**Twitter Project Coding Sheet**

1. Does the tweet provide information on why a smoker should quit smoking, facts and people’s perceptions included? 1. Yes, 0. No. (e.g., information about the harm caused by smoking; rational or emotional reasons to stop smoking; negative impact on health, finances, social relations for the individual, community, society, world; information on the benefits of quitting) @ChrisMurphyCT What are you doing a about this? An estimated 88,0008Â people (approximately 62,000 men and 26,000 women8) die from alcohol-related causes annually, making alcohol the third leading preventable cause of death in the United States. The first is tobacco, and the second is poor diet.
2. Does the tweet strengthen the ex-smoker/ former smoker identity? 1. Yes, 0. No. (e.g., emphasize the importance of smoking as “not an option,” including “not a puff” rile, encourage ex-smokers to re-evaluate their attraction to smoking, construct a new identity as someone who “used to smoke,” affirm or reaffirm a strong commitment to stay smoke free) – ex-smokers are people who have stopped smoking for at least 6 months or the tweet explicitly mentions the term “ex-smoker,” “former smoker” or similar phrases. 1 year this month since I quit smoking cigarettes after 10+ years. I honestly never thought I could do it bc I relied on it for everything from stress, eating, to just being bored, but Iâ€™m so happy I gave it up and got rid of that dependence. I feel like I can breathe againðŸ™‡ðŸ»â€â™‚ï¸
3. Does the tweet boost motivation, self-efficacy, readiness and ability to quit? 1. Yes, 0. No. (e.g., give encouragement and bolster confidence in ability to stop)

Does the tweet mention goal setting, review of goals, and/or rewards contingent on effort/progress toward cessation? 1. Yes, 0. No. (e.g., setting quit date or small achievable goals that support the aim of cessation or remaining abstinent; how far the smoker has achieved the main goal of abstinence and any minor goals supportive of this main goal; praise or other rewards for the effort the smoker is making; praise or other rewards if the person has not smoked for xx time). Iâ€™m making gains with quitting smoking. Iâ€™m down 7 cigarettes today! My goal today is to only smoke 13 cigarettes. Everyday I have taken 1 cigarette out of the pack. Hopefully sometime next week Iâ€™ll be completely done smoking.

1. Does the tweet identify non-medication cessation aids? 1. Yes, 0. No. (e.g., alternative tobacco products, acupuncture)

Does the tweet mention quitting information resources and support systems? 1. Yes, 0. No. (e.g., information about options for support for quitting where these are available such as websites, self-help groups, telephone helpline; distinguish what are and are not appropriate materials and promote their effective use; ways to facilitate development of social support from friends, relatives, colleagues or quit buddies) CBD can be a replacement for tobacco cigarettes and relax you without addiction and other side effect: https://t.co/XU6jsNAIj5

1. Legislative/state regulations about tobacco products, tobacco research/reports/studies #GWSPH researcher Y. Tony Yang has received funding from @RWJF to investigate how the laws in place in 32 states that preempt more stringent control of tobacco at the local level impact adolescent health and health disparities. https://t.co/04QMZCNcO2 https://t.co/vZR4wWAiCZ
2. Promotional/tobacco companies advertising Check out \*\* Brand New\*\* Kill Bill Collectible Tobacco herb Grinder \*\*Free Shipping\*\* https://t.co/HF4OluapyG via @eBay