



TPackSS: Tobacco Pack Surveillance System

Viet Nam Health Warning Label Compliance Codebook 2015

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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 warrant further discussion please make a note in the “topics for further discussion” section.

Coding instructions

- 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.
- For packs with beveled or rounded edges, answer all questions taking into account the face of the pack only, not including the beveled or rounded portion, unless otherwise noted.

Unique ID (unique_id)

Enter the Unique ID that is printed on the label on the bag in which the pack is held.

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)

Using the Appendix, indicate the number found in the furthest left hand column which correlates to the health warning found on the front side of the pack. If there is no text that matches the text on the side of the pack select “No match”.

- (1) 0408A
- (2) 0408B
- (3) 0513A
- (4) 0513B
- (5) 0513C
- (6) 0514D
- (7) 0515E
- (8) 0513F
- (99) No match

If “99”, “1”, or “2”, skip to section B.

A3. Health warning color (front_warn_clr)

Is the health warning printed in color, as it appears in the Appendix?

- (1) Yes
- (0) No

A4. Health warning language (front_warn_lang)

Is the health warning in Vietnamese?

- (1) Yes
- (0) No

A5. Health warning position (front_warn_position)

Is the health warning printed parallel to the top edge of the pack?

- (1) Yes
- (0) No

A6. Health warning location (front_warn_loc)

Is the health warning printed at the top edge of the pack?

- (1) Yes
- (0) No

A7. Visibility (front_warn_visible)

Is the health warning visible?

- (1) Yes
- (0) No

A8. Warning label border/edge (front_warn_edge)

Is the health warning label enclosed in a **1mm** border or edge?

- (1) Yes
- (0) No

A9. Warning statement font (front_warn_font)

Is the health warning statement printed in **ARIAL FONT**?

- (1) Yes
- (0) No

A10. Warning statement bolded (front_warn_fontbold)

Is the health warning statement printed in **BOLD FONT**?

- (1) Yes
- (0) No

A11. Text color (front_warn_fontcolor)

Is the TEXT of the health warning label **WHITE**?

- (1) Yes
- (0) No

A12. Height of letters (front_warn_ltrheight)

Measure the height of the letters in the health warning label text in mm. Include the height of accent marks in the measurement. 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 **3.5mm** or more?

- (1) Yes
- (0) No

Measurement instructions

- 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.

A13. Health warning label height (front_warn_height)

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

A14. Health warning label width (front_warn_width)

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

A15. Height (front_height)

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

A16. Width (front_width)

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

A17. Edges of pack (front_bvlorrnd)

For hard packs, does the front of the pack have beveled or rounded edges?

Example:

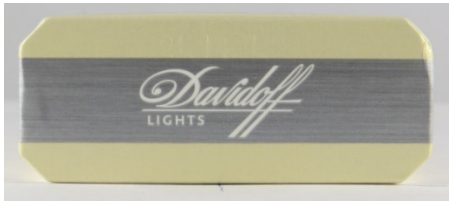


Image 1. Beveled edges



Image 2. Rounded edges

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

A18. 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", end form.

B2. Warning content (back_warn_content)

Using the Appendix, indicate the number found in the furthest left hand column which correlates to the health warning found on the front side of the pack. If there is no text that matches the text on the side of the pack select "No match".

- (1) 0408A
- (2) 0408B
- (3) 0513A
- (4) 0513B
- (5) 0513C
- (6) 0514D
- (7) 0515E
- (8) 0513F
- (99) No match

If "99", "1", or "2", end form.

B3. Health warning color (back_warn_clr)

Is the health warning printed in color, as it appears in the Appendix?

- (1) Yes
- (0) No

B4. Health warning language (back_warn_lang)

Is the health warning in Vietnamese?

- (1) Yes
- (0) No

B5. Health warning position (back_warn_position)

Is the health warning printed parallel to the top edge of the pack?

- (1) Yes
- (0) No

B6. Health warning location (back_warn_loc)

Is the health warning printed at the top edge of the pack?

- (1) Yes
- (0) No

B7. Visibility (back_warn_visible)

Is the health warning visible?

- (1) Yes
- (0) No

B8. Warning label border/edge (back_warn_edge)

Is the health warning label enclosed in a **1mm** border or edge?

- (1) Yes
- (0) No

B9. Warning statement font (back_warn_font)

Is the health warning statement printed in **ARIAL FONT**?

- (1) Yes
- (0) No

B10. Warning statement bolded (back_warn_fontbold)

Is the health warning statement printed in **BOLD FONT**?

(1) Yes

(0) No

B11. Text color (back_warn_fontcolor)

Is the TEXT of the health warning label **WHITE**?

(1) Yes

(0) No

B12. Height of letters (front_warn_ltrheight)

Measure the height of the letters in the health warning label text in mm. Include the height of accent marks in the measurement. 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 **3.5mm** or more?

(1) Yes

(0) No

Measurement

For instructions, refer to Section A.

B13. Health warning label height (back_warn_height)

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

B14. Health warning label width (back_warn_width)

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

B15. Height (back_height)

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

B16. Width (back_width)

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

B17. Edges of pack (back_bvlornd)

For hard packs, does the back of the pack have beveled or rounded edges?

See Section A for an example of beveled or rounded edges.

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

B18. 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: Other

C1. Cellophane (other_cellophane)

Is there cellophane on the pack?

(1) Yes

(0) No

If 'No', skip to C2.

C1a. Cellophane- transparency (other_transparency)

Is the cellophane transparent?

(1) Yes

(0) No

C1b. Cellophane- color (other_clr)

Is the cellophane colorless?

(1) Yes

(0) No

C2. Brand name (other_brand)

Is the brand name printed on the pack?

(1) Yes

(0) No

C3. Brand owner (other_brandowner)

Is the name and address of the brand owner printed on the pack?

(1) Yes

(0) No

C4. Stick count (other_stickcount)

Are the number of sticks included printed on the pack?

- (1) Yes
- (0) No

C5. Barcode (other_barcode)

Is there a barcode on the pack?

- (1) Yes
- (0) No

C6. Date of production (other_production)

Is the date of production printed on the pack?

- (1) Yes
- (0) No

C7. Date of expiration (other_expiration)

Is the date of expiration printed on the pack?

- (1) Yes
- (0) No

C8. Misleading Descriptors (other_misleading)

Identify any of the following terms that appear on the pack:

- (0) Low tar
- (1) Light
- (2) Ultra light
- (3) Mild
- (4) Other (phrases suggesting that the tobacco product is less harmful or resulting in misunderstanding from the consumers on harms of tobacco and tobacco smoke to human health; examples include but are not limited to “soft”, “mellow”, and “smooth”)

C8a. Misleading Descriptors (other_misleading_descr)

Note other terms or phrases that are printed on the pack and may be misleading.

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

D1a. Notes on further discussion (further_discussion1)
