



TPackSS: Tobacco Pack Surveillance System Cigarette Health Warning Label Compliance



Brazil - 2016

As of March 2016, Brazil's health warning labels (HWLs) - which fulfill the Framework Convention on Tobacco Control (FCTC) Article 11 minimum requirements - included the following:

1. 30 percent coverage of the front of the pack, and 100 percent coverage of the back of the pack with color pictorial HWLs
2. Text warning displayed on contrasting background color
3. Nine different tobacco use health warning messages, in Portuguese



Brazil's HWL size tied for 3rd in the WHO Region of the Americas and tied for 41st globally in 2016.¹ However, FCTC guidelines recommend the use of pictorial warnings that cover 50 percent or more of the front and back of the pack, which Brazil's HWLs do not fulfill.

TPackSS assesses health warning label compliance as HWL requirements improve in countries. In March 2016, TPackSS collected cigarette packs in São Paulo, Manaus, and Salvador using a systematic protocol.² Cigarette packs were assessed for compliance with the current HWL policy in place at the time of data collection.³

Article 11 of the World Health Organization's (WHO) FCTC requires that Parties implement effective tobacco packaging and labeling measures to increase public awareness of the negative health impacts of tobacco products.

TPackSS systematically collected a sample of 111 unique cigarette packs that displayed the HWLs mandated by Brazil. Packs were assessed for compliance with four key requirements.³

Warning Location

100 percent of packs had a health warning on the lower front and back of the pack.



Warning Size

85 percent of packs had a warning that covered 30 percent of the front and 100 percent of the back of the pack.



Warning Label Elements

100 percent of packs had a pictorial health warning with the correct proportions, including white text on a black background.



Warning Text Size

100 percent of packs had front warning text displayed in all upper case.



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85% of the unique cigarette packs assessed were compliant with the four key HWL requirements.

Area of Concern: Flavored Cigarettes

Although compliant with the four key HWL requirements, these three packs exhibit some of the common flavor appeals found among the unique packs collected in Brazil: use of double flavors, flavor capsule activation, and “menthol like” descriptors.



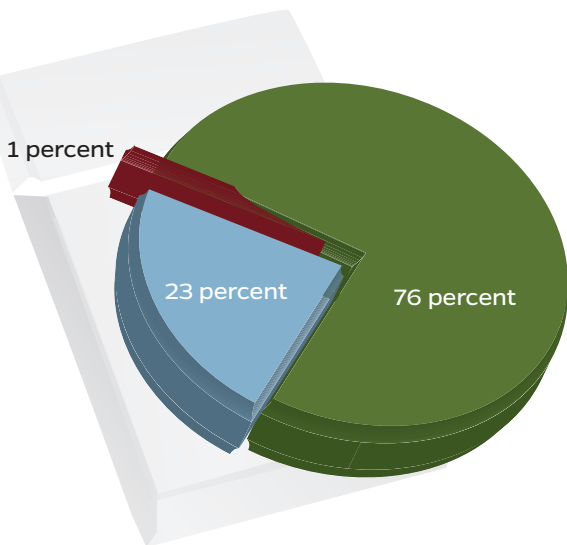
Cinnamon and menthol double flavor

“Double Click” flavor capsule activation

“Fresh” menthol-like flavor

Breakdown of packs collected and presence of required HWLs

Total number of unique packs collected: 147



- **76 percent** of total packs had a current mandated HWL (n=111)
- **23 percent** of total packs had a previous Brazilian HWL without the required front warning (n=34)
- **1 percent** of total packs had no HWL (n=2)

Almost 1 in 4 packs collected displayed an old HWL. Exposure to current best practice HWLs provided in Portuguese can improve the effectiveness of HWLs in Brazil.

¹ Canadian Cancer Society. Cigarette Package Health Warnings: International Status Report, Fifth Edition. European Network for Smoking and Tobacco Prevention; 2016. <http://www.tobaccolabels.ca/wp/wp-content/uploads/2016/11/Cigarette-Package-Health-Warnings-International-Status-Report-English-CCS-Oct-2016.pdf>. Accessed April 27, 2017.

² Smith K, Washington C, Brown J, Vadhais A, Kroart L, Ferguson J, Cohen J. The Tobacco Pack Surveillance System: A Protocol for Assessing Health Warning Compliance, Design Features, and Appeals of Tobacco Packs Sold in Low- and Middle-Income Countries. *JMIR Public Health Surveill.* 2015;1(2). doi: 10.2196/publichealth.4616.

³ RDC Resolution No. 30 of May 23 2013, Brazil; RDC Resolution No. 14 of April 10 2015, Brazil.

About TPackSS

The Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health developed the Tobacco Pack Surveillance System (TPackSS) project to monitor whether required health warnings on tobacco packages are being implemented as intended, and to identify pack features and marketing appeals that might violate or detract from country tobacco packaging laws in these countries.