Brazil Health Warning Compliance Codebook 2016

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 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 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
(6) Promotional item

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. **Shape of package (package_shape)**

Does the cigarette package have uneven/slanted edges?

(1) Yes  
(0) No

Image: Example of uneven/slanted package edges.
Section A: Front of Primary Pack

A1. Presence of warning (front_warp_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_warp_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) 0116A  
(99) No Match

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

A3. Language of warning (front_warp_lang)

Is the health warning label written in Portuguese?

(1) Yes  
(0) No

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

Are the proportion among the elements of the warning (including the warning, logo, and Stop Smoking Dial number) unchanged from those in the appendix?

(1) Yes  
(0) No
A5. HWL Content (front_warn_elements)

Does the health warning contain the following phrases?

"Este Produto Causa Cancer Pare De Fumar" [This Product Causes Cancer] and "Disque Saude 136" [Stop Smoking Dial Health 136]

   (1) Yes
   (0) No

A6. HWL text color (front_warn_txtcolor)

Is the health warning text white?

   (1) Yes
   (0) No

A7. HWL letter case (front_warn_ltrcase)

Is the health warning text in all upper case?

Note: Exclude “Ouvidoria Geral do SUS” [Auditor General of SUS] and the web address.

   (1) Yes
   (0) No

A8. HWL font (front_warn_font)

Is the health warning text in Arial font?

   (1) Yes
   (0) No

A9. HWL font bold (front_warn_boldfont)

Is the health warning text bold?

   (1) Yes
   (0) No
A10. HWL background (front_warn_background)

Is the warning printed on a black rectangular background?

(1) Yes
(0) No

A11. HWL obstruction by wrapping or devices (front_warn_obstructwrdev)

Is the warning obstructed by wrapping or devices, including cards, stickers, or non-transparent cellophane (i.e. graphics and writing on pull-tabs)?

(1) Yes
(0) No

A12. HWL background (front_warn_taxobstruct)

Is the warning obstructed by a tax stamp?

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

(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 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.

A13.1. Health warning label height (front_warn_height)

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

A14.1. Health warning label width (front_warn_width)

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

A15.1. Height (front_height)

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

A16.1. Width (front_width)

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

A17.1. 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. ______

A18.1. Edges of the front of the pack (front_beveled_or_round)

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

(1) Yes
(0) No
(99) N/A
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](image2.png) ![Image 3. Round edges](image3.png)

**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.

**A19.1. 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

**A13.2. Health warning label height (front_warn_height)**

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

**A14.2. Health warning label top width (front_warn_width)**

Enter the width (cm) of the top of the health warning label. _______

**A15.2. Health warning label bottom width (front_width)**

Enter the width (cm) of the bottom of the health warning label. _______

**A16.2. Height (front_height)**

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

**A17.2. Center width (front_center_width_trp)**

Enter the width (cm) of the center of the pack. _______
A18.2. 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. 

A19.2. Edges of the front of the pack (front_beveled_or_round)
Does the front of the pack have beveled or rounded edges?

(1) Yes
(0) No
(99) 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.

A20.2. 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 Primary 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 Section C.
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) 0114A  
(2) 0114B  
(3) 0114C  
(4) 0114D  
(5) 0114E  
(6) 0114F  
(7) 0114G  
(8) 0114H  
(9) 0114I  
(99) No Match

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

B3. Language of warning (back_warn_lang)

Is the health warning label written in Portuguese?

(1) Yes  
(0) No

B4. Proportion of warning elements and graphic parameters (back_warn_elements)

Are the proportions (crop and stretch) of the graphic warning and the elements of the warning (including the text warning title, text warning content, and Stop Smoking Dial number) and other graphic parameters unchanged from those in the appendix?

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

(1) Yes  
(0) No
B5. HWL text color (back_warn_txtcolor)

Is the health warning text white?

(1) Yes
(0) No

B6. HWL background (back_warn_background)

Is the warning printed on a black background?

(1) Yes
(0) No

B7. HWL obstruction by wrapping or devices (back_warn_obstructwrdev)

Is the warning obstructed by wrapping or devices, including cards, stickers, or non-transparent cellophane (i.e. graphics and writing on pull-tabs)?

(1) Yes
(0) No

B8. HWL background (back_warn_taxobstruct)

Is the warning obstructed 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

B9. HWL size (back_warn_size)

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

If a white border surrounds the health warning label and the rest of the back panel is black, then this meets 100% coverage.

(1) Yes
(0) No
B9a. HWL size (back_warn_other_color)

Is there other pack color(s) present on the rear panel, other than black?

(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 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.

B10.1. Health warning label height (back_warn_height)

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

B11.1. Health warning label width (back_warn_width)

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

B12.1. Height (back_height)

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

B13.1. Width (back_width)

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

B14.1. Percentage of back 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. ______
B15.1. Edges of the back of the pack (back_beveled_or_round)
Does the back of the pack have beveled or rounded edges?

(1) Yes
(0) No
(99) 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.

B16.1. 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

B10.2. Health warning label height (back_warn_height_trp)
Enter the height (cm) of the health warning label. ______

B11.2. Health warning label center width (back_warn_centerwidth_trp)
Enter the width (cm) of the center of the health warning label. ______

B12.2. Health warning label bottom width (back_warn_bottomwidth_trp)
Enter the width (cm) of the bottom of the health warning label. ______

B13.2. Height of the pack (back_height_trp)
Enter the height (cm) of the back panel of the pack. ______

B14.2. Center width (back_center_width_trp)
Enter the width (cm) of the center of the pack. ______

B15.2. 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. ______
B16.2. Edges of the back of the pack (back_beveled_or_round)
Does the back of the pack have beveled or rounded edges?

(1) Yes
(0) No
(99) 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.

B17.2. Health warning label coverage (back_bvlrrnd_coverage)
Does the health warning label cover the beveled or rounded edges of the pack?

(1) Yes
(0) No
Section C: Side of the Pack

C1. Presence of statement on qualitative constituents and emissions (side_conem_presence)

Does the phrase, “Este produto contem mais de 4.700 substâncias tóxicas, e nicotina causa dependência física ou psíquica. Não existem níveis seguros para consume destas substâncias.” [This product contains more than 4,700 toxic substances and nicotine which causes physical or psychic dependence. No safe levels exist for the consumption of these substances.] appear on the side of the pack?

   (1) Yes
   (0) No

If “No”, skip to C7.

C2. Statement on qualitative constituents and emissions- color of text (side_conem_textcolor)

Does the text appear in white letters?

   (1) Yes
   (0) No

C3. Statement on qualitative constituents and emissions- background color (side_conem_background)

Is the text printed on a black rectangular background?

   (1) Yes
   (0) No

C4. Statement on qualitative constituents and emissions- width (side_conem_width)

With the pack standing upright, does the text occupy the entire width of the side of the pack?

   (1) Yes
   (0) No

C5. Statement on qualitative constituents and emissions- height (side_conem_height)

With the pack standing upright, enter the height (cm) of the statement on qualitative constituents and emissions. _______
C6. Side of pack - height (side_height)

With the pack standing upright, enter the height (cm) of the side panel of the pack. _______

C7. 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. _______

C8. Presence of statement on prohibition of sale to minors (side_minors_presence)


(1) Yes  
(0) No

C9. Statement on prohibition of sale to minors - text (side_minors_text)

Does the text appear in contrasting and easily legible type with respect to the background color?

(1) Yes  
(0) No
C10. Statement on prohibition of sale to minors - height (side_minors_height)

With the pack standing upright, enter the height (cm) of the statement on prohibition of sale to minors. ______

Measure only from the bottom of the pack to the end of the contrasting line. If no contrasting line exists, measure from the bottom of the pack to the end of text.

Example:

C11. 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. ______

C12. Edges of the side of the pack (side_beveled_or_round)
Does the side of the pack have beveled or rounded edges?

(1) Yes
(0) No
(99) 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.
C13. Health warning label coverage (side_bvlornd_coverage)
Does the health warning label cover the beveled or rounded edges of the pack?

(1) Yes
(0) No
Section D: Other Requirements

D1. Prohibited statement for adults only (forbidden_phrase_somente)

Does the following text appear on the pack "somente para adultos" [for adults only]?

(1) Yes
(0) No

D2. Prohibited statement for product intended for people over 18 years of age (forbidden_phrases_produto)

Does the following text appear on the pack "produto para maiores de 18 anos" [product for people over 18 years of age]?

(1) Yes
(0) No

D3. Misleading descriptors (misleading_descriptors)

Check all that apply next to all words or statements appearing on the pack.

Refer to the translation spreadsheet to answer this question.

<table>
<thead>
<tr>
<th>Words or Statements</th>
<th>Present on pack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class(es)</td>
<td></td>
</tr>
<tr>
<td>Ultra low level(s)</td>
<td></td>
</tr>
<tr>
<td>Low level(s)</td>
<td></td>
</tr>
<tr>
<td>Light</td>
<td></td>
</tr>
<tr>
<td>Soft</td>
<td></td>
</tr>
<tr>
<td>Mild</td>
<td></td>
</tr>
<tr>
<td>Moderate level(s)</td>
<td></td>
</tr>
<tr>
<td>High level(s)</td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td></td>
</tr>
</tbody>
</table>
Section E Topics for Further Discussion and Notes

E1. Further discussion (further_discussion)

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

(1) Yes
(0) No

E2. Notes on further discussion (further_discussion1)

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

E3. General notes (general_notes)

Note any items of interest about the pack.

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
