India Health Warning Label Compliance Codebook 2016

Please refer to the “India 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 Ziploc 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) Bidis
(3) Smokeless Tobacco
(4) Not printed on pack

If “Smokeless Tobacco,” continue to question 2. All others, skip to question 4.
2. **Type of smokeless of product (smokeless_type)**

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. If there are two descriptions of the product found on the pack, choose the more specific classification (e.g. when “Raw tobacco” AND “Zarda” are written on a pack, the product will be classified as “Zarda”)

(1) Plain Chewing tobacco
(2) Mishri
(3) Gutka
(4) Khaini
(5) Zarda
(6) Gul
(7) Pan Masala
(8) Nasal/oral snuff
(9) Gudhaku
(10) Tobacco paste
(11) Dokta
(12) Not printed on the pack

3. **Weight or quantity of package (Tpcpack_quantity)**

Note: Enter the weight or quantity of contents printed on the pack. If no weight or quantity is present, enter “99.”

Note: If weight or quantity is measured in grams, omit grams. For all other weights or units of measure, enter the value and unit.

Enter quantity: ______

4. **Shape of Tobacco Package (Tbcpack_shape)**

What is the shape of the tobacco pack?

(1) Square, Rectangle, or Pouch
(2) Cone
(3) Cylinder-shaped
(88) Other

If ‘Square, Rectangle, or Pouch’ of ‘Other’ is selected, Section A(a) will be available.
If ‘Cone’ or ‘Cylinder-shaped’ is selected, Section A(b) will be available.
5. **Number of sticks in package (Tpack_quantity)**

Note: Enter the number of cigarettes or bidis printed on the pack. If no number is present, enter “99.”

Enter quantity: ______

6. **Languages present on the pack (Tbcpack_language)**

Select all the language that are present on the pack. **Do not include** the health warning label language.

Refer to document “India Wave 2 Languages.doc” to identify Hindi and/or regional languages.

(1) English  
(2) Hindi  
(3) Regional Indian Language  
(4) Foreign Language

7. **Regional Indian Language (Tbcpack_regind)**

Enter regional Indian language in lower case: ______

8. **Foreign Language (Tbcpack_foreign)**

Enter foreign language in lower case: ______
**Section A(a): Front of Pack**

[Definition of “principal display area”: According to G.S.R.182 (E) (Packaging and Labeling Rules of 2008), the “principal display area” for box type packages, is the two equal sized largest surface area of the box that may be displayed or visible under normal or customary conditions of sale or use; for pouch type packages, the entire surface area of the pack that may be displayed or visible under normal conditions of sale or use.]

[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.]

**A1a. Tobacco Package Material (Tbcpack_material)**

Is the tobacco package a soft pack?

(1) Yes  
(0) No

If “Yes,” skip to A2a.

**A1a1. Edges of pack (fronta_beveled_or_round)**

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. Refer to Images 1 and 2 for examples.

Example:

![Image 1. Beveled edges](image1.png) ![Image 2. Round edges](image2.png)

(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.
A2a. Location of warning (fronta_warn_loc)

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

(1) Yes  
(0) No

A3a. Warning content (fronta_warn_content)

Using the Appendix, identify 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.”

Note: All identifiable health warning labels will be captured, regardless of completeness.

(1) 0416A  
(2) 0416B  
(3) 0416C  
(4) 0416D  
(99) No Match

If “No Match,” skip to Section B.

A4a. Position of warning (fronta_warn_loc_pos)

Where is the majority of the health warning positioned on the package?

(1) Top  
(2) Middle  
(3) Bottom  
(4) Split

![Top](image1.png)  
![Split](image2.png)
A5a. Warning color (fronta_warn_color)

How is the front warning printed?

Note: Full color represents a full color photo, as per the appendix document; Partial color represents a photo printed in less than four colors including black.

(1) Full color
(2) Partial color
(88) Other

A5a1. Other lack of color of the health warning label (fronta_warn_color_other)

Other lack of color of the health warning label: ________

A6a. Variation of warning color (fronta_warn_varicolor)

What is the variation of color for the front warning?

Note: Heavy tint represents a full/partial color photo with heavy pigmentation; Faded represents a faint picture; Blurry represents an unfocused or unclear picture.

(1) Heavy tint
(2) Faded
(3) Blurry
(88) Other
(0) None

A6a1. Other printing color variation (fronta_warn_varicolor_other)

Other printing color variation: ________

A7a. Health Warning text presence (fronta_warn_txtpresence)

Select all the text components present on the label.

(1) “WARNING”
(2) Warning Text as written on appendix
(3) Warning text incorrect from appendix
(0) No Text Present

If “WARNING,” allow A7a1 and A7a2.
If “Warning Text,” allow A7a3 and A7a4.
If “No Text Present,” skip to A8a.
A7a1. “Warning” text color (fronta_warn_warncolor)

Is the “WARNING” text white?

(1) Yes
(0) No

A7a2. “Warning” text background color (fronta_warn_warnbkgd)

Is the “WARNING” background red?

(1) Yes
(0) No

A7a3. Text warning color (fronta_warn_textcolor)

Are all of the letters of the warning in white?

(1) Yes
(0) No

A7a4. Text warning background color (fronta_warn_textbkgd)

Is the text warning background black?

(1) Yes
(0) No

A8a. Language (fronta_warn_lang)

Select all the languages included in the health warning.

Refer to document “India Wave 2 Languages.doc” to identify Hindi and/or regional languages.

(1) English
(2) Hindi
(3) Regional Indian Language
(4) Foreign Language

A8a1. Regional Indian Language (fronta_warn_regional)

Enter the language in lower case: _______
A9a. Warning obstruction when closed (fronta_warn_clsostruct)

Is the front warning covered or hidden when the package is sealed?

(1) Yes
(0) No

A10a. Warning when open (fronta_warn_open)

Is the front warning broken or severed when the package is opened?

(1) Yes
(0) No

A11a. Incomplete Warning (fronta_warn_incomplete)

Is a portion of the health warning incomplete due to any of these printing inaccuracies such as split HWL, pictogram with no HWL text, multiple HWL on one side or obstruction of HWL due cropping, branding and other such practices?

(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, .15 becomes .2, and .16 becomes .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 a split health warning, enter “0” for label measurements.

• For packs with multiple health warnings on one side, enter “0” for label measurements.

• 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.

A12a. Health warning label pictogram height (fronta_warn_pictoheight)

Enter the height (cm) of the pictogram label. ______

A13a. Health warning label text box height (fronta_warn_textheight)

Enter the height (cm) of the health warning text box. ______

A14a. Health warning label width (fronta_warn_width)

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

A15a. Height (fronta_height)

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

A16a. Width (fronta_width)

Enter the width (cm) of the front principal display area of the pack on which the warning appears. ______
A17a. Percentage of panel covered by warning (fronta_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.
Section B(a): Back of Pack

B1a. Edges of pack (backa_bev_eled_or_round)

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

(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.

B2a. Location of warning (backa_warn_loc)

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

(1) Yes
(0) No

B3a. Warning content (backa_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”.

Note: All identifiable health warning labels will be captured, regardless of completeness.

(1) 0416A
(2) 0416B
(3) 0416C
(4) 0416D
(99) No Match

If “No Match,” skip to Section C.
B4a. Position of warning (backa_warn_loc_pos)

Where is the majority of the back health warning positioned on the package?

(1) Top
(2) Middle
(3) Bottom
(4) Split

B5a. Warning color (backa_warn_color)

How is the back warning printed?

Note: Full color represents a full color photo, as per the appendix document; Partial color represents a photo printed in less than four colors including black.

(1) Full color
(2) Partial color
(88) Other

B5a1. Other lack of color of the health warning label (backa_warn_color_other)

Other lack of color of the health warning label: ________
B6a. Variation of warning color (backa_warn_varicolor)

What is the variation of color for the back warning?

Note: Heavy tint represents a full/partial color photo with heavy pigmentation; Faded represents a faint picture; Blurry represents an unfocused or unclear picture

(1) Heavy tint
(2) Faded
(3) Blurry
(88) Other
(0) None

B6a1. Other printing variation (backa_warn_varicolor_other)

Other printing variation: ________

B7a. Health Warning text presence (backa_warn_txtpresence)

Select all the text components present on the label.

(1) “WARNING”
(2) Warning Text as written on appendix
(3) Warning text incorrect from appendix
(0) No Text Present

If “WARNING,” allow B7a1 and B7a2.
If “Warning Text,” allow B7a3 and B7a4.
If “No Text Present,” skip to B8a.

B7a1. “Warning” text color (backa_warn_warncolor)

Is the “WARNING” text white?

(1) Yes
(0) No

B7a2. “Warning” text background color (backa_warn_warnbkgd)

Is the “WARNING” background red?

(1) Yes
(0) No
B7a3. Text warning color (backa_warn_textcolor)

Are all of the letters of the warning in white?

(1) Yes  
(0) No

B7a4. Text warning background color (backa_warn_textbkgd)

Is the text warning background black?

(1) Yes  
(0) No

B8a. Language (backa_warn_lang)

Select all the languages included in the health warning.

Refer to document “India Wave 2 Languages.doc” to identify Hindi and/or regional languages.

(1) English  
(2) Hindi  
(3) Regional Indian Language  
(4) Foreign Language

B8a1. Regional Indian Language (backa_warn_regional)

Enter the language in lower case: _______

B9a. Warning obstruction when closed (backa_warn_clsobstruct)

Is the back warning covered or hidden when the package is sealed?

(1) Yes  
(0) No

B10a. Warning when open (backa_warn_open)

Is the back warning broken or severed when the package is opened?

(1) Yes  
(0) No
B11a. Incomplete Warning (backa_warn_incomplete)

Is a portion of the health warning incomplete due to any of these printing inaccuracies such as split HWL, pictogram with no HWL text, multiple HWL on one side or obstruction of HWL due cropping, branding and other such practices?

(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, .15 becomes .2, and .16 becomes .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 a split health warning, enter “0” for label measurements.
- For packs with multiple health warnings on one side, enter “0” for label measurements.
- 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.

B11a. Health warning label pictogram height (backa_warn_pictoheight)

Enter the height (cm) of the pictogram label. ______

B12a. Health warning label text box height (backa_warn_textheight)

Enter the height (cm) of the health warning text box. ______

B13a. Health warning label width (backa_warn_width)

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

B14a. Height (backa_height)

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

B15a. Width (backa_width)

Enter the width (cm) of the back principal display area of the pack on which the warning appears. ______
B16a. Percentage of panel covered by warning (backa_warn_percent)

Using the measurements above, the percentage of area of the rear principal display area of the pack on which the warning appears that is covered by the health warning label will be calculated automatically.
Section A(b): Cone-shaped Pack

A1b. Any warning present (warn_loc_cone_any)

Are there any health warning labels located on the pack?

Note: All identifiable health warning labels will be captured, regardless of completeness.

(1) Yes  
(0) No

If “No,” skip to Section C.

A2b. Two health warning labels (warning_count_cone)

Are there two health warning labels present on the pack?

(1) Yes  
(0) No

If “No,” skip to A3b.

A2b1. Opposite position of health warning labels (warning_count_cone1)

Are there two health warning labels positioned diametrically opposite to each other on the two largest sides/faces of the package?

(1) Yes  
(0) No
A3b. First health warning label content (first_warn_cone_content)

If only one health warning label is present, use the Appendix document to identify the number of the health warning that appears on the package. If more than one label is present on the package, place a removable sticker on any one health warning label, this will be considered the first label for the purposes of coding. Using the Appendix, identify the number of the first health warning that appears on the package. If there is no warning that matches the warning on the pack select “No match”.

(1) 0416A
(2) 0416B
(3) 0416C
(4) 0416D
(99) No Match

A4b. Position of first warning (first_warn_cone_loc_pos)

Where is the majority of the first health warning positioned on the package?

(1) Top
(2) Middle
(3) Bottom
(4) Split
**A5b. Warning color (first_warn_color)**

How is the first warning printed?

Note: Full color represents a full color photo, as per the appendix document; Partial color represents a photo printed in less than four colors including black.

- (1) Full color
- (2) Partial color
- (88) Other

**A5b1. Other lack of color of the health warning label (first_warn_color_other)**

Other lack of color of the health warning label:________

**A6b. Variation of warning color (first_warn_variation)**

What is the variation of color for the first warning?

Note: Heavy tint represents a full/partial color photo with heavy pigmentation; Faded represents a faint picture; Blurry represents an unfocused or unclear picture

- (1) Heavy tint
- (2) Faded
- (3) Blurry
- (88) Other
- (0) None

**A6b1. Other printing variation (first_warn_variation_other)**

Other printing variation:________

**A7b. Health Warning text presence (first_warn_textpresence)**

Select all the text components present on the label.

- (1) “WARNING”
- (2) Warning Text as written on appendix
- (3) Warning text incorrect from appendix
- (0) No Text Present

If “WARNING,” allow A7b1 and A7b2.
If “Warning Text,” allow A7b3 and A7b4.
If “No Text Present,” skip to A8b.
A7b1. “Warning” text color (first_warn_warncolor)

Is the “WARNING” text white?

(1) Yes
(0) No

A7b2. “Warning” text background color (first_warn_warnbkgd)

Is the “WARNING” background red?

(1) Yes
(0) No

A7b3. Text warning color (first_warn_textcolor)

Are all of the letters of the warning in white?

(1) Yes
(0) No

A7b4. Text warning background color (first_warn_textbkgd)

Is the text warning background black?

(1) Yes
(0) No

A8b. Language (first_warn_lang)

Select the language included in the health warning.

Refer to document “India Wave 2 Languages.doc” to identify Hindi and/or regional languages.

(1) English
(2) Hindi
(3) Regional Indian Language
(4) Foreign Language

A8b1. Regional Indian Language (first_warn REGIONAL)

Enter the language in lower case: _______
A9b. Warning obstruction when closed (first_warn_clsobstruct)

Is the first warning covered or hidden when the package is sealed?

(1) Yes
(0) No

A10b. Warning when open (first_warn_open)

Is the first warning broken or severed when the package is opened?

(1) Yes
(0) No

A11b. Incomplete Warning (first_warn_incomplete)

Is a portion of the health warning incomplete due to any of these printing inaccuracies such as split HWL, pictogram with no HWL text, multiple HWL on one side or obstruction of HWL due cropping, branding and other such practices?

(1) Yes
(0) No

A12b. Second health warning label content (second_warn_cone_content)

The remaining label not tagged with a sticker will be considered the second label for the purposes of coding. Using the Appendix, identify the number of the second health warning that appears on the package. If there is no warning that matches the warning on the pack select “No match”.

Note: All identifiable health warning labels will be captured, regardless of completeness.

(1) 0416A
(2) 0416B
(3) 0416C
(4) 0416D
(99) No Match
A13b. Position of second warning (second_warn_cone_loc_pos)

Where is the majority of the second health warning positioned on the package?

(1) Top  
(2) Middle  
(3) Bottom  
(4) Split

A14b. Warning color (second_warn_color)

How is the second warning printed?

Note: Full color represents a full color photo, as per the appendix document; Partial color represents a photo printed in less than four colors including black.

(1) Full color  
(2) Partial color  
(88) Other

A14b1. Other lack of color of the health warning label (second_warn_color_other)

Other lack of color of the health warning label:_______
A15b. Variation of warning color (second_warn_varicolor)

What is the variation of color for the second warning?

Note: Heavy tint represents a full/partial color photo with heavy pigmentation; Faded represents a faint picture; Blurry represents an unfocused or unclear picture

(1) Heavy tint
(2) Faded
(3) Blurry
(88) Other
(0) None

A15b1. Other printing variation (second_warn_varicolor_other)

Other printing variation: __________

A16b. Health Warning text presence (second_warn_txtpresence)

Select all the text components present on the label.

(1) “WARNING”
(2) Warning Text as written on appendix
(3) Warning text incorrect from appendix
(0) No Text Present

If “WARNING,” allow A16b1 and A16b2.
If “Warning Text,” allow A16b3 and A16b4.
If “No Text Present,” skip to A17b.

A16b1. “Warning” text color (second_warn_warncolor)

Is the “WARNING” text white?

(1) Yes
(0) No

A16b2. “Warning” text background color (second_warn_warnbkgd)

Is the “WARNING” background red?

(1) Yes
(0) No
A16b3. Text warning color (second_warn_textcolor)

Are all of the letters of the warning in white?

   (1) Yes
   (0) No

A16b4. Text warning background color (second_warn_textbkgd)

Is the text warning background black?

   (1) Yes
   (0) No

A17b. Language (second_warn_lang)

Select all the languages included in the health warning.

   Refer to document “India Wave 2 Languages.doc” to identify Hindi and/or regional languages.

   (1) English
   (2) Hindi
   (3) Regional Indian Language
   (4) Foreign Language

A17b1. Regional Indian Language (second_warn_regional)

Enter the language in lower case: _______

A18b. Warning obstruction when closed (second_warn_clsobstruct)

Is the second warning covered or hidden when the package is sealed?

   (1) Yes
   (0) No

A19b. Warning when open (second_warn_open)

Is the second warning covered or hidden when the package is opened?

   (1) Yes
   (0) No
A20b. Incomplete Warning (second_warn_incomplete)

Is a portion of the health warning incomplete due to any of these printing inaccuracies such as split HWL, pictogram with no HWL text, multiple HWL on one side or obstruction of HWL due cropping, branding and other such practices?

(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, .15 becomes .2, and .16 becomes .2). Enter the measurement to the first decimal place.
- When measuring the health warning label, exclude black borders.
- For packs with a split health warning, enter “0” for label measurements.
- For packs with multiple health warnings on one side, enter “0” for label measurements.
- 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.
- Use the soft measuring tape to measure.

Refer to the image of the conical frustum below when completing the questions.

Conical Frustum and corresponding measurements

A19b. Health warning label pictogram height (first_warn_pictoheight)

Enter the height (cm) of the first pictogram label. _______

A20b. Health warning label text box height (first_warn_textboxheight)

Enter the height (cm) of the first health warning text box. _______

A21b. Health warning label top width (first_warn_topwidth)

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

A22b. Health warning label bottom width (first_warn_bottomwidth)

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

A23b. Health warning label pictogram height (second_warn_pictoheight)
Enter the height (cm) of the second pictogram label. ______

A24a. Health warning label text box height (second_warn_textboxheight)

Enter the height (cm) of the second health warning text box. ______

A25b. Health warning label top width (second_warn_topwidth)

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

A26b. Health warning label bottom width (second_warn_bottomwidth)

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

A27b. Diameter of cone shaped bidi pack base (cone_diameter1)

Find the diameter of the cone frustum’s base circle by measuring across the widest point of the circle to obtain the diameter (refer to D1 of Image 8).

Enter the diameter (cm) of the cone frustum’s base circle. ______

A28b. Diameter of cone shaped bidi pack top (cone_diameter2)

Find the diameter of the cone frustum’s top circle by measuring across the widest point of the circle to obtain the diameter (refer to D2 of image 8).

Enter the diameter (cm) of the cone frustum’s top circle. ______

A29b. Slant height of cone shaped bidi pack (cone_slantheight)

Find the slant height of the cone by measuring from the bottom of the pack to the top edge of (refer to s of image 8).

Enter the height (cm) of the cone frustum. ______

A30b. Percentage of cone shaped bidi pack covered by first warning (cone bidi_warn_percent1)

Using the measurements above, the percentage of area of the cone shaped bidi pack that is covered by the health warning label will be calculated automatically. ______
A31b. Percentage of cone shaped bidi pack covered by second warning (cone bidi _ warn _ percent2)

Using the measurements above, the percentage of area of the cone shaped bidi pack that is covered by the health warning label will be calculated automatically. _______
Section C: Other/Misleading Descriptors

C1. Misleading descriptors (misleading_descriptors)

Do the following misleading descriptors (including any word combination or analogous words) appear on the pack? Check all that apply.

(1) Low tar
(2) Light
(3) Ultra-light
(4) Mild
(5) Extra
(6) Ultra
(88) Other
(99) None of the above

C1a. Other misleading descriptors (misleading_descriptors_other)

Enter any misleading descriptors in lower case letters, with multiple phrases separated by a comma.

________
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

If “No,” skip to end of questionnaire.

D1.1. Further discussion on pack shape (further_discussion_shape)

D1.2. Further discussion on health warning size (further_discussion_size)

D1.3. Further discussion on health warning position (further_discussion_position)

D1.4. Further discussion on health warning color and color variation (further_discussion_color)

D1.5. Further discussion on health warning elements (further_discussion_elements)

D1.6. Implications for health warning coverage (further_discussion_implications)

D1.7. Any other items of interest about the pack (interest)

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