Supplementary Tables

Supplementary Table 1: Background Characteristics **Sample Size:** 1314**; Year:** 2015- 2016 **;Study Design:** Cross-sectional survey**; Place:** Odisha & Rajasthan		
Variable	**Smokeless Tobacco Users (n=885)**	**Smokers (n=426)**
Age (Mean) in years	41	51
Age of Initiation in years	20	25
Gender Male Female	 78% 22%	 93% 7%
Education Primary School and Above	92%	69%
Marital Status Married Unmarried	 83% 17%	 94% 6%
Religion Hindus Muslims Christians	 88% 11% 1%	 75% 25% 77%
Caste SC/ST Others	 45% 55%	 77% 23%
Residence Rural Urban	 49% 51%	 58% 42%
Occupation Unemployed, Housewives, Students , Retirees (reference category) Laborer Self-employed Salaried	28% 18% 36% 17%	6% 38% 38% 17%
Intervention: if the respondent resides in one of the districts where intervention was done	73%	67%
End-line	63%	52%
Health Facility Level Variables: Population covered by the facility/1000	83	64
Number of visits to a physician in last 12 months If the respondent visited 3 or more times Less than 3 times	 3% 97%	 27% 73%
An Index of Exposure to IEC material	66	86
Intention to quit tobacco in next 30 days	55%	51%

Supplementary Table 2: Tobacco Consumption Pattern and FTND Scale Items
Sample Size: 1314**; Year:** 2015- 2016**; Study Design:** Cross-sectional survey**; Place:** Odisha & Rajasthan

Variable	Smokeless Tobacco Users (n=885)	Smokers (n=426)
Types of Products	Gutkha & Gutkha + Khaini: 32% Khaini & Nasal Use of snuff: 16% Betel quid,tobacco & Khaini + betel quid: 52%	Bidi, Cigar &Hookah:82% Cigarette, Hookah & E-cigarette:18%
Tobacco consumption frequency	1 pack per week:21% 2-3 packs per week:21% >3packs per week :58%	0-10 sticks per day:71% 11-20 sticks per day:26% 21-30 sticks per day:4%
Number of quit attempts in the last 12 months 5 and less (reference category) Within 6 – 10 times More than 10 times	 79% 19% 2%	 73% 24% 3%
FTND Variables		
How soon after waking up does the respondent place the first quid (chew)/smoke? after 60 minutes (reference category) 31-60 minutes 6-30 minutes Within 5 minutes	 12% 31% 42% 16%	 7% 12% 27% 55%
Which chew/cigarette would the respondent hate to give up most? All the others (reference category) First one in the morning	 81% 19%	 88% 12%
Does the respondent chew/smoke more frequently during the first hours after awakening than during the rest of the day? Yes No	 14% 86%	 57% 43%
Does the respondent chew/smoke even if he/she is ill and in bed most of the day? Yes No	 54% 46%	 57% 43%
	How often does the respondent intentionally swallow the tobacco juice? Never: 58% Sometimes:48% Always:1%	Does the respondent find it difficult to refrain from smoking in places where it is forbidden? Yes : 10% No: 90%

Supplementary Table 3: The Difference-in-Difference Estimates Model

	Odds Ratio	Std. Error	95% Confidence Interval	
FTND Variables (Smokeless Tobacco Users)				
1. How soon after waking up does the respondent place the first quid (chew)? – after 60 minutes (base category)				
31-60 minutes	0.71	0.21	0.40	1.25
6-30 minutes	0.60	0.18	0.33	1.09
Within 5 minutes	1.71	0.70	0.77	3.81
2. How often does the respondent intentionally sallow the tobacco juice? - Never (base category)				
Sometimes	1.07	0.22	0.72	1.59
Always	0.82	0.78	0.13	5.25
3. Which chew would the respondent hate to give up most? – All the others (the base category)				
1 if the first one in the morning	0.79	0.18	0.50	1.24
4. Does the respondent chew more frequently during the first hours after awakening than during the rest of the day? – 1 if Yes	1.82	0.66	0.90	3.70
5. Does the respondent chew even if he/she is ill and in bed most of the day? – 1 if Yes	1.08	0.21	0.74	1.58
FTND Variables: Smokers				
1. How soon after waking up does the respondent smoke the first bidi/cigarette? after 60 minutes (base category)				
31-60 minutes	3.41	3.35	0.50	23.39
6-30 minutes	2.25	2.07	0.37	13.64
Within 5 minutes	1.19	1.23	0.16	9.02
2. Does the respondent find it difficult to refrain from smoking in places where it is forbidden? – 1 if Yes	6.16***	3.19	2.23	16.97
3. Which cigarette would the respondent hate to give up most? – All the others (the base category)				
– 1 if the first one in the morning	0.39	0.24	0.12	1.29
4. Does the respondent smoke more frequently during the first hours after awakening than during the rest of the day? – 1 if Yes	1.50	0.67	0.62	3.62