





Supplementary Materials

If you decided to quit, which message would be **MOST helpful** and which one would be **LEAST helpful** for increasing your confidence that you can successfully quit?

	Quitting is Easier When You're Not Alone Positive support from family, friends and co-workers can help you quit and stay smoke-free. You can ask others to: <ul style="list-style-type: none"> • Avoid smoking around you • Help you stay positive, especially during 'slip-ups' • Celebrate your successes, big and small • Help you deal with smoking triggers, such as stress 	Beat the Urge to Smoke Nicotine Replacement Therapy (NRT) can help you manage your cravings, making your quit attempt easier and increasing your chances of becoming smoke-free. NRT comes as a: <ul style="list-style-type: none"> • Patch • Gum • Lozenge • Inhaler • Nasal spray For more information, talk with a pharmacist or doctor. 	Quitting is Easier When You're Not Alone Positive support from family, friends and co-workers can help you quit and stay smoke-free. You can ask others to: <ul style="list-style-type: none"> • Avoid smoking around you • Help you stay positive, especially during 'slip-ups' • Celebrate your successes, big and small • Help you deal with smoking triggers, such as stress 	Got Cravings? Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke. As a bonus, physical activity will help you lower stress. 
<u>Most</u> helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Least</u> helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking about these messages, do you actually think that:

Select one

<u>None</u> would be helpful <u>if you decided to quit</u>
<u>At least one</u> would be helpful <u>if you decided to quit</u>

Figure S1. Example choice set for DCE 2, self-efficacy messages that target general audiences of smokers.

Which message would **MOST motivate you** and which one would **LEAST motivate you to quit smoking?**

	<p>Growing Your Family?</p> <p>Quitting smoking improves fertility in both men and women, making it easier to become pregnant. It also improves your chances of having a healthy pregnancy and baby.</p> <p>Talk to a health care provider for support.</p> 	<p>Baby on the Way?</p> <p>There are many benefits to quitting before or during pregnancy.</p> <ul style="list-style-type: none"> • Baby is more likely to be born at a healthy weight with strong organs • Healthier heart and lungs for Mom • Less risk of miscarriage <p>Talk to a health care provider for advice about quitting or cutting back.</p> 	<p>Growing Your Family?</p> <p>Quitting smoking improves fertility in both men and women, making it easier to become pregnant. It also improves your chances of having a healthy pregnancy and baby.</p> <p>Talk to a health care provider for support.</p> 	<p>Growing Your Family?</p> <p>Quitting smoking improves fertility in both men and women, making it easier to become pregnant. It also improves your chances of having a healthy pregnancy and baby.</p> <p>Talk to a health care provider for support.</p> 
<u>Most</u> motivating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Least</u> motivating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>




























Thinking about these messages, do you actually think that:

































Select one


















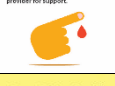














<u>None</u> would motivate you to quit
<u>At least one</u> would motivate you to quit

































Figure S2. Example choice set for DCE 3, reproductive health response efficacy messages that target general audiences of smokers.

































Table S1. Choice sets and blocks for DCE 1; Response Efficacy.

Block	Set	Option 1	Option 2	Option 3	Option 4
1	1	<p>Feeling winded? Breathe better.</p> <p>When you quit smoking your heart and lungs health start to improve right away. Within 8 months, your lung function and blood circulation improve.</p> <p>Physical activity gets easier. You're more likely to walk or run comfortably and keep up with your children or grandchildren without being breathless.</p> <p>Enjoy the benefits of being smoke free.</p> 	<p>Invest In Your Health</p> <p>The average Canadian who smokes every day will save about \$273 a month in 2053 a year by quitting smoking. Think of what you could do with the extra money.</p> <ul style="list-style-type: none"> Decisions with a vacation Worry less about money Save for your future <p>How will you reward yourself?</p> 	<p>Lower Your Risk of Diabetes</p> <p>Quitting smoking lowers your risk of developing diabetes (type 2). If you have diabetes, quitting smoking will help you manage your blood sugar levels and lower your risk of various health problems, such as foot amputations or blindness.</p> <p>There have never been more ways to quit. Talk to your health care provider for support.</p> 	<p>Feeling winded? Breathe better.</p> <p>When you quit smoking your heart and lungs health start to improve right away. Within 8 months, your lung function and blood circulation improve.</p> <p>Physical activity gets easier. You're more likely to walk or run comfortably and keep up with your children or grandchildren without being breathless.</p> <p>Enjoy the benefits of being smoke free.</p> 
1	2	<p>Invest In Your Health</p> <p>The average Canadian who smokes every day will save about \$273 a month in 2053 a year by quitting smoking. Think of what you could do with the extra money.</p> <ul style="list-style-type: none"> Decisions with a vacation Worry less about money Save for your future <p>How will you reward yourself?</p> 	<p>Don't Quit Quitting</p> <p>Most people try several times before they go for good, but the light is worth it. By quitting you'll:</p> <ul style="list-style-type: none"> Breathe easier Have a stronger heart and lungs Exercise without sweating Save money Be a healthy role model for children or grandchildren <p>You've got what it takes.</p> 	<p>Feeling winded? Breathe better.</p> <p>When you quit smoking your heart and lungs health start to improve right away. Within 8 months, your lung function and blood circulation improve.</p> <p>Physical activity gets easier. You're more likely to walk or run comfortably and keep up with your children or grandchildren without being breathless.</p> <p>Enjoy the benefits of being smoke free.</p> 	<p>Invest In Your Health</p> <p>The average Canadian who smokes every day will save about \$273 a month in 2053 a year by quitting smoking. Think of what you could do with the extra money.</p> <ul style="list-style-type: none"> Decisions with a vacation Worry less about money Save for your future <p>How will you reward yourself?</p> 
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1	5	<p>The Benefits of Quitting Keep Growing</p> <p>People who quit have healthier hearts and lungs. They lower their risk of developing many different types of cancer. But, did you know that quitting can also lower your risk for:</p> <ul style="list-style-type: none"> Chronic obstructive pulmonary disease (COPD) Unintended amniotic system <p>Enjoy the benefits of a smoke-free life.</p> 	<p>The Benefits of Quitting Keep Growing</p> <p>People who quit have healthier hearts and lungs. They lower their risk of developing many different types of cancer. But, did you know that quitting can also lower your risk for:</p> <ul style="list-style-type: none"> Chronic obstructive pulmonary disease (COPD) Unintended amniotic system <p>Enjoy the benefits of a smoke-free life.</p> 	<p>Feeling winded? Breathe better.</p> <p>When you quit smoking your heart and lungs health start to improve right away. Within 8 months, your lung function and blood circulation improve.</p> <p>Physical activity gets easier. You're more likely to walk or run comfortably and keep up with your children or grandchildren without being breathless.</p> <p>Enjoy the benefits of being smoke free.</p> 	<p>Invest In Your Health</p> <p>The average Canadian who smokes every day will save about \$273 a month in 2053 a year by quitting smoking. Think of what you could do with the extra money.</p> <ul style="list-style-type: none"> Decisions with a vacation Worry less about money Save for your future <p>How will you reward yourself?</p> 
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9	45	<p>Don't Quit Quitting</p> <p>Most people try several times before they quit for good, but the right is worth it. By quitting you'll:</p> <ul style="list-style-type: none"> • Breathe easier • Have a stronger heart and lungs • Exercise without wheezing • Save money • Be a healthy role model for children or grandchildren <p>You've got what it takes.</p> 	<p>Don't Quit Quitting</p> <p>Most people try several times before they quit for good, but the right is worth it. By quitting you'll:</p> <ul style="list-style-type: none"> • Breathe easier • Have a stronger heart and lungs • Exercise without wheezing • Save money • Be a healthy role model for children or grandchildren <p>You've got what it takes.</p> 	<p>Lower Your Risk of Diabetes</p> <p>Quitting smoking lowers your risk of developing diabetes type 2. If you have diabetes, quit day smoking will help you manage your blood sugar levels and lower your risk of various health problems, such as foot amputations or blindness.</p> <p>There have never been more ways to quit. Talk to your health care provider for support.</p> 	<p>Feeling winded? Breathe better.</p> <p>When you quit smoking your heart and lung health start to improve right away. Within 9 months, your lung function and blood circulation improve.</p> <p>Physical activity gets easier. You're more likely to walk or run comfortably and keep up with your children or grandchildren without being breathless.</p> <p>Enjoy the benefits of being smoke free.</p> 
10	46	<p>Invest In Your Health</p> <p>The average Canadian who smokes every day will save about \$231 a month in 2050's year by quitting smoking. Think of what you could do with the extra money.</p> <ul style="list-style-type: none"> • De-stress with a vacation • Worry less about money • Save for your future <p>How will you reward yourself?</p> 	<p>Invest In Your Health</p> <p>The average Canadian who smokes every day will save about \$231 a month in 2050's year by quitting smoking. Think of what you could do with the extra money.</p> <ul style="list-style-type: none"> • De-stress with a vacation • Worry less about money • Save for your future <p>How will you reward yourself?</p> 	<p>The Benefits of Quitting Keep Growing</p> <p>People who quit have healthier hearts and lungs. They have their risk of developing many different types of cancer, but did you know that quitting can also lower your risk for:</p> <ul style="list-style-type: none"> • Premature arthritis • Osteoporosis • Weakened immune system <p>Enjoy the benefits of a smoke-free life.</p> 	<p>Lower Your Risk of Diabetes</p> <p>Quitting smoking lowers your risk of developing diabetes type 2. If you have diabetes, quit day smoking will help you manage your blood sugar levels and lower your risk of various health problems, such as foot amputations or blindness.</p> <p>There have never been more ways to quit. Talk to your health care provider for support.</p> 
10	47	<p>Feeling winded? Breathe better.</p> <p>When you quit smoking your heart and lung health start to improve right away. Within 9 months, your lung function and blood circulation improve.</p> <p>Physical activity gets easier. You're more likely to walk or run comfortably and keep up with your children or grandchildren without being breathless.</p> <p>Enjoy the benefits of being smoke free.</p> 	<p>Feeling winded? Breathe better.</p> <p>When you quit smoking your heart and lung health start to improve right away. Within 9 months, your lung function and blood circulation improve.</p> <p>Physical activity gets easier. You're more likely to walk or run comfortably and keep up with your children or grandchildren without being breathless.</p> <p>Enjoy the benefits of being smoke free.</p> 	<p>Don't Quit Quitting</p> <p>Most people try several times before they quit for good, but the right is worth it. By quitting you'll:</p> <ul style="list-style-type: none"> • Breathe easier • Have a stronger heart and lungs • Exercise without wheezing • Save money • Be a healthy role model for children or grandchildren <p>You've got what it takes.</p> 	<p>The Benefits of Quitting Keep Growing</p> <p>People who quit have healthier hearts and lungs. They have their risk of developing many different types of cancer, but did you know that quitting can also lower your risk for:</p> <ul style="list-style-type: none"> • Premature arthritis • Osteoporosis • Weakened immune system <p>Enjoy the benefits of a smoke-free life.</p> 
10	48	<p>Lower Your Risk of Diabetes</p> <p>Quitting smoking lowers your risk of developing diabetes type 2. If you have diabetes, quit day smoking will help you manage your blood sugar levels and lower your risk of various health problems, such as foot amputations or blindness.</p> <p>There have never been more ways to quit. Talk to your health care provider for support.</p> 	<p>Feeling winded? Breathe better.</p> <p>When you quit smoking your heart and lung health start to improve right away. Within 9 months, your lung function and blood circulation improve.</p> <p>Physical activity gets easier. You're more likely to walk or run comfortably and keep up with your children or grandchildren without being breathless.</p> <p>Enjoy the benefits of being smoke free.</p> 	<p>The Benefits of Quitting Keep Growing</p> <p>People who quit have healthier hearts and lungs. They have their risk of developing many different types of cancer, but did you know that quitting can also lower your risk for:</p> <ul style="list-style-type: none"> • Premature arthritis • Osteoporosis • Weakened immune system <p>Enjoy the benefits of a smoke-free life.</p> 	<p>Lower Your Risk of Diabetes</p> <p>Quitting smoking lowers your risk of developing diabetes type 2. If you have diabetes, quit day smoking will help you manage your blood sugar levels and lower your risk of various health problems, such as foot amputations or blindness.</p> <p>There have never been more ways to quit. Talk to your health care provider for support.</p> 





<p>10</p> <p>49</p>	<p>The Benefits of Quitting Keep Growing</p> <p>People who quit have healthier hearts and lungs. They lower their risk of developing many different types of cancer. But, did you know that quitting can also lower your risk for:</p> <ul style="list-style-type: none"> • Osteoporosis • Rheumatoid arthritis • Emphysema or worse system 	<p>The Benefits of Quitting Keep Growing</p> <p>People who quit have healthier hearts and lungs. They lower their risk of developing many different types of cancer. But, did you know that quitting can also lower your risk for:</p> <ul style="list-style-type: none"> • Osteoporosis • Rheumatoid arthritis • Emphysema or worse system 	<p>Feeling winded? Breathe better.</p> <p>When you quit smoking, your heart and lung health start to improve right away. Within 12 weeks, your lung function and blood circulation improve.</p> <p>Physical activity gets easier. You're more likely to walk or run, comfortable and keep up with your children or grandchildren without being breathless.</p> <p>Enjoy the benefits of better smoke-free life.</p> 	<p>Invest In Your Health</p> <p>The average Canadian who smokes every day will save about \$23 a month in 2003, just by quitting smoking. Think of what you could do with the extra money:</p> <ul style="list-style-type: none"> • De-stress with a vacation • Shoppy for about money • Save for your future <p>How will you reward yourself?</p> 
<p>10</p> <p>50</p>	<p>The Benefits of Quitting Keep Growing</p> <p>People who quit have healthier hearts and lungs. They lower their risk of developing many different types of cancer. But, did you know that quitting can also lower your risk for:</p> <ul style="list-style-type: none"> • Osteoporosis • Rheumatoid arthritis • Emphysema or worse system 	<p>Lower Your Risk of Diabetes</p> <p>Quitting smoking lowers your risk of developing diabetes type 2. If you have diabetes, quitting smoking will help you manage your blood sugar levels and lower your risk of serious health problems, such as foot complications or blindness.</p> <p>There have never been more ways to quit. Talk to your health care provider for support.</p> 	<p>Don't Quit Quitting</p> <p>Most people try several times before they quit for good, but the right is worth it. By quitting you'll:</p> <ul style="list-style-type: none"> • Breathe easier • Have a stronger heart and lungs • Feel less stressed at work • Save money • Be a healthy role model for children or grandchildren 	<p>The Benefits of Quitting Keep Growing</p> <p>People who quit have healthier hearts and lungs. They lower their risk of developing many different types of cancer. But, did you know that quitting can also lower your risk for:</p> <ul style="list-style-type: none"> • Osteoporosis • Rheumatoid arthritis • Emphysema or worse system <p>Enjoy the benefits of a smoke-free life.</p> 

Table S2. Choice sets and blocks for DCE 2; Self-Efficacy.

Block	Set	Option 1	Option 2	Option 3	Option 4
1	1	Feeling Stressed! <p>Many people smoke to cope with stress, but cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> Practice deep breathing Go for a short walk, exercise or do yoga Read or play a game on your phone Text things over with friends, family or co-smokers Relax in a bath 	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	What's Your Quit Plan? <p>Everyone has their own path to quitting, with no many ways to quit. The one that works for you:</p> <ul style="list-style-type: none"> Free telephone counseling: 1-877-366-6887 Online support: gametiaonline.gov/quit Advises how others have quit Smoker patches, lozenges, inhalers or gum Talking with a health care provider Self-help books & brochures Support groups Cold turkey Medications 	Feeling Stressed! <p>Many people smoke to cope with stress, but cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> Practice deep breathing Go for a short walk, exercise or do yoga Read or play a game on your phone Text things over with friends, family or co-smokers Relax in a bath 
		Quitting is Easier When You're Not Alone <p>Practical support from family, friends and co-smokers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> Avoid smoking around you Help you stay positive, especially during the quit Celebrate your successes, big and small Help you deal with smoking triggers, such as stress 	Quitting is Easier When You're Not Alone <p>Practical support from family, friends and co-smokers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> Avoid smoking around you Help you stay positive, especially during the quit Celebrate your successes, big and small Help you deal with smoking triggers, such as stress 	What's Your Quit Plan? <p>Everyone has their own path to quitting, with no many ways to quit. The one that works for you:</p> <ul style="list-style-type: none"> Free telephone counseling: 1-877-366-6887 Online support: gametiaonline.gov/quit Advises how others have quit Smoker patches, lozenges, inhalers or gum Talking with a health care provider Self-help books & brochures Support groups Cold turkey Medications 	Feeling Stressed! <p>Many people smoke to cope with stress, but cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> Practice deep breathing Go for a short walk, exercise or do yoga Read or play a game on your phone Text things over with friends, family or co-smokers Relax in a bath 
1	3	Beat the Urge to Smoke <p> nicotine replacement therapy (NRT) can help you manage your cravings, making your quit attempt easier and increasing your chances of becoming smoke-free.</p> <p>NRT comes in a:</p> <ul style="list-style-type: none"> Patch Gum Lozenge Inhaler Transdermal <p>For more information, talk with a pharmacist or doctor.</p> 	Beat the Urge to Smoke <p> nicotine replacement therapy (NRT) can help you manage your cravings, making your quit attempt easier and increasing your chances of becoming smoke-free.</p> <p>NRT comes in a:</p> <ul style="list-style-type: none"> Patch Gum Lozenge Inhaler Transdermal <p>For more information, talk with a pharmacist or doctor.</p> 	Feeling Stressed! <p>Many people smoke to cope with stress, but cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> Practice deep breathing Go for a short walk, exercise or do yoga Read or play a game on your phone Text things over with friends, family or co-smokers Relax in a bath 	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 
1	4	What's Your Quit Plan? <p>Everyone has their own path to quitting, with no many ways to quit. The one that works for you:</p> <ul style="list-style-type: none"> Free telephone counseling: 1-877-366-6887 Online support: gametiaonline.gov/quit Advises how others have quit Smoker patches, lozenges, inhalers or gum Talking with a health care provider Self-help books & brochures Support groups Cold turkey Medications 	What's Your Quit Plan? <p>Everyone has their own path to quitting, with no many ways to quit. The one that works for you:</p> <ul style="list-style-type: none"> Free telephone counseling: 1-877-366-6887 Online support: gametiaonline.gov/quit Advises how others have quit Smoker patches, lozenges, inhalers or gum Talking with a health care provider Self-help books & brochures Support groups Cold turkey Medications 	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	Quitting is Easier When You're Not Alone <p>Practical support from family, friends and co-smokers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> Avoid smoking around you Help you stay positive, especially during the quit Celebrate your successes, big and small Help you deal with smoking triggers, such as stress 
1	5	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	Quitting is Easier When You're Not Alone <p>Practical support from family, friends and co-smokers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> Avoid smoking around you Help you stay positive, especially during the quit Celebrate your successes, big and small Help you deal with smoking triggers, such as stress 	Feeling Stressed! <p>Many people smoke to cope with stress, but cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> Practice deep breathing Go for a short walk, exercise or do yoga Read or play a game on your phone Text things over with friends, family or co-smokers Relax in a bath 	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 
2	6	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	Beat the Urge to Smoke <p> nicotine replacement therapy (NRT) can help you manage your cravings, making your quit attempt easier and increasing your chances of becoming smoke-free.</p> <p>NRT comes in a:</p> <ul style="list-style-type: none"> Patch Gum Lozenge Inhaler Transdermal <p>For more information, talk with a pharmacist or doctor.</p> 	What's Your Quit Plan? <p>Everyone has their own path to quitting, with no many ways to quit. The one that works for you:</p> <ul style="list-style-type: none"> Free telephone counseling: 1-877-366-6887 Online support: gametiaonline.gov/quit Advises how others have quit Smoker patches, lozenges, inhalers or gum Talking with a health care provider Self-help books & brochures Support groups Cold turkey Medications 
2	7	Feeling Stressed! <p>Many people smoke to cope with stress, but cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> Practice deep breathing Go for a short walk, exercise or do yoga Read or play a game on your phone Text things over with friends, family or co-smokers Relax in a bath 	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	What's Your Quit Plan? <p>Everyone has their own path to quitting, with no many ways to quit. The one that works for you:</p> <ul style="list-style-type: none"> Free telephone counseling: 1-877-366-6887 Online support: gametiaonline.gov/quit Advises how others have quit Smoker patches, lozenges, inhalers or gum Talking with a health care provider Self-help books & brochures Support groups Cold turkey Medications 	Feeling Stressed! <p>Many people smoke to cope with stress, but cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> Practice deep breathing Go for a short walk, exercise or do yoga Read or play a game on your phone Text things over with friends, family or co-smokers Relax in a bath 
2	8	What's Your Quit Plan? <p>Everyone has their own path to quitting, with no many ways to quit. The one that works for you:</p> <ul style="list-style-type: none"> Free telephone counseling: 1-877-366-6887 Online support: gametiaonline.gov/quit Advises how others have quit Smoker patches, lozenges, inhalers or gum Talking with a health care provider Self-help books & brochures Support groups Cold turkey Medications 	What's Your Quit Plan? <p>Everyone has their own path to quitting, with no many ways to quit. The one that works for you:</p> <ul style="list-style-type: none"> Free telephone counseling: 1-877-366-6887 Online support: gametiaonline.gov/quit Advises how others have quit Smoker patches, lozenges, inhalers or gum Talking with a health care provider Self-help books & brochures Support groups Cold turkey Medications 	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	Quitting is Easier When You're Not Alone <p>Practical support from family, friends and co-smokers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> Avoid smoking around you Help you stay positive, especially during the quit Celebrate your successes, big and small Help you deal with smoking triggers, such as stress 

2	9	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	<p>Quitting is Easier When You're Not Alone</p> <p>Positive support from family, friends and co-workers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> • Avoid smoking around you • Help you stay positive, especially during the quit • Celebrate your successes, big and small • Help you deal with smoking triggers, such as stress 	<p>Feeling Stressed?</p> <p>Many people smoke to cope with stress. But cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath 	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 
2	10	<p>Feeling Stressed?</p> <p>Many people smoke to cope with stress. But cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath 	<p>Feeling Stressed?</p> <p>Many people smoke to cope with stress. But cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath 	<p>Quitting is Easier When You're Not Alone</p> <p>Positive support from family, friends and co-workers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> • Avoid smoking around you • Help you stay positive, especially during the quit • Celebrate your successes, big and small • Help you deal with smoking triggers, such as stress 	<p>Beat the Urge to Smoke</p> <p>Nicotine Replacement Therapy (NRT) can help you manage your cravings, easing your quit and your stress and increasing your chances of becoming smoke-free.</p> <p>NRT comes in:</p> <ul style="list-style-type: none"> • Patches • Gum • Lozenges • Inhalers • Vape pens <p>For more information, talk with a pharmacist or doctor.</p> 
3	11	<p>Feeling Stressed?</p> <p>Many people smoke to cope with stress. But cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath 	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	<p>What's Your Quit Plan?</p> <p>Everyone has their own path to quitting. With a few simple steps, you can quit for good.</p> <ul style="list-style-type: none"> • Free telephone counseling: 1-877-366-3687 • Online support: generationsquit.org • Ask a doctor or other healthcare provider for help • Ask a friend or family member to help you quit • Take a break from work or school • Take a break from driving • Take a break from eating • Take a break from drinking • Take a break from smoking • Take a break from everything 	<p>Feeling Stressed?</p> <p>Many people smoke to cope with stress. But cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath 
3	12	<p>What's Your Quit Plan?</p> <p>Everyone has their own path to quitting. With a few simple steps, you can quit for good.</p> <ul style="list-style-type: none"> • Free telephone counseling: 1-877-366-3687 • Online support: generationsquit.org • Ask a doctor or other healthcare provider for help • Ask a friend or family member to help you quit • Take a break from work or school • Take a break from driving • Take a break from eating • Take a break from drinking • Take a break from smoking • Take a break from everything 	<p>Feeling Stressed?</p> <p>Many people smoke to cope with stress. But cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath 	<p>Beat the Urge to Smoke</p> <p>Nicotine Replacement Therapy (NRT) can help you manage your cravings, easing your quit and your stress and increasing your chances of becoming smoke-free.</p> <p>NRT comes in:</p> <ul style="list-style-type: none"> • Patches • Gum • Lozenges • Inhalers • Vape pens <p>For more information, talk with a pharmacist or doctor.</p> 	<p>What's Your Quit Plan?</p> <p>Everyone has their own path to quitting. With a few simple steps, you can quit for good.</p> <ul style="list-style-type: none"> • Free telephone counseling: 1-877-366-3687 • Online support: generationsquit.org • Ask a doctor or other healthcare provider for help • Ask a friend or family member to help you quit • Take a break from work or school • Take a break from driving • Take a break from eating • Take a break from drinking • Take a break from smoking • Take a break from everything 
3	13	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	<p>Beat the Urge to Smoke</p> <p>Nicotine Replacement Therapy (NRT) can help you manage your cravings, easing your quit and your stress and increasing your chances of becoming smoke-free.</p> <p>NRT comes in:</p> <ul style="list-style-type: none"> • Patches • Gum • Lozenges • Inhalers • Vape pens <p>For more information, talk with a pharmacist or doctor.</p> 	<p>What's Your Quit Plan?</p> <p>Everyone has their own path to quitting. With a few simple steps, you can quit for good.</p> <ul style="list-style-type: none"> • Free telephone counseling: 1-877-366-3687 • Online support: generationsquit.org • Ask a doctor or other healthcare provider for help • Ask a friend or family member to help you quit • Take a break from work or school • Take a break from driving • Take a break from eating • Take a break from drinking • Take a break from smoking • Take a break from everything 
3	14	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	<p>Quitting is Easier When You're Not Alone</p> <p>Positive support from family, friends and co-workers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> • Avoid smoking around you • Help you stay positive, especially during the quit • Celebrate your successes, big and small • Help you deal with smoking triggers, such as stress 	<p>Feeling Stressed?</p> <p>Many people smoke to cope with stress. But cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath 	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 
3	15	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	<p>Quitting is Easier When You're Not Alone</p> <p>Positive support from family, friends and co-workers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> • Avoid smoking around you • Help you stay positive, especially during the quit • Celebrate your successes, big and small • Help you deal with smoking triggers, such as stress 	<p>Feeling Stressed?</p> <p>Many people smoke to cope with stress. But cigarettes only satisfy your addiction, not your real stress. Instead of lighting up, how about trying to:</p> <ul style="list-style-type: none"> • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath 	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 
4	16	<p>What's Your Quit Plan?</p> <p>Everyone has their own path to quitting. With a few simple steps, you can quit for good.</p> <ul style="list-style-type: none"> • Free telephone counseling: 1-877-366-3687 • Online support: generationsquit.org • Ask a doctor or other healthcare provider for help • Ask a friend or family member to help you quit • Take a break from work or school • Take a break from driving • Take a break from eating • Take a break from drinking • Take a break from smoking • Take a break from everything 	<p>What's Your Quit Plan?</p> <p>Everyone has their own path to quitting. With a few simple steps, you can quit for good.</p> <ul style="list-style-type: none"> • Free telephone counseling: 1-877-366-3687 • Online support: generationsquit.org • Ask a doctor or other healthcare provider for help • Ask a friend or family member to help you quit • Take a break from work or school • Take a break from driving • Take a break from eating • Take a break from drinking • Take a break from smoking • Take a break from everything 	<p>Got Cravings?</p> <p>Even short sessions of physical activity can help with cravings. Walking, jogging, cycling, and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	<p>Quitting is Easier When You're Not Alone</p> <p>Positive support from family, friends and co-workers can help you quit and stay smoke-free.</p> <p>You can ask others to:</p> <ul style="list-style-type: none"> • Avoid smoking around you • Help you stay positive, especially during the quit • Celebrate your successes, big and small • Help you deal with smoking triggers, such as stress 

4	17	Feeling Stressed? <p>Many people smoke to cope with stress, but cigarettes only satisfy your addiction, not your real stress. Instead of fighting us, how about trying us:</p> <ul style="list-style-type: none"> Practice deep breathing Go for a short walk, exercise or do yoga Read or play a game on your phone Talk things over with friends, family or co-workers Relax in a bath 	Got Cravings? <p>Even short sessions of physical activity can help with cravings. Walking, jogging, or yoga and swimming are some examples of activities that can help you cut down the urge to smoke.</p> <p>As a bonus, physical activity will help you lower stress.</p> 	What's Your Quit Plan? <p>Everyone has their own path to quitting, with no many ways to quit, find one that works for you:</p> <ul style="list-style-type: none"> Free telephone counseling: 1-877-366-3687 Online support: quitline.org/quit Advice from others who have quit Nicotine patches, lozenges, chewing gum Choline or gum Taking with a health care provider Self-help books & brochures Support groups Call us here Medication 	Feeling Stressed? <p>Many people smoke to cope with stress, but cigarettes only satisfy your addiction, not your real stress. Instead of fighting us, how about trying us:</p> <ul style="list-style-type: none"> Practice deep breathing Go for a short walk, exercise or do yoga Read or play a game on your phone Talk things over with friends, family or co-workers Relax in a bath 
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7	33	Feeling Stressed! Many people smoke to cope with stress, but cigarettes only safely mask your addiction, not your real stress. Instead of fighting us, how about trying to: • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath	Feeling Stressed! Many people smoke to cope with stress, but cigarettes only safely mask your addiction, not your real stress. Instead of fighting us, how about trying to: • Practice deep breathing • Go for a short walk, exercise or do yoga • Read or play a game on your phone • Talk things over with friends, family or co-workers • Relax in a bath	Quitting is Easier When You're Not Alone Positive support from family, friends and co-workers can help you quit and stay smoke-free. You can ask others to: • Avoid smoking around you • Help you stay positive, especially during "the dip" • Celebrate your successes, big and small • Help you deal with smoking triggers, such as stress	Beat the Urge to Smoke Nicotine Replacement Therapy (NRT) can help you manage your cravings, making your quit attempt easier and increasing your chance of becoming smoke-free. NRT comes in a: • Patch • Gum • Lozenge • Inhalant • Nasal spray For more information, talk with a pharmacist or doctor.
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Table S3. Choice sets and blocks for DCE 3; Reproductive health response efficacy.

[illegible]

3	9	New Baby in the Family? Quitting smoking means a healthier risk for you, your partner and the baby. Your baby's health is better if you have a low birth weight, and quitting can cut down the chance for your partner to quit if they smoke. You've got what it takes. Start quitting today. 	Growing Your Family? Quitting smoking improves fertility in both men and women, making it easier to become pregnant. It also improves your chances of having a healthy pregnancy and baby. Talk to a health care provider for support. 	New Baby in the Family? Quitting smoking means a healthier risk for you, your partner and the baby. Your baby's health is better if you have a low birth weight, and quitting can cut down the chance for your partner to quit if they smoke. You've got what it takes. Start quitting today. 	Baby on the Way? Quitting smoking will improve your health and your chances of having a healthy baby. If you're thinking about cutting back or quitting, it's important to find a way that works for you. When you're ready, talk to someone you trust. A health care provider, doctor, nurse, midwife would be great to start. 
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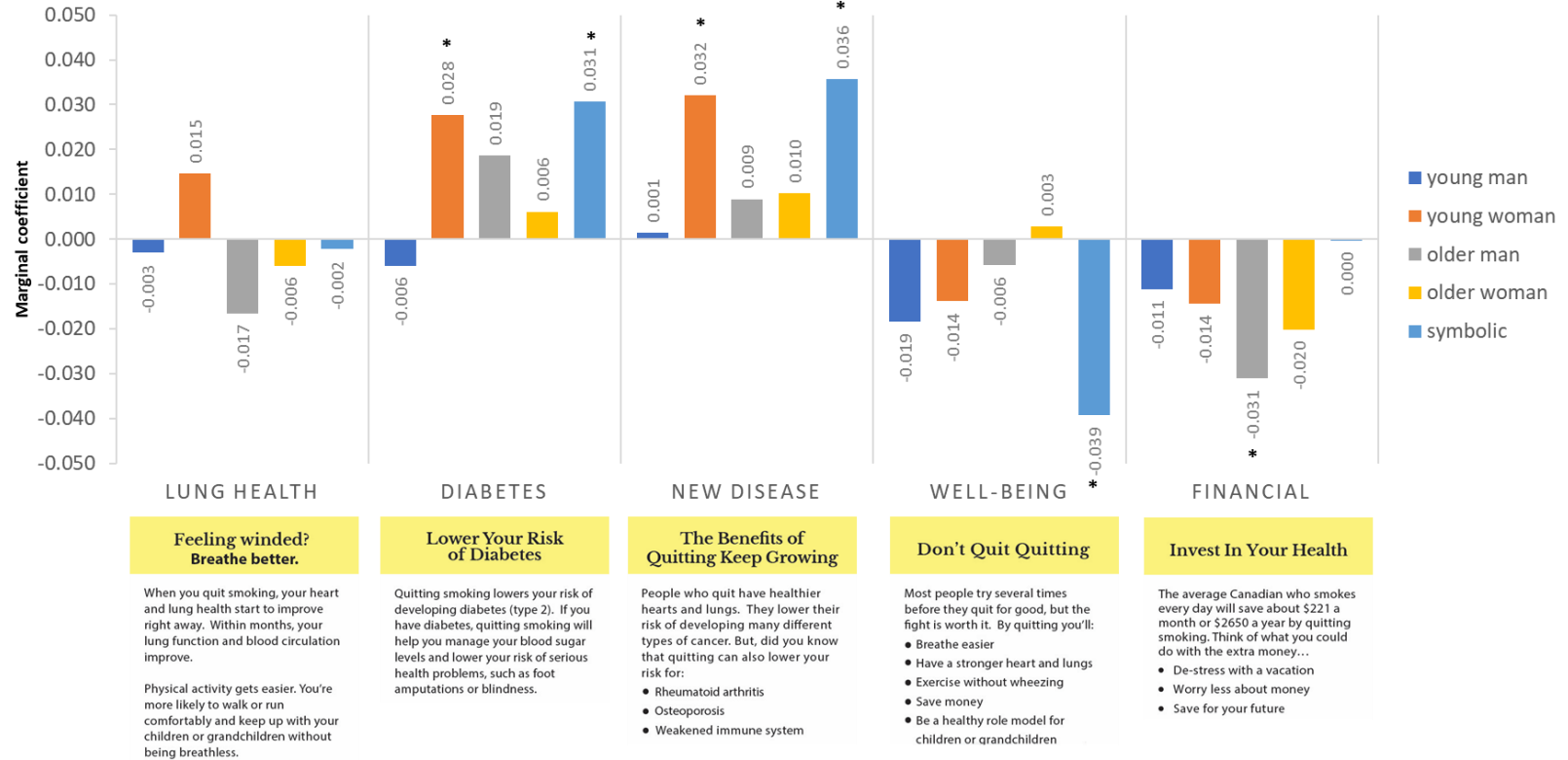


Figure S3. Interactions between message topic and image type; Results from DCE 1, general response efficacy messages (* $p < 0.05$ for contrast with the grand mean).

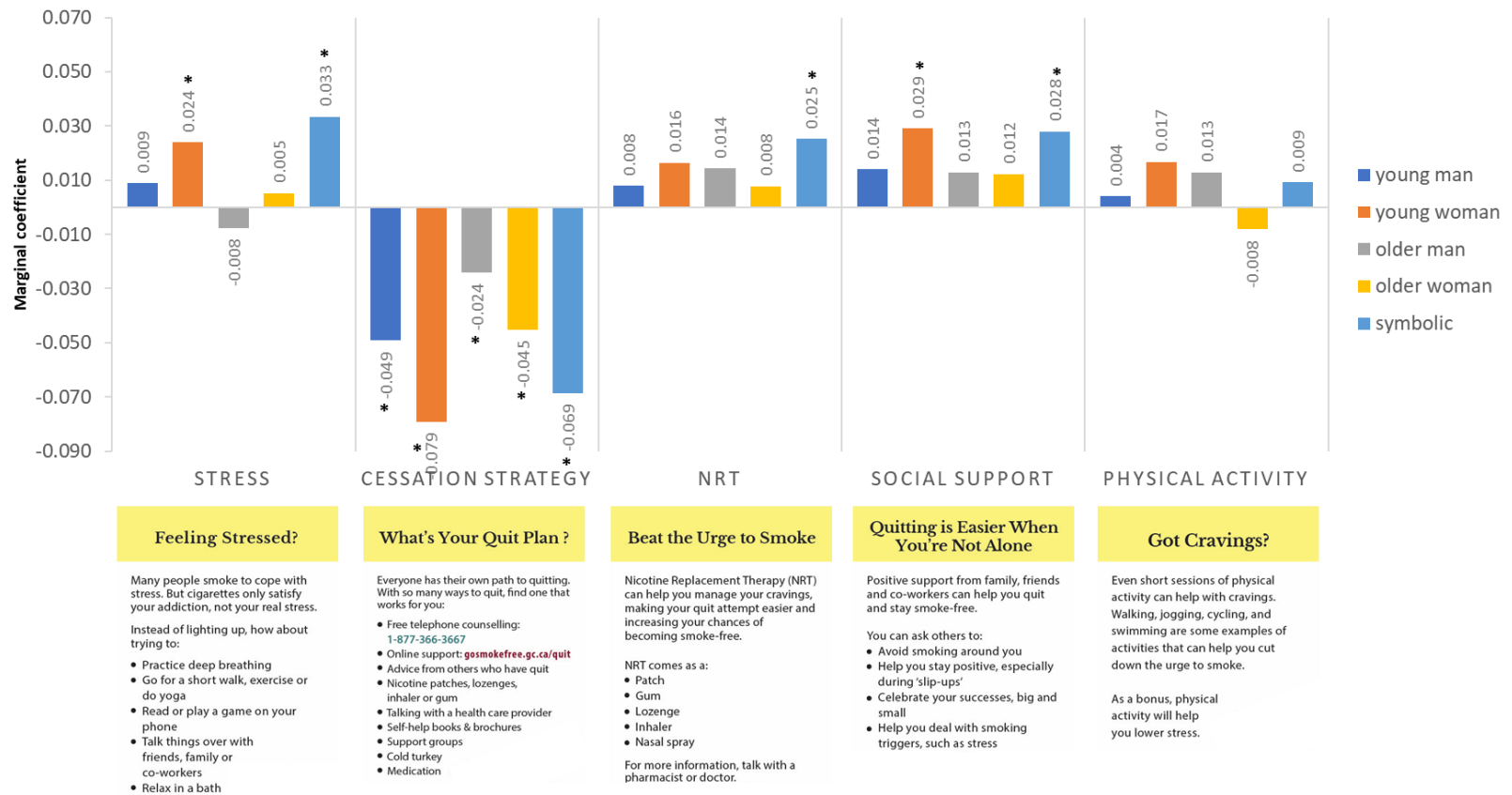


Figure S4. Interactions between message topic and image type; Results from DCE 2, general self-efficacy messages (* $p < 0.05$ for contrast with the grand mean).



Figure S5. Interactions between message topic and image type; Results from DCE 3, reproductive health response efficacy messages (* $p < 0.05$ for contrast with the grand mean).