Appendix 1 (as supplied by author): Search strategy

Search chronology	Findings
- SN	Initial attempts to identify the source of the '23 times more toxic' finding were made in August 2007 as part of research for a previous paper on the advocacy campaign to regulate smoking in cars in Australia. ¹ The figure originated in a news story published in the <i>Rocky Mountain News (RMN)</i> , a Colorado newspaper on 10 Jan 1998; ² this news report was subsequently cited in the Ontario Medical Association's 2004 report on second hand smoke exposure. ³
	Subsequent efforts to locate the scientific source for the <i>RMN</i> source via Medline searches returned two peer-reviewed articles that referenced the OMA report: Sweda et al, <i>Tob Control</i> 1998; ⁴ and Gehrman and Hovell, <i>Nicotine Tob Res</i> 2003 ⁵ (which also cited Sweda et al 1998).
Aug 2007	A peer-reviewed article by Williams et al in <i>Families</i> , <i>Systems</i> , & <i>Health</i> 2005 ⁶ referred to the figure with no attribution.
	Unreferenced use of the figure was found in a 17 June 2005 Australian Medical Association press release; ⁷ and in statements by Australian government ministers ⁸⁻¹⁰ and the National Heart Foundation of Australia. ¹¹
	Searches of Australia media via the Factiva database ¹² returned 22 news media reports: 19 made unattributed reference to the 23 times concept, 1 each cited the OMA report and the National Heart Foundation of Australia; and 1 referred to second hand smoke exposure as "20 times more toxic" than in the home.
May/June 2008	Searching Medline, Factiva and Google during research for this paper returned the following publications that cite the OMA report as source for the 23 times figure:
	- Leatherdale et al. <i>Tob Control</i> 2008 ¹³
	- British Columbia. Ministry of Health. <i>Protecting your Family from Second-hand Smoke</i> , 2005 ¹⁴
	- 17 reports in Canadian news media (identified via Factiva) ¹²
	- information on NGO websites — ASH (US), ¹⁵ GASP NJ, ¹⁶ and Car and Home Smoke-Free Zone (NSW, Australia). ¹⁷
	Unattributed use of the figure appeared in <i>Irish Times</i> 6 Feb 2008, ¹⁸ and on the ASH Ireland website on 28 Jan 2008. ¹⁹
March/April 2009	Final searches during revision of this paper in 2009 found "Colorado research" cited by ASH Ireland, ²⁰ in a February 2009 reports in the <i>Irish Times</i> ²¹ and the <i>Irish Medical Times</i> . ²²
	The OMA report is cited by: - ASH Scotland, Second-hand smoke in cars, April 2009 ²³
	- Kabir et al. Eur Respir J 2009 ²⁴
	The Kabir paper, including the 23 times figure, were cited in <i>Sunday Times</i> (UK) 19 Apr 2009. ²⁵
	The <i>Times</i> report and the figure were subsequently cited on websites of ASH UK, 20 Apr 2009; ²⁵ European Lung Foundation, 24 Apr 2009; ²⁶ and the Oxford Health Alliance, 23 Apr 2009. ²⁷
	The most recent example to cite the OMA report is Leatherdale and Ahmed, Cancer Causes Control 2009. 28

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