**Alcohol and tobacco availability in neighbourhoods across Scotland**

Topic guide

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| **Note on using this topic guide:**  We may conduct individual interviews or small discussion groups with specific participants who fall naturally within the same group (e.g. live in the same neighbourhood, have similar smoking status), where comparing/contrasting views with a group discussion format is thought appropriate for the research questions. We will explore relevant topics with each group in line with our research questions as well as remain alert to additional themes raised by the participants in the group. Questions and prompts will be tailored to each group.   * The interviews or small group discussions may be conducted face-to-face or online. We will follow current government advice in relation to COVID-19 at the time of data collection. * This topic guide has been designed to be used flexibly. This means that the question wording, order in which issues are covered and the time spent on different topics will vary between group discussions. * Group discussion participants are free to explore any unanticipated but relevant themes that arise and are not contained in the topic guide. * We may raise related issues not outlined below as they arise in the course of the data collection, providing that to do so raises no ethical issues or risks to participants not already outlined in the Participant Information Sheet. * Prompts may be used by the group facilitator. Participants can discuss a topic spontaneously before prompting specific issues. There is no expectation that all prompts are covered for any one question in the list of topics or in every discussion. |

1. **Welcome and introduction**

* Group facilitator’s introduction: Thank participants for agreeing to take part in the study.
* Quick study summary.
* Remind participants that the discussion will take up to 1.5 hours; explain how data will be audio-recorded, stored, transcribed, anonymised, published etc. (e.g. all personal identifiable information removed). Explain confidentiality. Briefly explain archiving so other researchers can see their interviews in the future.
* Remind participants that what is said in the discussion group should remain confidential and they should not to discuss comments made by others outside of this group.
* Emphasise there are no ‘right or wrong’ answers – interested in the respondents’ experiences. Ask if any questions about the study.
* Request informed consent.
* Ask the participant to complete the sociodemographic questionnaire and explain why this information is being collected.

*NB. Throughout the discussion ensure conversation focuses on the influence of the environment on drinking and smoking and steer away from individual factors.*

1. **Neighbourhood**

* Can you start by telling me about your neighbourhood? What’s it like to live here? *(check how they refer to the area – do they all agree on name?)* How has it changed over time? How is it different from other places you have lived?
* As you know, we’re interested in smoking and drinking in this study…

**ALCOHOL**

1. **Alcohol availability**

Outlets and ease of purchase

* Where do you buy alcohol? / Where is the most convenient place to buy alcohol? *(prompt about buying alcohol online, take away)*
* How easy is it to buy alcohol? Are there a lot of places to buy alcohol in your neighbourhood or not very many? *(Prompt on both on-trade, including members’ clubs such as bowling clubs, and off-license / supermarkets).* (NB. Ensure COVID-19 is not the main focus of the discussion)
* Are there more or fewer bars/pubs and shops/supermarkets, compared to other places you have lived?
* Can you buy alcohol at any time?
* Do different groups shop in different places (e.g. age groups / men v women / folk with more vs. less money?)

Price

* Thinking about the places you told me about, what do you think about alcohol prices? Do you think this is cheap/expensive?
* Where is the cheapest place to buy alcohol in this neighbourhood? *(probe about cheapest on-premise and cheapest off-premise; if relevant prompt about potential competition between shops e.g. if they have noticed shops lowering prices)*

Exposure (physical and online)

* Thinking about the places you have mentioned, do you see alcohol adverts in these places? What about alcohol promotions? *(If need to prompt, give / show examples)*
* Do you know if these places advertise alcohol online (e.g. if they have social media)?
* Where is alcohol in the shops (e.g. shelves at eye level)?
* Are there any other places in this neighbourhood where you see alcohol adverts (e.g. billboards, bus stops)?

Acceptability, alcohol-related behaviours and social norms

* Are the bars in your neighbourhood busy? Do you or people you know go frequently to the bars in your neighbourhood? *(to get an idea of whether locals go to the bars or people from other neighbourhoods).* Who goes to these bars? (e.g. more men or women; younger or older people). How would you describe the atmosphere in the local bar(s)? *(prompt around drunkenness, violence)*
* Do you often see people drinking in this neighbourhood? Where? How do you feel about this? (e.g. if they say they see people drinking in parks). Who do you see drinking? (e.g. younger / older people). *If good rapport is established ask about drinking patterns among family members and friends.*
* What is the image that people have about drinkers in your neighbourhood? *(Prompt about their perceptions of ‘normal’ v ‘problematic’ drinking in their neighbourhood)* Is this similar / different from other places you have lived?
* Would you say that your neighbourhood’s drinking level is higher or lower than in other neighbourhoods? *Probe on why they think either yes or no, and prompt comparisons between their neighbourhood and nearby more/less affluent neighbourhoods (If higher, is this a concern for you?)*

DENSITY MAPS / Graphics – reveal whether there are lots of places to buy alcohol in their neighbourhood or few places, and whether changed over time. Show maps of adjacent neighbourhoods.

* Reactions / discussion

We know that the environment people live in can either ‘nudge’ them to drink more or to drink less.

Show photos of environmental nudges – e.g. price promotions, adverts, broken glass, fights, people outside pubs

* Are there aspects of your neighbourhood that might encourage folk to drink more / drink less? *(Trying to ask about more structural issues)*
* What about aspects that might discourage people from drinking?

1. **Alcohol policies**

* So far, we have spoken about how the environment may influence people’s drinking. Now I want to ask about your views on how we can reduce drinking in a given neighbourhood.
* Imagine you are policy makers trying to reduce drinking in a neighbourhood with high outlet density and high alcohol-related harm. (NB. Steer discussion towards population level interventions)

Provide a list of policies and ask participants to rank them, while prompting discussion. Prompt discussion about how the environment may influence children’s exposure to alcohol and interventions to reduce the likelihood of children drinking when they become young adults.

**TOBACCO**

1. **Tobacco availability**

*NB. Participants may mention e-cigarettes. If this happens, steer the conversation away and focus on tobacco cigarettes.*

Outlets and ease of purchase

* How easy is it to buy cigarettes/tobacco? Where do you buy tobacco? / Where is the most convenient place to buy tobacco? Are there tobacco shops in your neighbourhood?
* Are there more or fewer shops/supermarkets that sell tobacco, compared to other places you have lived?
* Do different groups shop for cigarettes in different places (e.g. age groups / men vs. women / folk with more vs. less money?)

Price

* What are tobacco prices? Do you think this is cheap/expensive?
* Where is the cheapest place to buy tobacco in this neighbourhood?

Exposure (physical and online)

* Thinking about the places you have mentioned, is it obvious what places sell tobacco (e.g. signs stating this)?
* Where is tobacco in the shops?
* What is being sold? (prompt about lighters, cigarette papers)

Acceptability, alcohol-related behaviours and social norms

* Do you often see people smoking in this neighbourhood? Where? How do you feel about this? (e.g. if they say they see people smoking in parks). Who do you see smoking? (e.g. younger / older people; men / women)
* What is the image that people have about smokers in your neighbourhood? Is this similar / different from other places you have lived?
* Would you say that your neighbourhood’s smoking level is higher than in other neighbourhoods? *Probe on why they think either yes or no, and prompt comparisons between their neighbourhood and nearby more/less affluent neighbourhoods (if higher, does this concern you?)*

DENSITY MAPS / Graphics – reveal whether there are lots of places to buy tobacco in their neighbourhood or few places, and whether changed over time. Show maps of adjacent neighbourhoods. Reactions / discussion

We know that the environment people live in can either ‘nudge’ them to smoke more or to smoke less.

Show photos of environmental nudges – e.g. cigarettes on the ground, people smoking at bus stops

* Are there aspects of your neighbourhood that might encourage folk to smoke more / smoke less? *(Trying to ask about structural issues)*
* What about aspects that might discourage people from smoking?

1. **Tobacco policies**

* So far, we have spoken about how the environment may influence people’s smoking. Now I want to ask about your views on how we can reduce smoking in a neighbourhood.
* Imagine you are policy makers trying to reduce smoking in a neighbourhood with high outlet density and high smoking-related harm.

Provide a list of policies and ask participants to rank them, while prompting discussion.   
Prompt discussion about how the environment may influence children’s exposure to smoking and interventions to reduce the likelihood of children smoking when they become young adults.

1. **TOBACCO AND ALCOHOL**

* *If this has not been covered already*: Summarise what participants have said about drinking and smoking patterns in the neighbourhood, then ask about co-occurrence of these behaviours.
* Is it common to see people buying both alcohol and cigarettes?
* Do you see people drinking and smoking at the same time? Where? Who?
* Do you think your local neighbourhood influences drinking and smoking? *(steer conversation towards structural factors)*

1. **Final comments and debrief**

* Any final comments?
* Repeat the purpose of the study and explain when findings will be available.
* Thank the participants for their time and input, and give the high street vouchers.