



TPackSS: Tobacco Pack Surveillance System

Philippines Health Warning Label Compliance Codebook 2013

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Please refer to the “Philippines 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)

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.]

What type of product is this?

- (1) Manufactured cigarettes
- (2) Bidis
- (3) Cloves or Kreteks – Choose this options for packs which say “clove” or “kretek” on the front of the pack, however, please give special consideration to brands which are known to produce cloves and kreteks.
- (4) Cigarillo – Choose this option for packs which say “cigarillo” on the front of the pack, however, please give special consideration to brands which are known to produce cigarillos.

2. Primary package vs. larger package (pack_type)

If the primary package of cigarettes is contained within a larger package (as pictured right) are you coding the:

- (9) N/A, the primary package was not contained in a larger package
- (1) Primary package of cigarettes
- (2) The larger package



(Law reference for above in cell C2 of the “Philippines Laws and Regulations” document)

3. Edges of pack (beveled_or_round)

Does the pack have beveled or round edges?

- (1) Yes
- (0) No

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

Section A: Front of Pack

[Definition of “front of pack” and “principal display area”: According to the Implementing Rules and Regulations of Tobacco Regulation Act of 2003, “the ‘front panel’ wherein the health warning must appear shall be the principal display panel”. The “principal display panel” refers to “that part of the package of a tobacco product that is most likely to be displayed, presented or shown or examined under normal and customary conditions”.]

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.

[Definition of “warning”: According to the Implementing Rules and Regulations of Tobacco Regulation Act of 2003, the “warning” refers to “the notice printed on the tobacco product or its container...which shall bear information on the hazards of tobacco use”.]

A2. Warning content (front_warn_content)

Select the warning that appears on the package. If there is no text that matches, select “No match” and skip to Section B.

1	“BABALA: Ang Paninigarilyo ay Mapanganib sa I yong Kalusaugan” OR “GOVERNMENT WARNING: Cigarette Smoking is Dangerous to Your Health”
2	“BABALA: Ang Sigarilyo ay Nakaka-adik” OR “GOVERNMENT WARNING: Cigarettes are Addictive”
3	“BABALA: Ang Usok ng Sigarilyo ay Mapanganib sa mga Bata” OR “GOVERNMENT WARNING: “Tobacco Smoke Can Harm Your Children”
4	“BABALA: Nakamamatay ang Paninigarilyo” OR “GOVERNMENT WARNING: Smoking Kills”
99	No match

A3. Location of warning (front_warn_loc)

Is the health warning label located on the bottom portion of the front of the pack?

(1) Yes

(0) No

A4. Legibility (front_warn_leg)

Is the health warning text clearly legible?

(1) Yes

(0) No

A5. Background color (front_warn_backcolor)

Is the BACKGROUND of the health warning label WHITE?

(1) Yes

(0) No

A6. Border color (front_warn_bordcolor)

Is the BORDER of the health warning label BLACK?

(1) Yes

(0) No

A7. Text color (front_warn_txtcolor)

Is the TEXT of the health warning label BLACK?

(1) Yes

(0) No

A8. Font type (front_warn_front)

Is the FONT of the health warning text either ARIAL or HELVETICA?

(1) Yes

(0) No

A9. Opening of package (front_warn_open)

Would opening the package of cigarettes damage the health warning label?

(1) Yes

(0) No

A10. Label obstruction (front_warn_obstruct)

Is the health warning label hidden or obscured by other printed information, images, a tax or fiscal stamp?

- (1) Yes
- (0) No

A11. Pack wrapping (pack_wrap)

Is the tobacco pack wrapped (i.e. covered in cellophane)?

- (1) Yes
- (0) No

If "No", skip to A14.

A12. Pack wrapping obstruction (pack_wrap_obstruct)

Is the health warning label on the pack obscured or obliterated by the wrapper?

- (1) Yes
- (0) No

If "Yes", skip to A14.

A13. Pack wrapping health warning (pack_wrap_warn)

Is there a health warning printed on the wrapper?

- (1) Yes
- (0) No

A14. Language (front_warn_lang)

What language is the health warning label printed in?

- (1) English
- (1) Filipino
- (2) None of the above

Measurement

- Complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1).
- 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.
- When measuring any text message without defined border, measure the highest point and the widest point of the text message as a whole.

A12. Health warning label height (front_warn_height)

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

A13. Health warning label width (front_warn_width)

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

A14. Height (front_height)

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

A15. Width (front_width)

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

A16. Percent 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. _____

A17. Warning size (front_warn_size)

Does the health warning label cover at least 30% of the front panel of the pack? Use the measurements you completed above to answer this question.

- (1) Yes
- (0) No

A18. Height of text within health warning label (front_warntxt_height)

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

A19. Width of text within health warning label (front_warntxt_width)

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

A20. Percent covered by health warning label text (front_warntxt_percent)

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

A21. Warning size (front_warntxt_size)

Does the health warning text comprise at least 50% of the health warning label? Use the measurements you completed above to answer this question.

- (1) Yes
- (0) No

Section B: Side of Pack

B1. Presence of message (side_msg_presence)

Is there a message prohibiting sale to minors present on at least one side panel of the pack?

- (1) Yes
- (0) No

If "No", skip to Section C.

B2. Message content (side_msg_content)

Select the message that appears on the package. If there is no text that matches the message on the side select "No match".

1	"NO SALE TO MINORS"
2	"NOT FOR SALE TO MINORS"
99	No match

B3. Legibility (side_msg_leg)

Is the text in the message clear, legible and conspicuous?

- (1) Yes
- (0) No

B4. Contrast (side_msg_contrast)

Does the message contrast with other printed material on the side panel in color OR typography OR layout?

- (1) Yes
- (0) No

B5. Font type (side_msg_font)

Is the FONT of the message text either ARIAL or HELVETICA?

- (1) Yes
- (0) No

B6. Language (side_msg_lang)

Is the health warning label written in English?

- (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).
- 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.
- When measuring any text message without defined border, measure the highest point and the widest point of the text message as a whole.

B7. Height of text in message prohibiting sale to minors (side_msg_height)

Enter the height (cm) of the text of the message prohibiting sale to minors. _____

B8. Width of text in message prohibiting sale to minors (side_msg_width)

Enter the width (cm) of the text of the message prohibiting sale to minors. _____

B9. Height (side_height)

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

B10. Width (side_width)

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

B11. Percent covered by message prohibiting sale to minors (side_msg_percent)

Using the measurements above, the percentage of area of the side panel of the pack covered by the message prohibiting sale to minors will be calculated automatically. _____

B12. Warning size (side_msg_size)

Does the message prohibiting sale to minors cover at least 10% of the side panel of the pack? Use the measurements you completed above to answer this question.

(1) Yes

(0) No

Section C: Other Requirements

C1. Additional warnings (additional_warn)

Aside from the health warning label on the front of the pack and the message of prohibition of sale to minors on one side of the pack – are there any ADDITIONAL warnings printed on the pack?

(1) Yes

(0) No

**C2. If you answered “Yes” to C1, describe the additional warning and note the location on the pack.
(additional_warn1)**

Section D: Topics for Further Discussion

D1. Further discussion (further_discussion)

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

(1) Yes

(0) No

D2. Notes on further discussion (further_discussion1)
