



TPackSS: Tobacco Pack Surveillance System

China Health Warning Label Compliance Codebook 2013

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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 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 of the package is upright and readable.]

- (1) Manufactured cigarettes
- (2) Bidis
- (3) Cloves or Kreteks
- (4) Cigarillo

2. 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 2 and 3 for examples. Choose N/A if a pack is a soft pack, cylindrical pack or a tin pack.

Example:



Image 1. Beveled edges

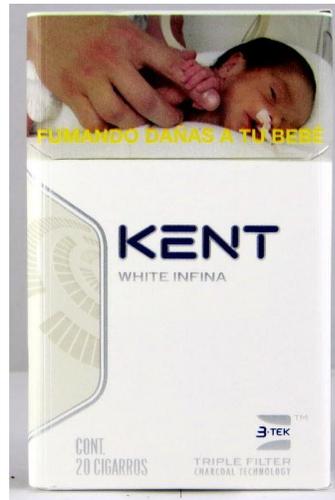


Image 2. Round edges

- (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.

3. Cylindrical pack (cylindrical_pack)

Is the pack cylindrical?



Image 3. Example of cylindrical pack

(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 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” and skip to Section B.

1	吸烟有害健康 戒烟可减少对健康的危害 (English Translation: “SMOKING IS HARMFUL TO YOUR HEALTH QUIT SMOKING REDUCES HEALTH RISK”)
2	吸烟有害健康 尽早戒烟有益健康 (English Translation: “SMOKING IS HARMFUL TO YOUR HEALTH QUIT SMOKING EARLY IS GOOD FOR YOUR HEALTH”)
99	No match

A3. Language of the warning (front_warn_lang)**

Is the language on the health warning label in Chinese?

- (1) Yes
- (0) No

A4. Location of warning (front_warn_loc)

Is the health warning label located on the bottom portion of the front of the pack OR opposite the opening of the pack?

- (1) Yes
- (0) No

A5. Legibility (front_warn_leg)

Is the text of the health warning clear, obvious and easy to recognize?

(1) Yes

(0) No

A6a. Difference between text and background color (front_warn_txtbackclrdif)

Is the color of the health warning text different than the background color of the health warning label?

(1) Yes

(0) No

A6b. Contrast between text and background color (front_warn_txtbackclrcon)

Is there sufficient contrast between the color of the health warning text and the background color of the health warning label, so that the text stands out?

(1) Yes

(0) No

A7a. Height of letters 2mm (front_warn_ltrheight_2)

Is the height of the letters in the health warning label at least 2mm?

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

(1) Yes

(0) No

If you answered 'Yes' to A7a, proceed in answering A7b. If not, skip to A8.

A7b. Height of letters 4mm (front_warn_itrheight_4)

Is the height of the letters in the health warning label text at least 4mm?

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

- (1) Yes
- (0) No

A8. Color of health warning label (front_color_warn)

In comparison to the existing background color and pattern of the front of the pack (i.e. dominant color, upon which other items and text are printed), what is true of the health warning label?

- (0) The health warning label is a different color, same pattern
- (1) The health warning label is the same color, different pattern
- (2) The health warning label is a different color AND pattern
- (3) The health warning label is the same color AND same pattern

A9. Existence of delineation line or frame (front_delineation_presence)

Is there a delineation line or frame with obvious color difference from the background color/design to clearly mark the warning message area?

Note: Borders that are part of the design of the pack are NOT considered to be a delineation line.

- (1) Yes
- (0) No

If you answered, 'Yes' to A9, proceed to A10. If not, skip to A13.

A10. Solid direct delineation line (front_delineation_solid)

Is the delineation line solid and direct?

- (1) Yes
- (0) No

A11. Delineation line and enclosed shape (front_delineation_enclosed)

Does the delineation line form an enclosed shape?

(1) Yes

(0) No

A12. Full frame around warning (front_warn_frame)

Is there a full frame around the health warning?

(1) Yes

(0) No



Image 4. Example of pack with full frame

A13. Consistent background color of health warning (front_clrconsistent_warn)

Is the background color/design of the warning message area consistent?

The background color/design of the warning message area is considered to be consistent if:

1. In the case that the background color/design of the pack and the background color/design of the warning message area are the same- the color/design is completely carried through in the warning message area
2. In the case that the background color/design of the warning message area is different than the background color/design of the pack- the color of the warning message area is the same shade throughout the entire area

(1) Yes

(0) No

A14. No labeling in warning area (front_label_in_warn)

Does the main graph of the trademark or other labeling information (including tar, nicotine and carbon monoxide levels) NOT enter the warning message area (with the exception of lightened graphics which do not affect the effects of the warning message area)?

Note: The “main graph of the trademark” refers to any pictures, logos or signs that are a part of the branding on the pack.

(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.
- Measure the text in an upright position, following the direction of the text.

Special instructions for measuring the health warning message area:

1. When the background of the warning message area is marked by a delineation line:
EXCLUDE the delineation line and if applicable, the border that encloses the health warning label when measuring the height and width of the health warning label.
2. Design elements in the warning message area, such as graphic patterns in the corner, in the bottom (including lines) and graphics that are consistent with the overall design (of the packaging) should NOT be calculated as the graphic warning area (with the exception of obviously obscured elements that do not affect the effects of the warning message area).

*See Image 5 for examples of different elements of the package.

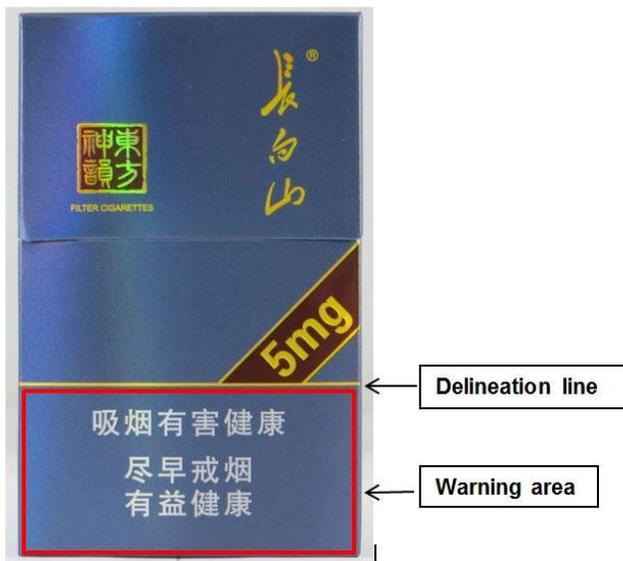


Image 5. Example of warning message area and delineation line on the pack

A15. Health warning label height (front_warn_height)

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

A16. Health warning label width (front_warn_width)

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

If you answered 'Yes' to Question 3, skip to A20.

A17. Height (front_height)

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

A18. Width (front_width)

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

A19. 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. _____

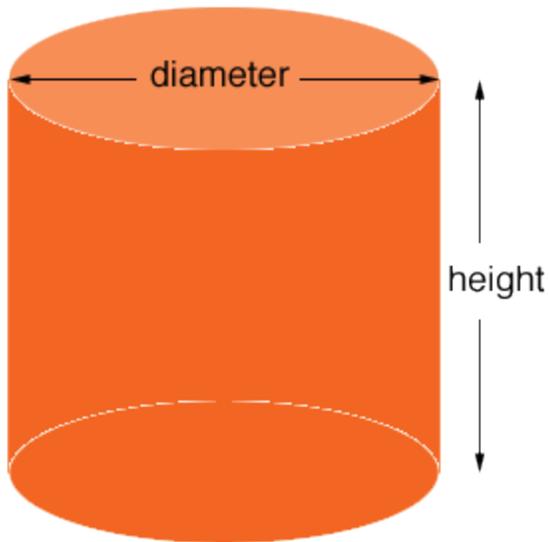


Image 6. Cylinder

A20. Diameter of cylindrical pack (cylinder_diameter)

Find the diameter of the cylinder by measuring across the widest point of the circle to obtain the diameter (refer to Image 6 for diameter reference).

Enter the diameter (cm) of the cylindrical pack. _____

A21. Radius of cylindrical pack (cylinder_radius)

The radius of the cylindrical pack base will automatically be calculated. _____

A22. Height of cylindrical pack (cylinder_height)

Find the height of the cylindrical pack by measuring from the bottom of the pack to the top of the pack (refer to Image 6 for height reference).

Enter the height (cm) of the cylindrical pack. _____

A23. Percentage of front of cylindrical pack covered by warning (front_cylinder_warn_percent)

Using the measurements above, the percentage of area of the front panel of the cylindrical pack 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.

A24. 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 the 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” and skip to Section B.

1	吸烟有害健康 戒烟可减少对健康的危害 (English Translation: “SMOKING IS HARMFUL TO YOUR HEALTH QUIT SMOKING REDUCES HEALTH RISK”)
2	吸烟有害健康 尽早戒烟有益健康 (English Translation: “SMOKING IS HARMFUL TO YOUR HEALTH QUIT SMOKING EARLY IS GOOD FOR YOUR HEALTH”)
3	SMOKING IS HARMFUL TO YOUR HEALTH QUIT SMOKING REDUCES HEALTH RISK
4	SMOKING IS HARMFUL TO YOUR HEALTH QUIT SMOKING EARLY IS GOOD FOR YOUR HEALTH
99	No match

If you answered 3 or 4 to B2, proceed to B3. If not, skip to B8.

B3. Language of the warning - English (back_warn_lang_eng)

Is the language on the health warning label in English?

- (1) Yes
- (0) No

B4. English corresponds to Chinese (back_warn_correspondence)

Does the English warning correspond to the Chinese warning on the front?

- (1) Yes
- (0) No

B5. Size of English font compared to Chinese (back_English_font)

Is the English font no larger than the font of the corresponding Chinese warning on the front of the pack?

Answer this question by measuring the height of the letters in the health warning label text in mm. If all letters appear to be the same size, only measure the first letter. Compare measurements for the Chinese warning and the English warning.

- (1) Yes
- (0) No

B6. English warning font (back_warn_eng_font)

Is the health warning text in Arial Narrow font?

Example:

SMOKING IS HARMFUL TO YOUR HEALTH QUIT SMOKING REDUCES HEALTH RISK
SMOKING IS HARMFUL TO YOUR HEALTH QUIT SMOKING EARLY IS GOOD FOR YOUR HEALTH

- (1) Yes
- (0) No

B7. English warning- capital letters (back_warn_eng_caps)

Is the health warning text in capital letters?

(1) Yes

(0) No

Skip to B9.

B8. Language of the warning (back_warn_lang)

Is the language on the health warning label in Chinese?

(1) Yes

(0) No

B9. Location of warning (back_warn_loc)

Is the health warning label located on the bottom portion of the back of the pack OR opposite the opening side of the pack?

(1) Yes

(0) No

B10. Legibility (back_warn_leg)

Is the text of the health warning clear, obvious and easy to recognize?

(1) Yes

(0) No

B11a. Difference between text and background color (back_warn_txtbackclr dif)

Is the color of the health warning text different than the background color of the health warning label?

(1) Yes

(0) No

B11b. Contrast between text and background color (back_warn_txtbackclrcon)

Is there sufficient contrast between the color of the health warning text and the background color of the health warning label, so that the text stands out?

- (1) Yes
- (0) No

B12a. Height of letters 2mm (back_warn_ltrheight_2)

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

Is the height of the letters in the health warning label at least 2mm?

- (1) Yes
- (0) No

If you answered 'Yes' to B12a, proceed in answering B12b. If not, skip to B13.

B12b. Height of letters 4mm (back_warn_ltrheight_4)

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

Is the height of the letters in the health warning label text at least 4mm?

- (1) Yes
- (0) No

B13. Color of health warning label (back_color_warn)

In comparison to the existing background color and pattern of the back of the pack (i.e. dominant color, upon which other items and text are printed), what is true of the health warning label?

- (1) The health warning label is a different color, same pattern
- (2) The health warning label is the same color, different pattern
- (3) The health warning label is a different color AND pattern
- (4) The health warning label is the same color AND same pattern

B14. Existence of delineation line (or frame) (back_delineation_presence)

Is there a delineation line or frame with obvious color difference from the background color/design to clearly mark the warning message area?

Note: Borders that are part of the design of the pack are NOT considered to be a delineation line.

(1) Yes

(0) No

If you answered, 'Yes' to B14, proceed to B15. If not, skip to B18.

B15. Solid direct delineation line (back_delineation_solid)

Is the delineation line solid and direct?

(1) Yes

(0) No

B16. Delineation line and enclosed shape (back_delineation_enclosed)

Does the delineation line form an enclosed shape?

(1) Yes

(0) No

B17. Full frame around warning (back_warn_frame)

Is there a full frame around the health warning?

Refer to Image 4 for an example of a pack with a full frame.

(1) Yes

(0) No

B18. Consistent background color of health warning (back_clrconsistent_warn)

Is the background color/design of the warning message area consistent?

The background color/design of the warning message area is considered to be consistent if:

1. In the case that the background color/design of the pack and the background color/design of the warning message area are the same- the color/design is completely carried through in the warning message area
2. In the case that the background color/design of the warning message area is different than the background color/design of the pack- the color of the warning message area is the same shade throughout the entire area

(1) Yes

(0) No

B19. No labeling in warning area (back_label_in_warn)

Does the main graph of the trademark or other labeling information (including tar, nicotine and carbon monoxide levels) NOT enter the warning message area (with the exception of lightened graphics which do not affect the effects of the warning message area)?

Note: The “main graph of the trademark” refers to any pictures, logos or signs that are a part of the branding on the pack.

(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.
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- When measuring a soft pack measure only the face of the tobacco package and do not include ANY of the foil area.
- Measure the text in an upright position, following the direction of the text.

Special instructions for measuring the health warning message area:

1. When the background of the warning message area is marked by a delineation line:
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2. Design elements in the warning message area, such as graphic patterns in the corner, in the bottom (including lines) and graphics that are consistent with the overall design (of the packaging) should NOT be calculated as the graphic warning area (with the exception of obviously obscured elements that do not affect the effects of the warning message area).

*See Image 5 for examples of different elements of the package.

B20. Health warning label height (back_warn_height)

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

B21. Health warning label width (back_warn_width)

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

If you answered 'Yes' to Question 3, skip to B25.

B22. Height (back_height)

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

B23. Width (back_width)

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

B24. 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. _____

B25. Percentage of back of cylindrical pack covered by warning (back_cylinder_warn_percent)

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

B26. Health warning label coverage (back_bvlornd_coverage)

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

(1) Yes

(0) No

(9) N/A- The back does not have beveled or rounded edges

Section C: Other Requirements

C1. Misleading descriptors (misleading_descriptors)***

Fill out the table below and place an “x” next to all terms appearing on the pack.

Descriptive term	Check all that apply:
(1) 保健 (health care)	
(2) 疗效 (treatment functions)	
(3) 安全 (safe)	
(4) 环保 (environmental protection)	
(5) 低危害 (low harms)	
(6) 淡味 (light)	
(7) 超淡味 (ultra-light)	
(8) 柔和 (mild)	
(9) 中低焦油 (low to mild tar)	
(10) 低焦油 (low tar)	
(11) 焦油含量低 (low tar content)	
(12) None of the above	

C2. Terms appearing on pack (tar_nic_cm_levels)**

Is there information on tar, nicotine and carbon monoxide levels on any part of the cigarette packaging?

Fill out the table below and place an “x” next to all terms appearing any surface of the pack and whether the text font of these descriptive terms are 2mm or more.

Descriptive term	(1) Is described on the pack	(2) Text is 2 mm or more
(tar_level) 焦油量 (tar level)		
(nic_level) 烟气烟碱量 (nicotine level)		
(cm_level) 烟气一氧化碳量 (carbon monoxide)		

Section D: Topics for Further Discussion

D1. Further discussion (further_discussion)

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

(1) Yes

(0) No

D2. Notes on further discussion (further_discussion1)
