STROBE Statement— Checklist Items for the manuscript "Impact of Canadian Tobacco Packaging on Quitline Utilization: An Interrupted Time Series Analysis of Call Volume".

	Action	Item No	Recommendation
Title and abstract	Title includes the study design and the abstract provides the key findings and is balanced.	1	(*a*) Indicate the study's design with a commonly used term in the title or the abstract
			(*b*) Provide in the abstract an informative and balanced summary of what was done and what was found
	Introduction		
Background/rationale	Background and Rationale provided on pages 1 to 3. Evaluating the impact of federal tobacco control policy such as Health Warning Labels is the rationale.	2	Explain the scientific background and rationale for the investigation being reported
Objectives	Research objectives are specified on page 3, last paragraph of Introduction.	3	State specific objectives, including any prespecified hypotheses
	Methods		
Study design	The interrupted time series design is described in the first paragraph of the Methods.	4	Present key elements of study design early in the paper
Setting	The setting is covered in the first paragraph of the Methods and includes a description of the Ontario-based Smokers' Helpline.	5	Describe the setting, locations, and relevant dates, including periods of recruitment, exposure, follow-up, and data collection
Participants	The data sources where quitline participant data has been extracted (overall call volume and new callers) are described in the first paragraph on Page 4.	6	(*a*) *Cohort study*—Give the eligibility criteria, and the sources and methods of selection of participants. Describe methods of follow-up *Case-control study*—Give the eligibility criteria, and the sources and methods of case ascertainment and control selection. Give the rationale for the choice of cases and controls *Cross-sectional study*—Give the eligibility criteria, and the sources and methods of selection of participants

			(*b*) *Cohort study*—For matched studies, give matching criteria and number of exposed and unexposed *Case-control study*—For matched studies, give matching criteria and the number of controls per case
Variables	All measures are described on Pages 4 and 5.	7	Clearly define all outcomes, exposures, predictors, potential confounders, and effect modifiers. Give diagnostic criteria, if applicable
Data sources/ measurement	Data sources are described on Page 4 under Measures.	8*	For each variable of interest, give sources of data and details of methods of assessment (measurement). Describe comparability of assessment methods if there is more than one group
Bias	Our interrupted time-series analysis is designed to control for potential sources of bias or confounding caused by other promotion campaigns and phenomena such as the January effect. These methods are described in the second paragraph under Analysis. In addition, we've identified that a time-series design cannot prove causation; however, we have shown a positive and sustained association between a policy intervention and smoker response.	9	Describe any efforts to address potential sources of bias
Study size	N/A	10	Explain how the study size was arrived at
Quantitative variables	The Analysis section on Page 5 describes the how quantitative variables were handled.	11	Explain how quantitative variables were handled in the analyses. If applicable, describe which groupings were chosen and why
Statistical methods	We have provided a detailed description of the statistical methods on pages 5 & 6 under Analysis.	12	(*a*) Describe all statistical methods, including those used to control for confounding
			(*b*) Describe any methods used to examine subgroups and interactions
			(*c*) Explain how missing data

			were addressed
			(*d*) *Cohort study*—If applicable, explain how loss to follow-up was addressed *Case-control study*—If applicable, explain how matching of cases and controls was addressed *Cross-sectional study*—If applicable, describe analytical methods taking account of sampling strategy
			(*e*) Describe any sensitivity analyses
	Results		
Participants	N/A	13*	(a) Report numbers of individuals at each stage of study—eg numbers potentially eligible, examined for eligibility, confirmed eligible, included in the study, completing follow-up, and analysed
			(b) Give reasons for non-participation at each stage
			(c) Consider use of a flow diagram
Descriptive data	Characteristics of quitline new callers are provided in the results section within Table 1.	14*	(a) Give characteristics of study participants (eg demographic, clinical, social) and information on exposures and potential confounders
			(b) Indicate number of participants with missing data for each variable of interest
			(c) *Cohort study*—Summarise follow-up time (eg, average and total amount)
Outcome data	Outcomes are presented descriptively in Table 2 of the Results section.	15*	*Cohort study*—Report numbers of outcome events or summary measures over time
			Case-control study—Report numbers in each exposure category, or summary measures of exposure
			Cross-sectional study—Report numbers of outcome events or summary measures
Main results	The main results are presented in Table 3 of the Results section and include the main estimates as well as the confounder-adjusted estimates for both call volume and new callers.	16	(*a*) Give unadjusted estimates and, if applicable, confounder-adjusted estimates and their precision (eg, 95% confidence interval). Make clear which confounders were adjusted for and why they were included
			(*b*) Report category boundaries when

			continuous variables were categorized
			(*c*) If relevant, consider translating estimates of relative risk into absolute risk for a meaningful time period
Other analyses	N/A	17	Report other analyses done—eg analyses of subgroups and interactions, and sensitivity analyses
	Discussion		
Key results	Key results are provided in the first paragraph of the Interpretation section and compared against previous research in the second paragraph.	18	Summarise key results with reference to study objectives
Limitations	Limitations and strengths of the study are described in paragraph 3 of the Interpretation section.	19	Discuss limitations of the study, taking into account sources of potential bias or imprecision. Discuss both direction and magnitude of any potential bias
Interpretation	The interpretation of the results has been presented in the context of similar studies, along with the limitations and evidence that the profile of the clients served by the quitline significantly changed.	20	Give a cautious overall interpretation of results considering objectives, limitations, multiplicity of analyses, results from similar studies, and other relevant evidence
Generalisability	The findings are generalizable to other jurisdictions considering implementing health warning labels and this is described in the first paragraph of Interpretation.	21	Discuss the generalisability (external validity) of the study results
	Other information		
Funding	The sources of funding are described under Funding.	22	Give the source of funding and the role of the funders for the present study and, if applicable, for the original study on which the present article is based

*The study size and number of participants eligible for each stage of the study are not relevant for a interrupted time series analysis that used quitline administrative data.