Bangladesh Health Warning Compliance Codebook 2013

Please refer to the "Bangladesh Packaging and Labeling Requirements" document for the laws from which specific questions are derived. If you feel that some aspects of the pack warrants further discussion please make a note in the "topics for further discussion" section.

Unique ID (unique_id)

Enter the Unique ID that is printed on the label on the bag in which the pack is held.

1. **Type of Product (product_type)**

What type of product is this?

Refer to the front of the pack to answer this question. If the type of product is not written on the front of the pack, refer to the back and if not found on the back, the sides of the pack. If there are two descriptions of the product found on the pack, choose the more specific classification (e.g. when "clove cigarettes" AND "Class A cigarettes" are written on a pack, the product will be classified as "clove cigarettes"). If product type is not written on the package, look at the sticks inside the package and refer to additional information online. In your online search for information, refer only to credible sources (official brand websites, government registries of tobacco products, or Euromonitor).

[For hard packs, the front of pack is the side where the flip top opens. For soft packs, the front of the pack is the side that is face up when the pack is placed so that the tobacco company text (NOT the health warning text) on the side or bottom of the package is upright and readable. For "slider packs", the left side will be identified as the side with the barcode. For cone-shaped bidi packs, the "front" is not defined.]

NOTE: For paper packages that have not yet been opened, refer to the TPackSS website (globaltobaccocontrol.org/tpackss) to view the product.

(1) Manufactured cigarettes
(2) Bidis
(3) Cloves or Kreteks – Give special consideration to brands which are known to produce cloves and kreteks.
(4) Cigarillo – Give special consideration to brands which are known to produce cigarillos.

Image 1 and 2. Examples of bidis (top is bidi wrapped in cigarette paper; bottom is traditional bidi wrapped in tendu leaf)

2. Shape of Bidis (bidi_shape)

What is the shape of the bidi pack?

- (1) Cone-shaped
- (2) Rectangular

3. Edges of pack (beveled_or_round)

Does the pack have beveled or round edges?

Packs are only considered to have beveled or round edges when they are hard packs. Refer to Images 3 and 4 for examples. Choose N/A if a pack is a soft pack, cylindrical pack or a tin pack.
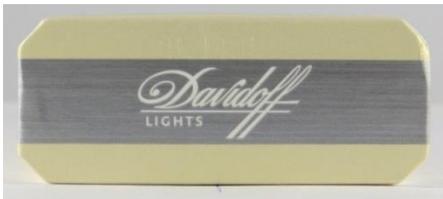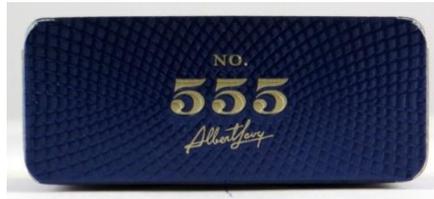

Image 3. Beveled edges   Image 4. Round edges

- (1) Yes
- (0) No
- (9) N/A

NOTE: For packs with beveled or round edges, answer all questions taking into account the face of the pack only, not including the beveled or round portion, unless otherwise noted.

Section A: Front of Pack

For the purposes of conical bidi packs where the front of the pack is not defined, answer the questions below, referring to the principal display area of the pack. For conical bidi packs, the principal display area is the entire surface area of the pack

A1. Presence of warning (front_warn_presence)

Is there a health warning label on the FRONT panel of the pack?

      (1) Yes
      (0) No

If "No", skip to Section B.

A2. Warning content (front_warn_content)

Select the warning that appears on the package. If there is no text that matches, select "No match".

1	ধূমপান মৃত্যু ঘটায়; (English Translation: "Smoking causes death")
2	ধূমপানের কারণে স্ট্রোক হয়; (English Translation: "Stroke occurs for smoking")
3	ধূমপান হৃদরোগের কারণ; (English Translation: "Smoking is the cause of heart disease")
4	ধূমপান ফুসফুস ক্যান্সারের কারণ; (English Translation: "Smoking is the cause of lung cancer")
5	ধূমপানের কারণে শ্বাসপ্রশ্বাসের সমস্যা হয়; বা (English Translation: "Smoking creates problems to breathing")
6	ধূমপান স্বাস্থ্যের জন্য ক্ষতিকর। (English Translation: "Smoking is harmful to health")
99	No match
98	Similar to approved text but not exact match

If "Similar to approved text but not exact match", enter the health warning text as it appears on the pack (refer to translations).

_____

If "No match", skip to Section B.

A3. Text and background color (front_warn_txtbackcolor)

Is the warning printed in WHITE letters with BLACK background or BLACK letters with WHITE background?

     (1) Yes
     (0) No

A4. Warning visibility (front_warn_visible)

Is the health warning clearly visible?

     (1) Yes
     (0) No

A5. Warning font (front_warn_font)

Is the font of the health warning text printed in Suttony MJ?

আমার সোনার বাংলা
আমি তোমায় ভালোবাসি

অ আ ই ঈ উ ঊ ঋ এ ঐ ও ঔ
ক খ গ ঘ ঙ চ ছ জ ঝ ঞ
ট ঠ ড ঢ ণ ত থ দ ধ ন
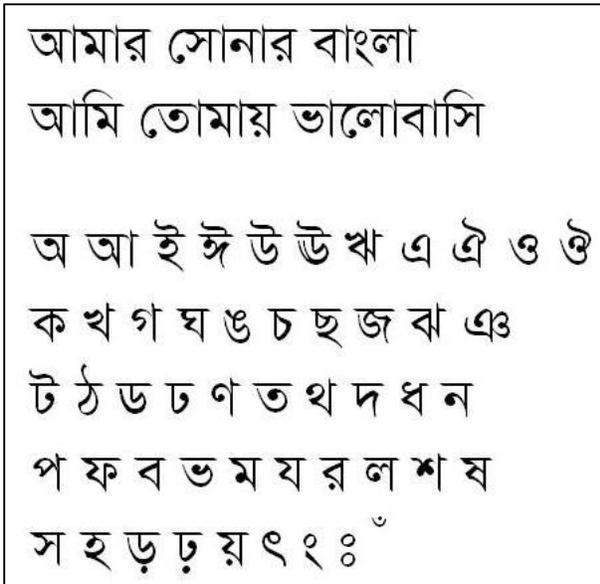প ফ ব ভ ম য র ল শ ষ
স হ ড় ঢ় য় ৎ ং ঃ ঁ

Image 5. Example of Suttony MJ font

     (1) Yes
     (0) No

A6. Height of letters (front_warn_ltrheight)

Is the font of the health warning text at least 18 point?

Measure the height of the letters in the health warning label text using the font ruler. If all letters appear to be the same size, only measure the first letter.

      (1) Yes
      (0) No

A7. Language (front_warn_lang)

Is the health warning written in Bengali?

      (1) Yes
      (0) No

A8. Warning location- upper portion (front_warn_loc_upper)

Is the warning located at the upper portion of the pack, except in cases where the tax stamp or banderole is fixed at the upper portion of the principal display areas?

Refer to the TPackSS website- globaltobaccocontrol.org/tpackss to answer this question. Note that the principal display areas are defined as the front and back of the pack, not the sides.

[For bidis, the upper portion of the pack is the <u>widest end</u> of the bidi pack.]

      (1) Yes
      (0) No

Image 6. Pack with tax stamp and banderole

A9. Warning obstruction (front_warn_obstruct)

Is the warning printed so that it is not covered by the tax stamp or banderole or any other reason?
- (1) Yes
- (0) No

Measurement

- Complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1). Enter the measurement to the first decimal place.
- When measuring a package with beveled edges measure the face of the package only, not including the beveled portion.
- When measuring a package with rounded edges measure the face of the package only, not including any portion of the pack that is not flat.
- When measuring a soft pack measure only the face of the tobacco package and do not include ANY of the foil area.
- When measuring the health warning, include the border of the box that is a part of the health warning label.
- For packs where a warning area cannot be distinguished (ex: cases where warning is not bordered), measure the entire area around the health warning text where the background is white. Record how the pack warning was measured in the 'general notes' section.

A10. Health warning label height (front_warn_height)

Enter the height (cm) of the health warning label. _____

A11. Health warning label width (front_warn_width)

Enter the width (cm) of the health warning label. _____

If you selected "Bidis" for "product type" and "Cone-shaped" for "shape of bidis", skip to question A15.

A12. Height (front_height)

Enter the height (cm) of the front panel of the pack. _____

A13. Width (front_width)

Enter the width (cm) of the front panel of the pack. _____

A14. Percentage of front of pack covered by warning (front_warn_percent)

Using the measurements above, the percentage of area of the front panel of the pack covered by the health warning label will be calculated automatically. _____
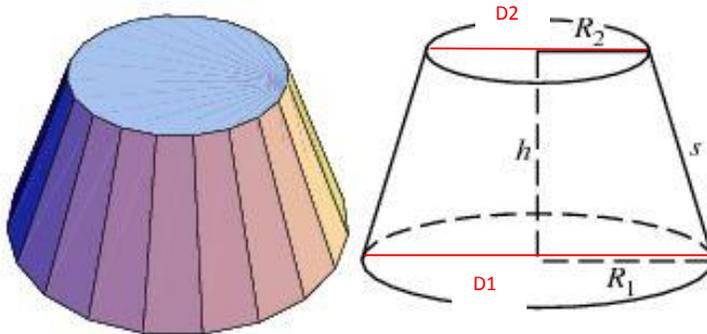Refer to the image of the conical frustum below when completing questions A15-A21.

Image 7. Conical Frustum and corresponding measurements

A15. Diameter of cone shaped bidi pack base (cone_diameter1)

Find the diameter of the cone frustum's base circle by measuring across the widest point of the circle to obtain the diameter (refer to D1 of Image 7).

Enter the diameter (cm) of the cone frustum's base circle. _____

A16. Radius of cone shaped bidi pack base (cone_radius1)

The radius of the cone shaped bidi pack base will automatically be calculated. _____

A17. Diameter of cone shaped bidi pack top (cone_diameter2)

Find the diameter of the cone frustum's top circle by measuring across the widest point of the circle to obtain the diameter (refer to D2 of image 7).

Enter the diameter (cm) of the cone frustum's base circle. _____

A18. Radius of cone shaped bidi pack top (cone_radius2)

The radius of the cone shaped bidi pack top will automatically be calculated. _____

A19. Height of cone shaped bidi pack (cone_height)

Find the height of the cone frustum's top circle by measuring from the bottom of the pack to the top on the flattest side (refer to h of image 7).

Enter the height (cm) of the cone frustum. _____

A20. Slant height of cone shaped bidi pack (cone_slantheight)

The slant height of the cone shaped bidi pack will automatically be calculated. _____

A21. Percentage of cone shaped bidi pack covered by warning (conebidi_warn_percent)

Using the measurements above, the percentage of area of the cone shaped bidi pack that is covered by the health warning label will be calculated automatically. _____

Answer the following question if the pack has beveled or rounded edges. If not, skip to Section B.

A22. Health warning label coverage (front_bvlorrnd_coverage)

Does the health warning label cover the beveled or rounded edges of the pack?

    (1) Yes
    (0) No

Section B: Back of Pack

B1. Presence of warning (back_warn_presence)

Is there a health warning label on the BACK panel of the pack?

      (1) Yes
      (0) No

If "No", skip to Section C.

B2. Warning content (back_warn_content)

Select the warning that appears on the package. If there is no text that matches, select "No match".

Use the Bangladesh Language Scientific translation spreadsheet to answer this question.

1	ধূমপান মৃত্যু ঘটায়; (English Translation: "Smoking causes death")
2	ধূমপানের কারণে স্ট্রোক হয়; (English Translation: "Stroke occurs for smoking")
3	ধূমপান হৃদরোগের কারণ; (English Translation: "Smoking is the cause of heart disease")
4	ধূমপান ফুসফুস ক্যান্সারের কারণ; (English Translation: "Smoking is the cause of lung cancer")
5	ধূমপানের কারণে শ্বাসপ্রশ্বাসের সমস্যা হয়; বা (English Translation: "Smoking creates problems to breathing")
6	ধূমপান স্বাস্থ্যের জন্য ক্ষতিকর। (English Translation: "Smoking is harmful to health")
99	No match
98	Similar to approved text but not exact match

If "Similar to approved text but not exact match", enter the health warning text as it appears on the pack (refer to translations).

_____

_____

If "No match", skip to Section B.

B3. Text and background color (back_warn_txtbackcolor)

Is the warning printed in WHITE letters with BLACK background or BLACK letters with WHITE background?

      (1) Yes
      (0) No

B4. Warning visibiity (back_warn_visible)

Is the health warning clearly visible?

      (1) Yes
      (0) No

B5. Warning font (back_warn_font)

Is the font of the health warning text printed in Suttony MJ?

Refer to Image 5 for an example of Suttony MJ font.

      (1) Yes
      (0) No

B6. Height of letters (back_warn_ltrheight)

Is the font of the health warning text at least 18 point?

Measure the height of the letters in the health warning label text using the font ruler. If all letters appear to be the same size, only measure the first letter.

      (1) Yes
      (0) No

B7. Language (back_warn_lang)

Is the health warning written in Bengali?

      (1) Yes
      (0) No

B8. Warning location- upper portion (back_warn_loc_upper)

Is the warning located at the upper portion of the pack, except in cases where the tax stamp or or banderole is fixed at the upper portion of the principle display areas?

Refer to the TPackSS website- globaltobaccocontrol.org/tpackss to answer this question. Note that the principal display areas are defined as the front and back of the pack, not the sides.

Refer to Image 6 for example of a tax stamp and banderole.

     (1) Yes

     (0) No

B9. Warning obstruction (back_warn_obstruct)

Is the warning printed so that it is not covered by the tax stamp or banderole or any other reason?

Refer to Image 6 for example of a tax stamp and banderole.

     (1) Yes

     (0) No

Measurement

See Section A for instructions on measurement.

B10. Health warning label height (back_warn_height)

Enter the height (cm) of the health warning label. _____

B11. Health warning label width (back_warn_width)

Enter the width (cm) of the health warning label. _____

B12. Height (back_height)

Enter the height (cm) of the back panel of the pack. _____

B13. Width (back_width)

Enter the width (cm) of the back panel of the pack. _____

B14. Percentage of back of pack covered by warning (back_warn_percent)

Using the measurements above, the percentage of area of the back panel of the pack covered by the health warning label will be calculated automatically. _____

Section C: Topics for Further Discussion

C1. Further discussion (further_discussion)

Is there any aspect of this pack that needs further discussion?

     (1) Yes
     (0) No

C2. Notes on further discussion (further_discussion1)

_____

_____

_____

C3. General notes (notes)

_____

_____

_____