



TPackSS: Tobacco Pack Surveillance System

Brazil Health Warning Label Compliance Codebook 2013

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Please refer to the “Brazil 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.]

- (1) Manufactured cigarettes
- (2) Bidis
- (3) Cloves or Kreteks
- (4) Cigarillo
- (5) Cigarros de palha

Image 1. Cigarros de palha



Check here if you used information online to classify product type (product_type_research).

Enter the link to the website that was used to classify product type (product_type_research_source)

2. Larger package (larger_package)

Is the primary package included in a larger package?

(1) Yes

(0) No

If "Yes", answer questions about the primary package first.

Section A: Back of Pack

A1. 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 Section B.

A2. 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”.

	11 (11)	12 (12)	13 (13)	14 (14)	15 (15)	16 (16)	17 (17)	18 (18)	19 (19)	20 (20)	No Match (99)
Warning content											

If you selected “No match,” skip to section B.

A3. Language of warning (back_warn_lang)

Is the health warning label written in Portuguese?

- (1) Yes
- (0) No

A4. Proportion of warning elements and graphic parameters (back_warn_elements)

Are the proportion among the elements of the warning (including the warning, image, logo, and Stop Smoking Dial number) and the graphic parameters unchanged from those on the Anvisa website?

Refer to the proportion of the elements of the warning and the graphic parameters of the warning in the Appendix.

- (1) Yes
- (0) No

A5. HWL text color (back_warn_txtcolor)

Is the health warning text white?

(1) Yes

(0) No

A6. HWL background (back_warn_background)

Is the warning printed on a black rectangular background?

(1) Yes

(0) No

A7. HWL obstruction by wrapping or devices (back_warn_obstructwrdev)

Is the warning unobstructed by wrapping or devices, including cards or stickers?

(1) Yes

(0) No

A8. HWL background (back_warn_taxobstruct)

Is the warning unobstructed by a tax stamp?

Only mark "Yes" if the image or a substantial part of the text is covered (such that the text is no longer legible).

(1) Yes

(0) No

A9. HWL size (back_warn_size)

Does the black background of the warning cover 100% of the back of the pack?

If there is a white border around the health warning label but the rest of the back panel is also black, mark "Yes" unless the entire pack is black.

(1) Yes

(0) No

If 'Yes', skip to Section A15.

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 width, measure across the points at the bottom edge of the pack.
- When measuring the warning, include the extension of the black background unless the warning is bordered. If the warning is bordered, include the border.

A10. Health warning label height (back_warn_height)

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

A11. Health warning label width (back_warn_width)

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

A12. Height (back_height)

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

A13. Width (back_width)

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

A14. Percentage of front of pack covered by warning (back_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 (back_bvlorrnd)

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

Packs are only considered to have beveled or rounded edges when they are hard packs. Refer to Images 2 and 3 for examples. Choose N/A if a pack is a soft pack, cylindrical pack or a tin pack.

Example:

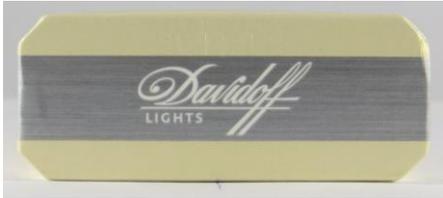


Image 2. Beveled edges



Image 3. Round edges

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

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

A16. 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 B: Side of the Pack

B1. Presence of statement on qualitative constituents and emissions (side_conem_presence)

Does the phrase, "Este produto contém mais de 4.700 substâncias tóxicas, e nicotina causa dependência física ou psíquica. Não existem níveis seguros para consumo destas substâncias." appear on the side of the pack?

(1) Yes

(0) No

If "No", skip to B7.

B2. Statement on qualitative constituents and emissions- color of text (side_conem_textcolor)

Does the text appear in white letters?

(1) Yes

(0) No

B3. Statement on qualitative constituents and emissions- background color (side_conem_background)

Is the text printed on a black rectangular background?

(1) Yes

(0) No

B4. Statement on qualitative constituents and emissions- width (side_conem_width)

Does the text occupy the width of the entire width of the side of the pack?

(1) Yes

(0) No

B5. Statement on qualitative constituents and emissions- height (side_conem_height)

Enter the height (cm) of the statement on qualitative constituents and emissions. _____

B6. Side of pack- height (side_height)

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

B7. Percentage of height of side of pack covered by statement on qualitative constituents and emissions (side_conem_percent)

Using the measurements above, the percent of the height of the side panel of the pack covered by the statement on qualitative constituents and emissions will be calculated automatically. _____

B8. Presence of statement on prohibition of sale to minors (side_minors_presence)

Does the phrase, "Venda proibida a menores de 18 anos- Lei 8069/1990 e Lei 10.702/2003" appear in the remaining space on the side of the pack?

- (1) Yes
- (0) No

B9. Statement on prohibition of sale to minors- text (side_minors_text)

Does the text appear in contrasting and easily legible type?

- (1) Yes
- (0) No

B10. Statement on prohibition of sale to minors- height (side_minors_height)

Enter the height (mm) of the statement on prohibition of sale to minors. _____

Measure only from the bottom of the text to the top of the text, and measure in the vertical direction regardless of the direction of the text.

B11. Percentage of height of side of pack covered by statement on prohibition of sale to minors (side_minors_percent)

Using the measurements above, the percent of the height of the side panel of the pack covered by the statement on prohibition of sale to minors will be calculated automatically. _____

Section C: Other Requirements

C1. Does the pack contain any of the following phrases? Choose all that apply. (forbidden_phrases)

- (1) "somente para adultos"
- (2) "produto para maiores de 18 anos"
- (0) None of the above

C2. Misleading descriptors (misleading_descriptors)

Fill out the table below and place an "x" next to all words or statements appearing on the pack.

Refer to the translation spreadsheet to answer this question.

Words or Statements	Present on pack
Class(es)	
Ultra low level(s)	
Low level(s)	
Light	
Soft	
Mild	
Moderate level(s)	
High level(s)	

Section D: Back of Larger Pack

D1. Presence of warning (back_warn_presence_lrg)

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

- (1) Yes
- (0) No

If “No”, skip to Section E.

D2. Warning content (back_warn_content_lrg)

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”.

	11 (11)	12 (12)	13 (13)	14 (14)	15 (15)	16 (16)	17 (17)	18 (18)	19 (19)	20 (20)	No Match (99)
Warning content											

D3. Language of warning (back_warn_lang_lrg)

Is the health warning label written in Portuguese?

- (1) Yes
- (0) No

D4. Proportion of warning elements and graphic parameters (back_warn_elements_lrg)

Are the proportion among the elements of the warning (including the warning, image, logo, and Stop Smoking Dial number) and the graphic parameters unchanged from those on the Anvisa website?

Refer to the proportion of the elements of the warning and the graphic parameters of the warning in the Appendix.

- (1) Yes
- (0) No

D5. HWL text color (back_warn_txtcolor_lrg)

Is the health warning text white?

(1) Yes

(0) No

D6. HWL background (back_warn_background_lrg)

Is the warning printed on a black rectangular background?

(1) Yes

(0) No

D7. HWL obstruction by wrapping or devices (back_warn_obstructwrdev_lrg)

Is the warning unobstructed by wrapping or devices, including cards or stickers?

(1) Yes

(0) No

D8. HWL background (back_warn_taxobstruct_lrg)

Is the warning unobstructed by a tax stamp?

Only mark "Yes" if the image or a substantial part of the text is covered (such that the text is no longer legible).

(1) Yes

(0) No

D9. HWL size (back_warn_size_lrg)

Does the black background of the warning cover 100% of the back of the pack?

If there is a white border around the health warning label but the rest of the back panel is also black, mark "Yes" unless the entire pack is black.

(1) Yes

(0) No

For measurement instructions, refer to 'Measurement' in Section A.

D10. Health warning label height (back_warn_height_lrg)

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

D11. Health warning label width (back_warn_width_lrg)

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

D12. Height (back_height_lrg)

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

D13. Width (back_width_lrg)

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

D14. Percentage of front of pack covered by warning (back_warn_percent_lrg)

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. _____

D15. Edges of pack (back_bvlorrnd_lrg)

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

Packs are only considered to have beveled or rounded edges when they are hard packs. Refer to Images 1 and 2 for examples. Choose N/A if a pack is a soft pack, cylindrical pack or a tin pack.

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

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

D16. 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 E: Side of the Pack

E1. Presence of statement on qualitative constituents and emissions (side_conem_presence_lrg)

Does the phrase, "Este produto contem mais de 4.700 substâncias tóxicas, e nicotina causa dependência física ou psíquica. Não existem níveis seguros para consumo destas substâncias." appear on the side of the pack?

(1) Yes

(0) No

If "No", skip to E7.

E2. Statement on qualitative constituents and emissions- color of text (side_conem_textcolor_lrg)

Does the text appear in white letters?

(1) Yes

(0) No

E3. Statement on qualitative constituents and emissions- background color (side_conem_background_lrg)

Is the text printed on a black rectangular background?

(1) Yes

(0) No

E4. Statement on qualitative constituents and emissions- width (side_conem_width_lrg)

Does the text occupy the width of the entire width of the side of the pack?

(1) Yes

(0) No

E5. Statement on qualitative constituents and emissions- height (side_conem_height_lrg)

Enter the height (cm) of the statement on qualitative constituents and emissions. _____

E6. Side of pack- height (side_height_lrg)

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

E7. Percentage of height of side of pack covered by statement on qualitative constituents and emissions (side_conem_percent_lrg)

Using the measurements above, the percent of the height of the side panel of the pack covered by the statement on qualitative constituents and emissions will be calculated automatically. _____

E8. Presence of statement on prohibition of sale to minors (side_minors_presence_lrg)

Does the phrase, "Venda proibida a menores de 18 anos- Lei 8069/1990 e Lei 10.702/2003" appear in the remaining space on the side of the pack?

- (1) Yes
- (0) No

E9. Statement on prohibition of sale to minors- text (side_minors_text_lrg)

Does the text appear in contrasting and easily legible type?

- (1) Yes
- (0) No

E10. Statement on prohibition of sale to minors- height (side_minors_height_lrg)

Enter the height (cm) of the statement on prohibition of sale to minors. _____

Measure only from the bottom of the text to the top of the text, and measure in the vertical direction regardless of the direction of the text.

E11. Percentage of height of side of pack covered by statement on prohibition of sale to minors (side_minors_percent_lrg)

Using the measurements above, the percent of the height of the side panel of the pack covered by the statement on prohibition of sale to minors will be calculated automatically. _____

Section F: Other Requirements

F1. Does the pack contain any of the following phrases? Choose all that apply. (forbidden_phrases_lrg)

- (3) "samente para adultos"
- (4) "produto para maiores de 18 anos"
- (1) None of the above

F2. Misleading descriptors (misleading_descriptors_lrg)

Fill out the table below and place an "x" next to all words or statements appearing on the pack.

Refer to the translation spreadsheet to answer this question.

Words or Statements	Present on pack
Class(es)	
Ultra low level(s)	
Low level(s)	
Light	
Soft	
Mild	
Moderate level(s)	
High level(s)	

Section G: Topics for Further Discussion and Notes

G1. Further discussion (further_discussion)

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

- (1) Yes
- (0) No

G2. Notes on further discussion (further_discussion1)

G3. General notes (general_notes)

Note any items of interest about the pack.
