



TPackSS: Tobacco Pack Surveillance System

China Health Warning Label Compliance Codebook 2017

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Please refer to the “China Packaging and Labeling Requirements” document for the laws from which specific questions are derived. If you feel that some aspects of the pack warrant 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 you cannot find a description of the product on the package, open the pack and classify the product by what is found inside. 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”)

- (1) Cigarettes
- (2) Cloves or Kreteks
- (3) Not printed on pack

2. Tobacco Package Material (Tbcpack_material)

Is the tobacco package a hard pack?

- (1) Yes
- (0) No

If “No,” skip to Section A.

3. Front Edges of the Pack (front_beveled_or_round)

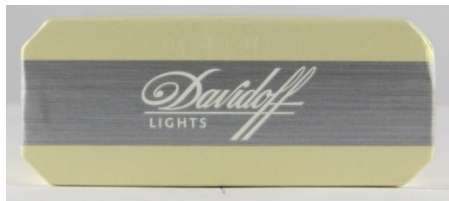
[For hard packs, the front of pack is the side where the flip top opens. For soft packs, the front of the pack is the side that is face up when the pack is placed so that the text on the side of the package is upright and readable.]

Does the front of the pack have beveled or round edges?

Packs are only considered to have beveled or round edges when they are hard packs.

(1) Yes

(0) No



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.

4. Back Edges of the Pack (back_beveled_or_round)

Does the back of the pack have beveled or round edges?

Packs are only considered to have beveled or round edges when they are hard packs.

(1) Yes

(0) No

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 Package

A1. Location of warning (front_warn_loc)

Is the health warning located on the principal display area of the front panel of the pack?

- (1) Yes
- (0) No

If "No," skip to Section B.

A2. Warning content (front_warn_content)

Using the Appendix, identify the number of the health warning that appears on the front of the package. If there is no warning that matches the warning on the pack select "No match".

- (1) 1016A
- (2) 1016B
- (3) 1016C
- (99) No Match

If "No match," skip to Section B.

A3. Warning obstruction (front_warn_obstruct)

Is the front health warning obstructed by external markings, cellophane, tax stamp, or anything else?

Only mark "Yes" if any of the text is obstructed.

Note, this can include paper wrappings or product lids.

- (1) External Markings
- (2) Cellophane
- (3) Tax Stamp
- (4) Other [if "Other," specify]
- (0) No

A3.1. Other health warning obstruction (front_warn_obsother)

Specify any other health warning obstruction in lower case letters, with multiple phrases separated by a comma. _____

A4. Position of warning (front_warn_loc_bpos)

Is the front health warning label positioned at the bottom of the principal display area?

(1) Yes

(0) No

If “Yes,” skip to question A5.

A4.1. Position of warning (front_warn_loc_rpos)

Is the front health warning label positioned on the right hand side of the principal display area?

(1) Yes

(0) No

A5. Branding beneath warning (front_warn_brand)

Is there branding (design elements, decorative border, color not found in label background, etc) below the front warning label?

(1) Yes

(0) No

A6. Warning background color (front_warn_bkgcolor)

Is the front health warning label background a single color?

(1) Yes

(0) No

A7. Warning text colors (front_warn_txtcolor)

Is the front health warning text in multiple colors?

(1) Yes

(0) No

A8. Warning text color contrast (front_warn_txtcontrast)

Does the front health warning text contrast with the warning background?

(1) Yes

(0) No

A9. Language (front_warn_lang)

Is the front health warning written in standard Chinese characters?

(1) Yes

(0) No

A10. Reminder from our company text height (front_txt_height_comp)

Are the letters for the following statement “本公司提示” [Reminder from our company] at least 4.0mm in height?

(1) Yes

(0) No

(99) Text not present on side

A11. Warning text height (front_txt_height)

Are the letters of the front health warning at least 4.5mm in height?

(1) Yes

(0) No

Section B: Back of Package

B1. Location of warning (back_warn_loc)

Is the health warning located on the principal display area of the back panel of the pack?

- (1) Yes
- (0) No

If "No," skip to Section C.

B2. Warning content (back_warn_content)

Using the Appendix, identify the number of the health warning that appears on the back of the package. If there is no warning that matches the warning on the pack select "No match".

- (1) 1016A
- (2) 1016B
- (3) 1016C
- (99) No Match

If "No match," skip to Section C.

B3. Warning obstruction (back_warn_obstruct)

Is the back health warning obstructed by external markings, cellophane, or anything else?

Only mark "Yes" if any of the text is obstructed.

Note, this can include paper wrappings or product lids.

- (1) External Markings
- (2) Cellophane
- (3) Tax Stamp
- (4) Other [if "Other," specify]
- (0) No

B3.1. Other health warning obstruction (back_warn_obsotner)

Specify any other health warning obstruction in lower case letters, with multiple phrases separated by a comma. _____

B4. Position of warning (back_warn_loc_bpos)

Is the back health warning label positioned at the bottom of the principal display area?

- (1) Yes
- (0) No

If “Yes,” skip to question B5.

B4.1. Position of warning (back_warn_loc_rpos)

Is the back health warning label positioned on the right hand side of the principal display area?

- (1) Yes
- (0) No

B5. Branding beneath warning (back_warn_brand)

Is there branding (design elements, decorative border, color not found in label background, etc) below the back warning label?

- (1) Yes
- (0) No

B6. Warning background color (back_warn_bkgcolor)

Is the back health warning label background a single color?

- (1) Yes
- (0) No

B7. Warning text colors (back_warn_txtcolor)

Is the back health warning text in multiple colors?

- (1) Yes
- (0) No

B8. Warning text color contrast (back_warn_txtcontrast)

Does the back health warning text contrast with the warning background?

(1) Yes

(0) No

B9. Language (back_warn_lang)

Is the back health warning written in standard Chinese characters?

(1) Yes

(0) No

B10. Warning text height (back_txt_height)

Are the letters of the back health warning at least 4.5mm in height?

(1) Yes

(0) No

Section C: Pack Measurements

Measurement

- Complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. 0.12 becomes 0.1, 0.15 becomes 0.2, and 0.16 becomes 0.2). Enter the measurement to the first decimal place.
- When measuring a package with beveled edges measure the face, flat portion of the package only, excluding the beveled portion edges.
- When measuring a package with rounded edges measure the face, flat portion of the package only, exclude the rounded portion edges
- 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 label, exclude black borders.
- For packs with obstructed or obscured health warning labels, do not attempt to alter package wrapping to access health warning label. Enter "0" for label measurements.

C1. Front health warning label height (front_warn_height)

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

C2. Front health warning label width (front_warn_width)

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

C3. Front height (front_height)

Enter the height (cm) of the front principal display area of the pack on which the warning appears.

C4. Front width (front_width)

Enter the width (cm) of the front principal display area of the pack on which the warning appears.

C5. Percentage of front panel covered by warning (front_warn_percent)

Using the measurements above, the percentage of area of the front principal display area of the pack on which the warning appears that is covered by the health warning label will be calculated automatically.

C6. Back health warning label height (back_warn_height)

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

C7. Back health warning label width (back_warn_width)

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

C8. Back height (back_height)

Enter the height (cm) of the back principal display area of the pack on which the warning appears.

C9. Back width (back_width)

Enter the width (cm) of the back principal display area of the pack on which the warning appears.

C10. Percentage of back panel covered by warning (back_warn_percent)

Using the measurements above, the percentage of area of the back principal display area of the pack on which the warning appears that is covered by the health warning label will be calculated automatically.

Section D: Emissions Levels

D1. Emissions text height (emission_txtheight)

Are the letters indicating emissions levels at least 2.0mm in height?

- (1) Yes
- (2) Unsure/Translation Needed
- (0) No

D2. Tar emissions text language (emission_tarlang)

Is information on tar content and emissions written in standard Chinese characters?

烤烟型焦油量 [Tar]

- (1) Yes
- (2) Unsure/Translation Needed
- (3) Partial text
- (0) No

D3. Nicotine emissions text language (emission_niclang)

Is information on nicotine content and emissions written in standard Chinese characters?

烟气烟碱量 [Nicotine]

- (1) Yes
- (2) Unsure/Translation Needed
- (3) Partial text
- (0) No

D4. Carbon monoxide emissions text language (emission_colang)

Is information on carbon monoxide content and emissions written in standard Chinese characters?

烟气一氧化碳量 [Carbon Monoxide]

- (1) Yes
- (2) Unsure/Translation Needed
- (3) Partial text
- (0) No

Section E: Misleading Descriptors

E1. Misleading descriptors (misleading_descriptors)

Do the following misleading descriptors appear on the pack? Check all that apply.

- (1) Low tar/Low tar level [低焦油]
- (2) Light [淡味]
- (3) Ultra-light [超淡味]
- (4) Soft [柔和]
- (5) Low harm [低危害]
- (6) Ultra [超]
- (0) None of the above

E2. Health promoting descriptors (health_descriptors)

Do the following health promoting descriptors appear on the pack? Check all that apply.

- (1) Environmental protection [环保]
- (2) Curative/Curative effect [疗效]
- (3) Health/healthy (保健)
- (0) None of the above

Section F: Topics for Further Discussion

F1. Further discussion (further_discussion)

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

(1) Yes

(0) No

If “No,” skip to end of questionnaire.

F1.1. Further discussion on pack shape (further_discussion_shape)

F1.2. Further discussion on health warning size (further_discussion_size)

F1.3. Further discussion on health warning position (further_discussion_position)

F1.4. Further discussion on health warning color, including text and background color (any branding or design elements through or around label) (further_discussion_color)

F1.5. Further discussion on health warning elements (such as text spacing or alignment) (further_discussion_elements)

F1.6. Implications for health warning coverage (further_discussion_implications)

F1.7. Any other items of interest about the pack (interest)

***When all questions have been answered, select “Complete” and “Save Record”.**