begin{array}{r} \text { Only once... } 1 \\ 2 \text { or } 3 \text { times... } 2 \\ 4 \text { or more times... } 3 \end{array}$ |  |


| E14 | Which activities has SKY conducted at your school? <br> APPLY | SKY Girls introduction in my school SKY Girls movie showing SKY Do Your Thing talent competition SKY Club in my school SKY Magazine drop off or distribution SKY High School Tour with celebrity appearances | Yes. 1 No. 0 DK. 9 <br> Yes. 1 No. 0 DK. 9 <br> Yes. 1 No. 0 DK. 9 <br> Yes. 1 No. 0 DK. 9 <br> Yes. 1 No. 0 DK. 9 <br> Yes. 1 No. 0 DK. 9 |
| :---: | :---: | :---: | :---: |
| E15 | Do you know if there is a SKY Girls Club in your school? | $\begin{array}{r} \text { Yes.... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \end{array}$ |  |
| E16 | Are you a member of a SKY Club in your school? | $\begin{array}{r} \text { Yes.... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \end{array}$ |  |
| E17 | Have you ever watched a SKY vlog episode? | No, never... 1 <br> Yes, sometimes... 2 Yes, many times... 3 |  |
| E18 | Do you receive text messages from SKY Girls? | $\begin{array}{r} \hline \text { Yes.... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \end{array}$ |  |
| E19 | If yes, what have the text messages said? (open-ended) |  |  |
| E20 | Have you seen a SKY truck in your neighbourhood? | $\begin{array}{r} \hline \text { Yes.... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \end{array}$ |  |
| E21 | Have you heard the SKY song "Unstoppable" by Cina Soul and SKY Girls? | $\begin{array}{r} \hline \text { Yes.... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \end{array}$ |  |
| E22 | If Yes to E21, can you repeat any of the lyrics? | $\begin{array}{r} \hline \text { Yes.... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \end{array}$ |  |
| E23 | If Yes to E22, what words from the song stand out most for you? (open ended) |  |  |
| E24 | If Yes to E1d or E1dd: <br> You said the at you have watched a SKY Movie "Sugar, Spice n' Sauce." <br> Which movie have you seen? | The first one only "Sugar, Spice n' <br> Sauce" ... 1 <br> The second one only "Sugar, Spice <br> n' Sauce: Back 2 school" ... 2 <br> Both.... 3 <br> DK... 9 |  |


| E25 | If Yes to E1d or E1dd, who was your favourite character? (do not read out the options) | Maame... 1 Alice... 2 Naa... 3 Marcia... 4 Mina... 5 Ama... 6 Nicole... 7 Kwamena... 8 Charles... 9 Aboagye... 10 Damien... 11 Mr Dovlo... 12 Maame's father... 13 Maame's mother... 14 Marcia's mother... 15 Can't remember... 99 |  |
| :---: | :---: | :---: | :---: |
| E26 | Do you follow SKY Girls on social media? | Yes... 1 No... 0 DK... 9 |  |
| E27 | If Yes E26, in which media? | Facebook Instagram YouTube | Yes. 1 No. 0 DK. 9 <br> Yes. 1 No. 0 DK. 9 <br> Yes. 1 No. 0 DK. 9 |
| E28 | Do you belong to a SKY group on WhatsApp? | $\begin{array}{r} \text { Yes... } 1 \\ \text { No... } 0 \\ \text { DK... } 9 \end{array}$ |  |

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 <br> about SKY Girls and I would like for you to <br> tell me if you "strongly agree", "agree", are <br> "neutral," "disagree" or "strongly disagree" <br> with each of them. |  |  |
| :---: | :--- | :--- | :--- |
| R1 | SKY girls is about making decisions that you <br> feel are right for you | SD... 1 D... 2 N... 3 A... 4 SA... 5 DK.. 9 |  |
| R2 | SKY Girls is about being true to yourself | SD... 1 D... 2 N... 3 A... 4 SA... 5 DK.. 9 |  |
| R3 | SKY Girls is about being good at sports | SD... 1 D... 2 N... 3 A... 4 SA... 5 DK.. 9 |  |


|  |  |  |  |
| :---: | :--- | :--- | :--- |
| R4 | SKY Girls is about doing your thing | SD... 1 D... 2 N... 3 A... 4 SA... 5 DK.. 9 |  |
| R5 | SKY Girls is about spending time on your <br> own | SD... 1 D... 2 N... 3 A... 4 SA... 5 DK.. 9 |  |
| R6 | Dancing is a popular SKY Girls thing | SD... 1 D... 2 N... 3 A... 4 SA... 5 DK.. 9 |  |
| R7 | Smoking is not a SKY Girls thing | SD... 1 D... 2 N... 3 A... 4 SA... 5 DK.. 9 |  |
| R8 | SKY generation is $100 \% ~ s w a g g e d ~ u p / n o ~$ <br> shisha | SD... 1 D... 2 N... 3 A... 4 SA... 5 DK.. 9 |  |

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 often... 4 <br> Often... 3 <br> Sometimes... 2 <br> Rarely... 1 <br> Never... 0 |
| :---: | :---: | :---: |
| S2 | Who do you talk about SKY with? (Select all that apply) | My close girl friends only... 1 Girls outside my close group of friends... 2 <br> Boys... 3 <br> With family members... 4 |
| 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 important... 1 <br> Not important... 2 <br> Indifferent... 3 <br> Important... 4 <br> Very important... 5 |
| S4 | Of the different ways of connecting with SKY Girls, which is the most important to you? | SKY Live ... 1 <br> SKY Magazine... 2 <br> SKY Girls on Facebook... 3 <br> SKY Girls on Instagram... 4 <br> SKY Girls via WhatsApp... 5 <br> SKY Girls Takeover parties <br> at malls... 6 <br> SKY Girls at my school... 7 <br> SKY Girls on YouTube... 8 |


|  | Did SKY help you to do any of the following <br> things? Please reply with yes or no. |  |  |
| :--- | :--- | :--- | :--- |
| S5 | a. Feel confident to make decisions for <br> myself | Yes...1 No...0 DK...9 |  |
| S6 | b. Connect with friends and other girls my <br> age | Yes...1 No...0 DK...9 |  |
| S7 | c. Think about my future and what I want | Yes...1 No...0 DK...9 |  |
| S8 | d. Be inspired by other girls and women | Yes...1 No...0 DK...9 |  |
| S9 | e. Reject shisha or cigarettes if offered by <br> someone | Yes...1 No...0 DK...9 |  |

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? | Yes... 1 <br> No... 0 <br> DK... 9 |  |
| C2 | If Yes to C1, how did you hear about it or about them? | Social media... 1 School.... 2 Church.... 3 Government organization... 4 NGO... 5 Radio... 6 TV... 7 Newspaper or magazine... 8 Poster/street add/Flyer... 10 Others... 11 DK... 9 |  |
| C3 | If Yes to C1, do you know if these organizations, programs, or clubs address smoking? (ask for each club participant mentioned) | Yes... 1 <br> No... 0 <br> DK... 9 |  |

\(\left.$$
\begin{array}{|c|l|r|r|}\hline \text { C4 } & \begin{array}{l}\text { If Yes to C1, have you participated in } \\
\text { any of them? }\end{array} & \begin{array}{r}\text { Yes...1 } \\
\text { No...0 } \\
\text { DK...9 }\end{array}
$$ \& <br>

\hline C5 \& If Yes to C4, which ones? (open-ended) \& None...0 \& One...1\end{array}\right]\)| More than one...2 |
| :--- |

