



TPackSS: Tobacco Pack Surveillance System

Pakistan Health Warning Label Compliance Codebook 2013

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Please refer to the “Pakistan 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

Check here if you used additional online information to determine product type.
(product_type_info)

Enter your source here. (product_type_info2)

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 front of the package. If there is no warning that matches the warning on the pack select “No match” and skip to Section B.

- (1) 1
- (2) 2
- (99)No Match

A3. Location of the HWL (front_warn_loc)

Does the warning appear on the top portion of the front of the pack?

- (1) Yes
- (0) No

A4. Warning language (front_warn_lang)

Is the text of the warning in Urdu?

- (1) Yes
- (0) No

A5. Warning font size (front_warn_fontsize)

Is the font at least 2mm tall?

- (1) Yes
- (0) No

A6. Warning text color (front_warn_txtclr)

Is the health warning text black?

(1) Yes

(0) No

A7. Warning background color (front_warn_backclr)

Is the background of the text portion of the warning white?

(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.
- When measuring the width, measure across the points at the bottom edge of the pack.
- Include the border in your measurement of the warning.

A8. HWL height (front_warn_height)

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

A9. HWL width (front_warn_width)

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

A10. Height (front_height)

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

A11. Width (front_width)

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

A12. 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. _____

A13. Height of pictorial portion of HWL (front_warn_pic_height)

Enter the height of the pictorial portion of the health warning. _____

A14. Width of pictorial portion of HWL (front_warn_pic_width)

Enter the width of the pictorial portion of the health warning. _____

A15. Percentage of warning that is pictorial (front_warn_pic_percent)

Using the measurements above, the percentage of area of the pack that is pictorial will be calculated automatically. _____

A16. Height of text portion of HWL (front_warn_txt_height)

Enter the height of the text portion of the health warning. _____

A17. Width of pictorial portion of HWL (front_warn_txt_width)

Enter the width of the text portion of the health warning. _____

A18. Percentage of warning that is text (front_warn_txt_percent)

Using the measurements above, the percentage of area of the pack that is text will be calculated automatically. _____

A19. Edges of pack (front_bvlorrnd)

Does the front 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:

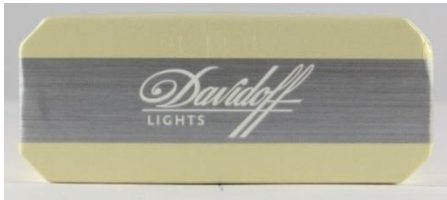


Image 1. Beveled edges



Image 2. Round edges

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

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

A20. 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 of the pack?

- (1) Yes
- (0) No

If "No", skip to Section B.

B2. Warning content (back_warn_content)

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

- (1) 1
- (2) 2
- (99) No Match

B3. Location of the HWL (back_warn_loc)

Does the warning appear on the top portion of the back of the pack?

- (1) Yes
- (0) No

B4. Warning language (back_warn_lang)

Is the text of the warning in Urdu?

- (1) Yes
- (0) No

B5. Warning font size (back_warn_fontsize)

Is the font at least 2mm tall?

- (1) Yes
- (0) No

B6. Warning text color (back_warn_txtclr)

Is the health warning text black?

(1) Yes

(0) No

B7. Warning background color (back_warn_backclr)

Is the background of the text portion of the warning white?

(1) Yes

(0) No

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

B8. HWL height (back_warn_height)

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

B9. HWL width (back_warn_width)

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

B10. Height (back_height)

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

B11. Width (back_width)

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

B12. 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. _____

B13. Height of pictorial portion of HWL (back_warn_pic_height)

Enter the height of the pictorial portion of the health warning. _____

B14. Width of pictorial portion of HWL (back_warn_pic_width)

Enter the width of the pictorial portion of the health warning. _____

B15. Percentage of warning that is pictorial (back_warn_pic_percent)

Using the measurements above, the percentage of area of the pack that is pictorial will be calculated automatically. _____

B16. Height of text portion of HWL (back_warn_txt_height)

Enter the height of the text portion of the health warning. _____

B17. Width of pictorial portion of HWL (back_warn_txt_width)

Enter the width of the text portion of the health warning. _____

B18. Percentage of warning that is text (back_warn_txt_percent)

Using the measurements above, the percentage of area of the pack that is text will be calculated automatically. _____

B19. Edges of pack (back_bvlornd)

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 C.

B20. 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

Section C: Topics for Further Discussion and Notes

C1. Further discussion (further_discussion)

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

(1) Yes

(0) No

C2. Notes on further discussion (further_discussion1)

C3. General notes (general_notes)

Note any items of interest about the pack.
