Brazil Promotional Products Health Warning Compliance Codebook 2013

Please refer to the "Brazil 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.

1. **Promotional product classification (promo_product)**

Identify why this item is considered a promotional product.

(1) Tobacco product sold with non-disposable package used to hold tobacco product
(2) Tobacco product sold with ashtray
(3) Tobacco product sold with lighter
(4) Tobacco product sold with cocktail mixer
(5) Other

If 'Other', enter a description. (promo_product_other)
_____
_____
_____

If '1', skip to Section A.

2. Outer package number (outer_package_no)

How many disposable outer packages are the tobacco product and promotional item contained in?

(1) 1
(2) 2

Images 1. Example of product with one outer package

Image 2. Example of product with two outer packages

Section A: Back of Outer Packaging

A1. Presence of warning (back_warn_presence_out)

Is there a health warning label on the back of the packaging?

    (1) Yes
    (0) No

If "No", skip to Section B.

A2. Warning content (back_warn_content_out)

Using the Appendix, indicate the number of the health warning that appears on the packaging. If there is no warning that matches the warning on the packaging select "No match".

	11 (11)	12 (12)	13 (13)	14 (14)	15 (15)	16 (16)	17 (17)	18 (18)	19 (19)	20 (20)	No Match (99)
Warning content											

A3. Language of warning (back_warn_lang_out)

Is the health warning label written in Portuguese?

    (1) Yes
    (0) No

A4. Proportion of warning elements and graphic parameters (back_warn_elements_out)

Are the proportion among the elements of the warning (including the warning, image, logo, and Stop Smoking Dial number) and the graphic parameters unchanged from those on the Anvisa website?

Refer to the proportion of the elements of the warning and the graphic parameters of the warning in the Appendix.

    (1) Yes
    (0) No

A5. HWL text color (back_warn_txtcolor_out)

Is the health warning text white?

- (1) Yes
- (0) No

A6. HWL background (back_warn_background_out)

Is the warning printed on a black rectangular background?

- (1) Yes
- (0) No

A7. HWL obstruction by wrapping or devices (back_warn_obstructwrdev_out)

Is the warning unobstructed by wrapping or devices, including cards or stickers?

- (1) Yes
- (0) No

A8. HWL background (back_warn_taxobstruct_out)

Is the warning unobstructed by a tax stamp?

Only mark "No" if the image or a substantial part of the text is covered (such that the text is no longer legible).

- (1) Yes
- (0) No

A9. HWL size (back_warn_size_out)

Does the black background of the warning cover 100% of the back of the packaging?

If there is a white border around the health warning label but the rest of the back panel is also black, mark "Yes" unless the entire package is black.

- (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 the warning, include the extension of the black background unless the warning is bordered. If the warning is bordered, include the border.
- If packaging has rounded edges, measure at points of greatest width and height.

A10. Health warning label height (back_warn_height_out)

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

A11. Health warning label width (back_warn_width_out)

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

A12. Height (back_height_out)

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

A13. Width (back_width_out)

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

A14. Percentage of front of pack covered by warning (back_warn_percent_our)

Using the measurements above, the percentage of area of the back panel of the packaging covered by the health warning label will be calculated automatically. _____

Section B: Panel of the Packaging with Statement on Qualitative Constituents and Emissions

B1. Presence of statement on qualitative constituents and emissions (panel_conem_presence_out)

Does the phrase, "Este produto contem mais de 4.700 substâncias tóxicas, e nicotina causa dependência física ou psíquica. Não existem níveis seguros para consume destas substâncias." appear on a panel of the packaging?

      (1) Yes
      (0) No

If "No", skip to B7.

B2. Panel that statement appears on (panel_conem_side)

What panel of the packaging does the statement on qualitative constituents and emissions appear on?

      (0) Front
      (1) Back
      (2) Top
      (3) Bottom
      (4) Right side
      (5) Left side

B3. Statement on qualitative constituents and emissions- color of text (panel_conem_textcolor_out)

Does the text appear in white letters?

      (1) Yes
      (0) No

B4. Statement on qualitative constituents and emissions- background color (panel_conem_background_out)

Is the text printed on a black rectangular background?

      (1) Yes
      (0) No

B5. Statement on qualitative constituents and emissions- width (panel_conem_ewidth_out)

Does the text occupy the width of the entire width of the panel of the packaging on which it appears?

- (1) Yes
- (0) No

B6. Statement on qualitative constituents and emissions- height (panel_conem_height_out)

Enter the height (cm) of the statement on qualitative constituents and emissions. _____

B7. Statement on qualitative constituents and emissions- width (panel_conem_width_out)

Enter the width (cm) of the statement on qualitative constituents and emissions. _____

B8. Panel of pack- height (panel_ height_out)

Enter the height (cm) of the panel of the packaging on which the statement on qualitative constituents and emissions appears. _____

B9. Panel of pack- width (panel_ height_out)

Enter the width (cm) of the panel of the pack on which the statement on qualitative constituents and emissions appears. _____

B10. Presence of statement on prohibition of sale to minors (panel_minors_presence_out)

Does the phrase, "Venda proibida a menores de 18 anos- Lei 8069/1990 e Lei 10.702/2003" appear on a panel of the packaging?

- (1) Yes
- (0) No

B11. Panel that statement appears on (panel_minors_side)

What panel of the packaging does the phrase on prohibition of sales to minors appear on?

     (1) Front
     (2) Back
     (3) Top
     (4) Bottom
     (5) Right side
     (6) Left side

B12. Statement on prohibition of sale to minors- text (panel_minors_text_out)

Does the text appear in contrasting and easily legible type?

     (1) Yes
     (0) No

B13. Statement on prohibition of sale to minors- height (panel_minors_height_out)

Enter the height (cm) of the statement on prohibition of sale to minors. _____

Measure only from the bottom of the text to the top of the text, and measure in the vertical direction regardless of the direction of the text.

B14. Statement on prohibition of sale to minors- width (panel_minors_width_out)

Enter the width (cm) of the statement on prohibition of sale to minors. _____

Section C: Other Requirements

C1. Does the pack contain any of the following phrases? Choose all that apply.
(forbidden_phrases_out)

  (1) "somente para adultos"
  (2) "produto para majores de 18 anos"
  (0) None of the above

C2. Misleading descriptors (misleading_descriptors_out)

Fill out the table below and place an "x" next to all words or statements appearing on the packaging.

Refer to the translation spreadsheet to answer this question.

Words or Statements	Present on pack
Class(es)	
Ultra low level(s)	
Low level(s)	
Light	
Soft	
Mild	
Moderate level(s)	
High level(s)	

Section D: Back of Outer Packaging

If answers to question 1 or question 3 on page 1 was '1', skip to Section G.

D1. Presence of warning (back_warn_presence_out2)

Is there a health warning label on the back of the packaging?

  (1) Yes
  (0) No

If "No", skip to Section H.

D2. Warning content (back_warn_content_out2)

Using the Appendix, indicate the number of the health warning that appears on the packaging. If there is no warning that matches the warning on the pack select "No match".

	11 (11)	12 (12)	13 (13)	14 (14)	15 (15)	16 (16)	17 (17)	18 (18)	19 (19)	20 (20)	No Match (99)
Warning content											

D3. Language of warning (back_warn_lang_out2)

Is the health warning label written in Portuguese?

- (1) Yes
- (0) No

D4. Proportion of warning elements and graphic parameters (back_warn_elements_out2)

Are the proportion among the elements of the warning (including the warning, image, logo, and Stop Smoking Dial number) and the graphic parameters unchanged from those on the Anvisa website?

Refer to the proportion of the elements of the warning and the graphic parameters of the warning in the Appendix.

- (1) Yes
- (0) No

D5. HWL text color (back_warn_txtcolor_out2)

Is the health warning text white?

- (1) Yes
- (0) No

D6. HWL background (back_warn_background_out2)

Is the warning printed on a black rectangular background?

- (1) Yes
- (0) No

D7. HWL obstruction by wrapping or devices (back_warn_obstructwrdev_out2)

Is the warning unobstructed by wrapping or devices, including cards or stickers?

  (1) Yes
  (0) No

D8. HWL background (back_warn_taxobstruct_out2)

Is the warning unobstructed by a tax stamp?

Only mark "No" if the image or a substantial part of the text is covered (such that the text is no longer legible).

  (1) Yes
  (0) No

D9. HWL size (back_warn_size_out2)

Does the black background of the warning cover 100% of the back of the packaging?

If there is a white border around the health warning label but the rest of the back panel is also black, mark "Yes" unless the entire package is black.

  (1) Yes
  (0) No

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

D10. Health warning label height (back_warn_height_out2)

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

D11. Health warning label width (back_warn_width_out2)

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

D12. Height (back_height_out2)

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

D13. Width (back_width_out2)

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

D14. Percentage of front of pack covered by warning (back_warn_percent_out2)

Using the measurements above, the percentage of area of the back panel of the packaging covered by the health warning label will be calculated automatically. _____

Section E: Panel of the Pack with Statement on Qualitative Constituents and Emissions

E1. Presence of statement on qualitative constituents and emissions (panel_conem_presence_out2)

Does the phrase, "Este produto contem mais de 4.700 substâncias tóxicas, e nicotina causa dependência física ou psíquica. Não existem níveis seguros para consume destas substâncias." appear on a panel of the packaging?

      (1) Yes
      (0) No

If "No", skip to E7.

E2. Panel that statement appears on (panel_conem_side2)

What panel of the packaging does the statement on qualitative constituents and emissions appear on?

      (1) Front
      (2) Back
      (3) Top
      (4) Bottom
      (5) Right side
      (6) Left side

E3. Statement on qualitative constituents and emissions- color of text (panel_conem_textcolor_out2)

Does the text appear in white letters?

      (1) Yes
      (0) No

E4. Statement on qualitative constituents and emissions- background color (panel_conem_background_out2)

Is the text printed on a black rectangular background?

      (1) Yes
      (0) No

E5. Statement on qualitative constituents and emissions- width (panel_conem_ewidth_out2)

Does the text occupy the width of the entire width of the panel of the pack on which it appears?

(1) Yes
(0) No

E6. Statement on qualitative constituents and emissions- height (panel_conem_height_out2)

Enter the height (cm) of the statement on qualitative constituents and emissions. _____

E7. Statement on qualitative constituents and emissions- width (panel_conem_width_out2)

Enter the width (cm) of the statement on qualitative constituents and emissions. _____

E8. Panel of pack- height (panel_ height_out2)

Enter the height (cm) of the panel of the pack on which the statement on qualitative constituents and emissions appears. _____

E9. Panel of pack- width (panel_ height_out2)

Enter the width (cm) of the panel of the pack on which the statement on qualitative constituents and emissions appears. _____

E10. Presence of statement on prohibition of sale to minors (panel_minors_presence_out2)

Does the phrase, "Venda proibida a menores de 18 anos- Lei 8069/1990 e Lei 10.702/2003" appear on a panel of the packaging?

(1) Yes
(0) No

E11. Panel that statement appears on (panel_minors_side2)

What panel of the packaging does the phrase on prohibition of sales to minors appear on?

(1) Front
(2) Back
(3) Top
(4) Bottom
(5) Right side
(6) Left side

E12. Statement on prohibition of sale to minors- text (panel_minors_text_out2)

Does the text appear in contrasting and easily legible type?

      (1) Yes
      (0) No

E13. Statement on prohibition of sale to minors- height (panel_minors_height_out2)

Enter the height (cm) of the statement on prohibition of sale to minors. _____

Measure only from the bottom of the text to the top of the text, and measure in the vertical direction regardless of the direction of the text.

E14. Statement on prohibition of sale to minors- width (panel_minors_width_out2)

Enter the width (cm) of the statement on prohibition of sale to minors. _____

Section F: Other Requirements

F1. Does the pack contain any of the following phrases? Choose all that apply. (forbidden_phrases_out2)

      (1) "somente para adultos"
      (2) "produto para majores de 18 anos"
      (0) None of the above

F2. Misleading descriptors (misleading_descriptors_out2)

Fill out the table below and place an "x" next to all words or statements appearing on the packaging.

Refer to the translation spreadsheet to answer this question.

Words or Statements	Present on pack
Class(es)	
Ultra low level(s)	
Low level(s)	
Light	
Soft	
Mild	
Moderate level(s)	
High level(s)	

Section G: Other

G1. Other warnings (other_warnings)

Do warnings appear on any other place on the packaging?

       (1) Yes
       (0) No

If 'No', skip to G3.

G2. Warning location (other_warning_location)

Describe how many additional warnings appear on the packaging and where.

_____

_____

_____

G3. Describe any other notable characteristics about the pack or promotional items.

_____

_____

_____

Section H: Topics for Further Discussion and Notes

H1. Further discussion (further_discussion)

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

        (1) Yes

        (0) No

H2. Notes on further discussion (further_discussion1)

_____

_____

_____

H3. General notes (general_notes)

Note any items of interest about the pack.

_____

_____

_____