



# TPackSS: Tobacco Pack Surveillance System

## Viet Nam Health Warning Label Compliance Codebook 2013

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Please refer to the “Viet Nam 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 Ziploc bag in which the pack is held.

#### 1. Type of Product (product\_type)

What type of product is this?

*[Definition of “tobacco products” (Law No. 2899-IV, Article 1): “Filter or non-filter cigarettes, hand-rolled cigarettes, cigars, cigarillos, and also pipe, snuff, sucking, chewing tobacco, mahorka and other tobacco products of substitutes for smoking, snuffing, sucking or chewing”]*

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).

[In Vietnamese, “ĐIẾU THUỐC LÁ ĐẦU LỌC” translates to filtered cigarettes.”]

- (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?

- (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”.

1	HÚT THUỐC LÁ CÓ THỂ GÂY UNG THƯ PHỔI
2	HÚT THUỐC LÁ CÓ THỂ GÂY BỆNH PHỔI TẮC NGHỀN MÃN TÍNH
99	No match

Answer the following question if you chose “No match” for A2. If not, skip to A4.

### **A3. Warning content- no match (front\_warn\_content\_nomatch)**

Which of the following appears on the package?

1	HÚT THUỐC GÂY UNG THƯ PHỔI
2	Other

Answer the following questions if you chose 1 for A3. If not, skip to Section B.

### **A4. Text color (front\_warn\_txtcolor)**

Is the TEXT of the health warning label BLACK?

(1) Yes

(0) No

**A5. Background color (front\_warn\_backcolor)**

Is the BACKGROUND of the health warning label WHITE?

(1) Yes

(0) No

**A6. Height of letters (front\_warn\_ltrheight)**

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 2mm or more?

(1) Yes

(0) No

**A7. Legibility of text (front\_warn\_leg)**

Is the writing in the health warning label printed so that it is easy to read?

(1) Yes

(0) No

**A8. Separate from other information (front\_warn\_separate)**

Is the writing in the health warning label separate from other information on the pack?

Health warning labels will be considered to be separate from other information on the pack when they are bordered.

(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 health warning, include the border of the box that is a part of the health warning label.

[For hard packs, the front of the pack is the side where the flip top opens. For soft packs, the front of the pack is the side with the country's principle language on it. If both sides are written in the country's principle language, the front of the pack will be the side that is the most embellished.]

### **A9. Health warning label height (front\_warn\_height)**

Enter the height (cm) of the health warning label. \_\_\_\_\_

### **A10. Health warning label width (front\_warn\_width)**

Enter the width (cm) of the health warning label. \_\_\_\_\_

### **A11. Height (front\_height)**

Enter the height (cm) of the front panel of the pack. \_\_\_\_\_

### **A12. Width (front\_width)**

Enter the width (cm) of the front panel of the pack. \_\_\_\_\_

### **A13. 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. \_\_\_\_\_

Answer the following question if the pack has beveled or rounded edges. If not, skip to Section B.

**A14. 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 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”.

1	HÚT THUỐC LÁ CÓ THỂ GÂY UNG THƯ PHỔI
2	HÚT THUỐC LÁ CÓ THỂ GÂY BỆNH PHỔI TẮC NGHẼN MÃN TÍNH
99	No match

Answer the following question if you chose “No match” for B2. If not, skip to B4.

**B3. Warning content- no match (back\_warn\_content\_nomatch)**

Which of the following appears on the package?

1	HÚT THUỐC GÂY UNG THƯ PHỔI
2	Other

Answer the following questions if you chose 1 for B3. If not, skip to Section C.

**B4. Text color (back\_warn\_txtcolor)**

Is the TEXT of the health warning label BLACK?

- (1) Yes
- (0) No

**B5. Background color (back\_warn\_backcolor)**

Is the BACKGROUND of the health warning label WHITE?

- (1) Yes
- (0) No

**B6. Height of letters (back\_warn\_ltrheight)**

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 2mm or more?

- (1) Yes
- (0) No

**B7. Legibility of text (back\_warn\_leg)**

Is the writing in the health warning label printed so that it is easy to read?

- (1) Yes
- (0) No

**B8. Separate from other information (back\_warn\_separate)**

Is the writing in the health warning label separate from other information on the pack?

Health warning labels will be considered to be separate from other information on the pack when they are bordered.

- (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 health warning, include the border of the box that is a part of the health warning label.

### **B9. Health warning label height (back\_warn\_height)**

Enter the height (cm) of the health warning label. \_\_\_\_\_

### **B10. Health warning label width (back\_warn\_width)**

Enter the width (cm) of the health warning label. \_\_\_\_\_

### **B11. Height (back\_height)**

Enter the height (cm) of the back panel of the pack. \_\_\_\_\_

### **B12. Width (back\_width)**

Enter the width (cm) of the back panel of the pack. \_\_\_\_\_

### **B13. 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. \_\_\_\_\_

Answer the following question if the pack has beveled or rounded edges. If not, skip to Section C.

**B14. 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

(9) N/A, the back of the pack does not have beveled or rounded edges.

**Section C: Topics for Further Discussion**

**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)**

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