



TPackSS: Tobacco Pack Surveillance System

Thailand Health Warning Label Compliance Codebook 2015

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Please refer to the “Thailand 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. Introduction

1.1 Type of Pack (pack_type)

What type of pack is this?

- (1) Hard Pack
- (2) Soft Pack
- (3) Cylinder Pack
- (4) Pouch
- (5) Other

1.2 Cellophane (other_cellophane)

Is there cellophane on the pack?

- (1) Yes
- (0) No

If ‘No’, skip to Section 1.3.

1.2a Cellophane- transparency (other_transparency)

Is the cellophane transparent with no additional markings (ie. Holograms, writings, symbols, images)?

- (1) Yes
- (0) No

1.2b Cellophane- color (other_clr)

Is the cellophane colorless?

(1) Yes

(0) No

1.3 Cellophane health warning (cellophane_warning)

Is there a health warning label present on the cellophane?

(1) Yes

(0) No

Section A: Front of Pack

A1. Presence of warning (front_warn_presence)

Is there a health warning label on the front of the pack?

- (1) Yes
- (0) No

If "No", skip to Section B.

A2. Warning content (front_warn_content)

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

- (1) 0914A
- (2) 0914B
- (3) 0914C
- (4) 0914D
- (5) 0914E
- (6) 0914F
- (7) 0914G
- (8) 0914H
- (9) 0914I
- (10) 0914J
- (11) Out of rotation
- (99) No match

If "99" or "11", skip to section B.

A3. Location of warning (front_warn_loc)

Is the health warning label located at the top of the pack?

- (1) Yes
- (0) No

A4. Clarity of warning (front_warn_clarity)

Is the health warning clearly visible?

(1) Yes

(0) No

A5. Language of warning (front_warn_lang)

Is the health warning label written in Thai?

(1) Yes

(0) No

A6. Color of warning (front_warn_clr)

Is the health warning label printed in color?

(1) Yes

(0) No

A7. Size and positioning of lettering in HWL (front_warn_lettering)

Is the size of the lettering in the health warning label the same as it appears in the Appendix?

Refer to the relative size and positioning of the lettering to answer this question.

(1) Yes

(0) No

A8. HWL content (front_warn_samecontent)

Is the text content of the warning statement in the health warning label the same as it appears in the Appendix?

(1) Yes

(0) No

A9. HWL images (front_warn_img)

Is the image included in the health warning label the same as it appears in the Appendix?

(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 any text message without defined border, measure the highest point and the widest point of the text message as a whole.
- Measure the text in an upright position, following the direction of the text.
- When measuring the width, measure across the points at the bottom edge of the pack.
- If there is a strip of black at the top of warning, include this black strip in the measurement of the health warning.

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. _____

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.

A15. Edges of pack (front_bvlornd)

For hard packs, does the front of the pack have beveled or rounded edges?

Example:

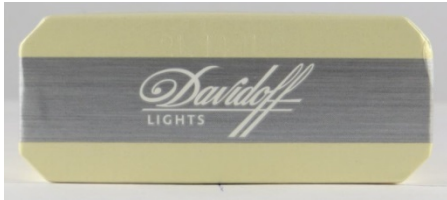


Image 1. Beveled edges



Image 2. Round edges

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

If 'No' or 'N/A', skip to Section B.

A16. Health warning label coverage (front_bvlornd_coverage)

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

- (1) Yes
- (0) No

Section B: Back of the Pack

B1. Presence of warning (back_warn_presence)

Is there a health warning label on the back of the pack?

- (1) Yes
- (0) No

If "No", skip to end form.

B2. Warning content (back_warn_content)

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

- (1) 0914A
- (2) 0914B
- (3) 0914C
- (4) 0914D
- (5) 0914E
- (6) 0914F
- (7) 0914G
- (8) 0914H
- (9) 0914I
- (10) 0914J
- (11) Out of rotation
- (99) No match

If "99" or "11", skip to section C.

B3. Location of warning (back_warn_loc)

Is the health warning label located at the top of the pack?

- (1) Yes
- (0) No

B4. Clarity of warning (back_warn_clarity)

Is the health warning clearly visible?

(1) Yes

(0) No

B5. Language of warning (back_warn_lang)

Is the health warning label written in Thai?

(1) Yes

(0) No

B6. Color of warning (back_warn_clr)

Is the health warning label printed in color?

(1) Yes

(0) No

B7. Size and positioning of lettering in HWL (back_warn_lettering)

Is the size of the lettering in the health warning label the same as it appears in the Appendix?

Refer to the relative size and positioning of the lettering to answer this question.

(1) Yes

(0) No

B8. HWL content (back_warn_samecontent)

Is the text content of the warning statement in the health warning label the same as it appears in the Appendix?

(1) Yes

(0) No

B9. HWL images (back_warn_img)

Is the image included in the health warning label the same as it appears in the Appendix?

(1) Yes

(0) No

Measurement

For instructions, refer to Section A.

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 (front_width)

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

B14. Percentage of front 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.

B15. Edges of pack (back_bvlorrnd)

For hard packs, does the front of the pack have beveled or rounded edges?

For examples, refer to Images 1 and 2 in Section A.

(1) Yes

(0) No

(99) N/A

If 'No' or 'N/A', skip to Section C.

B16. Health warning label coverage (back_bvlorrnd_coverage)

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

(1) Yes

(0) No

Section C: Right Side Panel of the Pack

C1. Warning presence (sider_warn_presence)

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

- (1) Yes
- (0) No

If “No”, skip to section D.

C2. Side of pack warning content (sider_warn_content)

Indicate the statement printed on the right hand side of the pack. If there is no text that matches the text on the side of the pack select “No match”.

- (0) 0112A : **คว นบ หร ม สารพ ขไฮโดรเจนไซยาไนด์**
- (1) 0112B : **คว นบ หร ม สารพ ขคาร บอนมอนอกไซด์**
- (2) 0112C: **คว นบ หร ม สารพ ขมากกว่า ๒๕๐ ชน ด**
- (3) 0112D: **คว นบ หร เป นสารพ ขส าค ฎท ส ดในบ าน**
- (4) 0112E: **คว นบ หร ม สารก อมะเร งฟอร มาลค ไฮด**
- (5) 0112F: **คว นบ หร ม สารก อมะเร งเบนโซไฟร น**
- (6) 0112G: **คว นบ หร ม สารก อมะเร งไนโตรซาม น**
- (7) 0112H: **คว นบ หร เป นสารก อมะเร งท ส าค ฎท ส ดของม น ขย**
- (8) 0112I: **คว นบ หร ม สารก มม นตร งส โพลเน ยม ๒๑๐**
- (10) 0112J: **คว นบ หร ม สารเสพต คน โคต น**
- (99) No match

If “No match”, skip to Section D.

C3. Label in Thai (sider_warn_lang)

Is the warning label in Thai?

- (1) Yes
- (0) No

C4. White characters (sider_warn_itrclr)

Are the characters of the warning label printed in white?

(1) Yes

(0) No

C5. Black background (sider_warn_bckgrndclr)

Are the characters of the warning label printed on a black background?

(1) Yes

(0) No

C6. Size and positioning of lettering in HWL (sider_warn_lettering)

Are the size and positioning of the lettering in the warning label the same as they appear in the Appendix?

Refer to the relative size and positioning of the lettering to answer this question.

(1) Yes

(0) No

Measurement

- Refer to “Measurement” in Section A for instructions on measurements.
- In cases where the date of manufacture is not distinct from the health warning area like the example below, measure only the area that includes the health warning label text.

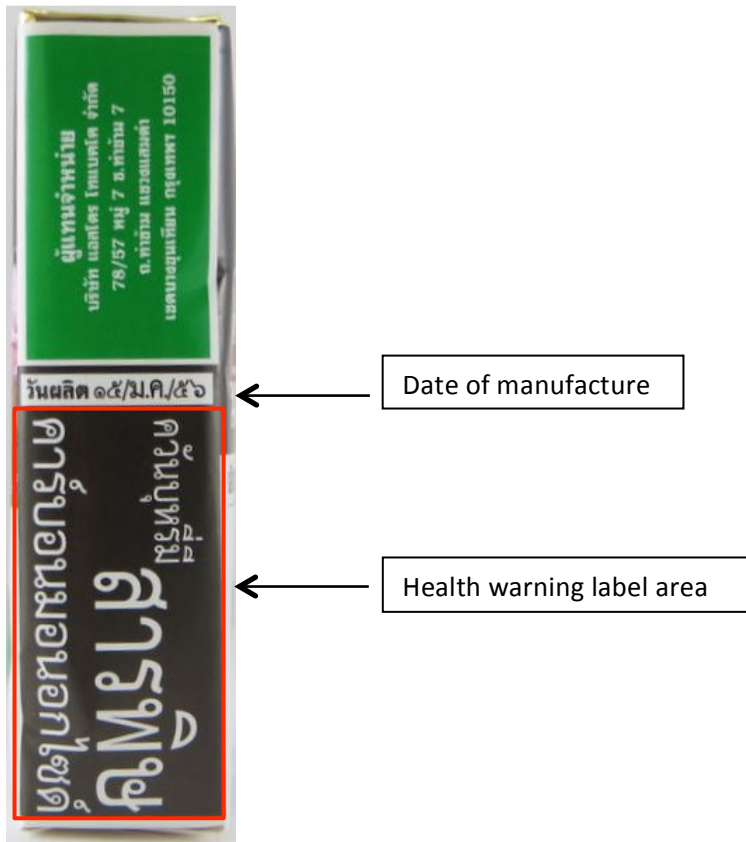


Image 3. Side of pack with health warning label and date of manufacture

C7. Warning height (sider_warn_height)

Enter the height (cm) of the warning on the right side panel of the pack. _____

C8. Warning width (sider_warn_width)

Enter the width (cm) of the warning on the right side panel of the pack. _____

C9. Height (sider_height)

Enter the height (cm) of the right side panel of the pack. _____

C10. Width (sider_width)

Enter the width (cm) of the right side panel of the pack. _____

C11. Percentage of right side of pack covered by warning (sider_warn_percent)

Using the measurements above, the percentage of area of the right side of the pack covered by the health warning label will be calculated automatically.

Section D: Left Side Panel of the pack

D1. Warning presence (sidel_warn_presence)

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

- (1) Yes
- (0) No

If “No”, skip to section E.

D2. Side of pack warning content (sidel_warn_content)

Indicate the statement printed on the left side of the pack. If there is no text that matches the text on the side of the pack select “No match”.

- (0) 0112A : **คว นบ หร ม สารพ ชไฮโดรเจนไซยาไนด์**
- (1) 0112B : **คว นบ หร ม สารพ ชคาร์ บอนมอนอกไซด์**
- (2) 0112C: **คว นบ หร ม สารพ ชมากกว่า ๒๕๐ ชน ด**
- (3) 0112D: **คว นบ หร เป นสารพ ชส าค ฎท ส ดในบ าน**
- (4) 0112E: **คว นบ หร ม สารก อมะเร งเฟอร์ มาลค ไฮด**
- (5) 0112F: **คว นบ หร ม สารก อมะเร งเบนโซไฟร น**
- (6) 0112G: **คว นบ หร ม สารก อมะเร งไนโตรซาม น**
- (7) 0112H: **คว นบ หร เป นสารก อมะเร งท ส าค ฎท ส ดของม น ชย**
- (8) 0112I: **คว นบ หร ม สารก มม นตร งส โพลเน ยม ๒๑๐**
- (10) 0112J: **คว นบ หร ม สารเสพต ดน โคต น**
- (99) No match

If “No match”, skip to Section E.

D3. Label in Thai (sidel_warn_lang)

Is the warning label in Thai?

- (1) Yes
- (0) No

D4. White characters (sidel_warn_ltrclr)

Are the characters of the warning label printed in white?

(1) Yes

(0) No

D5. Black background (sidel_warn_bckgrndclr)

Are the characters of the warning label printed on a black background?

(1) Yes

(0) No

D6. Size and positioning of lettering in HWL (sidel_warn_lettering)

Are the size and positioning of the lettering in the warning label the same as they appear in the Appendix?

Refer to the relative size and positioning of the lettering to answer this question.

(1) Yes

(0) No

Measurement

Refer to instructions in Section C.

D7. Warning height (sidel_warn_height)

Enter the height (cm) of the warning on the left side panel of the pack. _____

D8. Warning width (sidel_warn_width)

Enter the width (cm) of the warning on the left side panel of the pack. _____

D9. Height (sidel_height)

Enter the height (cm) of the left side panel of the pack. _____

D10. Width (sidel_width)

Enter the width (cm) of the left side panel of the pack. _____

D11. Percentage of left side of pack covered by warning (sidel_warn_percent)

Using the measurements above, the percentage of area of the left side of the pack covered by the health warning label will be calculated automatically.

Section E: Other Requirements

E1. Date of Manufacture (other_manu_presence)

Is there a display of the date of manufacture on one of the sides of the cigarette pack, exclusive of the area designated for the notice of toxic or carcinogenic substances?

Refer to the translation spreadsheet to answer this question.

(1) Yes

(0) No

If you answered "No", skip to E5.

E2. Date of Manufacture- Thai language (other_manu_lang)

Is the date of manufacture printed in the Thai language?

(1) Yes

(0) No

E3. Date of Manufacture- 10 pt. font (other_manu_font)

Is the date of manufacture printed in 10 point font or larger?

(1) Yes

(0) No

E4. Date of Manufacture- statement color (other_manu_clr)

Does the date of manufacture fulfill any of the following requirements?

- Is printed in black on a white background with a black border; OR
- Is printed in white on a black background (no border needed)

(1) Yes

(0) No

E5. Origin of cigarettes (other_origin_presence)

Which of the following is displayed adjacent to the lower front edge of the cigarette pack?

- (1) Manufactured in the Kingdom of Thailand
- (2) Manufactured in (other country)
- (99) None of the above

If you answered “None of the above”, skip to E9.

E6. Origin of cigarettes- Thai language (other_origin_lang)

Is the statement on origin of cigarettes printed in the Thai language?

- (1) Yes
- (0) No

E7. Origin of cigarettes- 10 pt. font (other_origin_font)

Is the statement on the origin of cigarettes printed in 10 point font or larger?

- (1) Yes
- (0) No

E8. Origin of cigarettes- statement color (other_origin_clr)

Does the statement on the origin of cigarettes fulfill any of the following requirements?

- Is printed in black on a white background with a black border; OR
- Is printed in white on a black background (no border needed)

- (1) Yes
- (0) No

E9. For Sale in the Kingdom of Thailand (other_sale_presence)

Is there a display of the statement, "For Sale in the Kingdom of Thailand" on the lower edge of the back of the cigarette pack?

Refer to the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

If you answered "No", skip to Section E13.

E10. For Sale in the Kingdom of Thailand- Thai language (other_sale_lang)

Is the statement "For Sale in the Kingdom of Thailand" printed in the Thai language?

- (1) Yes
- (0) No

E11. For Sale in the Kingdom of Thailand- 10 pt. font (other_sale_font)

Is the statement "For Sale in the Kingdom of Thailand" printed in 10 point font or larger?

- (1) Yes
- (0) No

E12. For Sale in the Kingdom of Thailand- statement color (other_sale_clr)

Does the statement "For Sale in the Kingdom of Thailand" fulfill any of the following requirements?

- Is printed in black on a white background with a black border; OR
- Is printed in white on a black background (no border needed)

- (1) Yes
- (0) No

E13. Misleading descriptors (misleading_descriptors)

Identify any of the following terms that appear on the pack:

- (1) Mild
- (2) Medium
- (3) Light
- (4) Ultra-light
- (5) Low tar
- (6) Cool
- (7) Ice
- (8) Frost
- (9) Crisp
- (10) Fresh
- (11) Mint
- (12) Mellow
- (13) Rich
- (14) Aromatic
- (15) Special aroma
- (16) Smooth
- (17) Natural
- (18) Special
- (19) Genuine
- (20) Luminous
- (21) Extra
- (22) Premium
- (23) Quality
- (24) Select
- (25) Other (phrases suggesting that the tobacco product is less harmful or resulting in misunderstanding from the consumers on harms of tobacco and tobacco smoke to human health)

E13a. Misleading Descriptors (other_misleading_descr)

Note other terms or phrases that are printed on the pack and may be misleading.

Section F: Topics for Further Discussion and Notes

F1. Further discussion (further_discussion)

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

(1) Yes

(0) No

F1a. Notes on further discussion (further_discussion1)
