



# TPackSS: Tobacco Pack Surveillance System Cigarette Health Warning Label Compliance



## Brazil - 2013

In January 2013, Brazil's health warning labels (HWLs) – which fulfill the Framework Convention on Tobacco Control (FCTC) Article 11 minimum requirements – included the following:

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



Back of pack

Brazil's HWL size tied for 12th in the WHO Region of the Americas and tied for 46th globally in 2012.<sup>1</sup> 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 January 2013, TPackSS collected cigarette packs in São Paulo, Salvador, and Manaus using a systematic protocol.<sup>2</sup> Cigarette packs were assessed for compliance with the current HWL policy in place at the time of data collection.<sup>3</sup>

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 115 unique cigarette packs that displayed the HWLs mandated by Brazil. Packs were assessed for compliance with three key requirements.<sup>3</sup>**

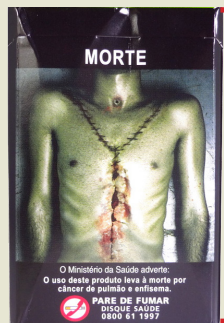
### Warning Location

**100 percent** of packs had a pictorial health warning on the back of the pack.



### Warning Size

**70 percent** of packs had a pictorial health warning that covered 100 percent of the back of the pack.



### Warning Label Elements

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



# 70%

of the unique cigarette packs assessed were compliant with the three key HWL requirements.

## Area of Concern: Non-Standard Pack Shapes

These packs are compliant with the three key HWL requirements; however, the health warning label policy prevents the distortion of pictorial HWLs. Thus, on non-standard shaped packs, it is not possible for the HWL to have full, 100 percent coverage. These packs illustrate the need for standardized pack shape requirements so that pack shape does not draw attention away from the HWL.



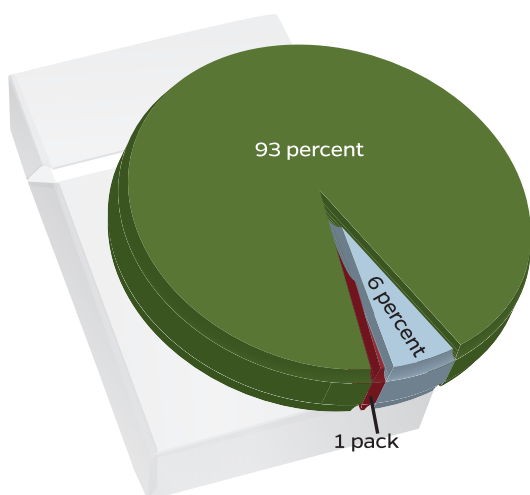
Standard shaped pack



Wide shaped pack



Lipstick shaped pack



## Breakdown of packs collected and presence of required HWLs\*

Total number of unique packs collected: 123

- **93 percent** of total packs had a current mandated HWL (n=115)
- **6 percent** of total packs in Brazil had a not yet required HWL (n=7), with a new quit line number on the back of the pack
- **1 pack** had a previous Brazilian HWL

Nearly all of the packs collected displayed a current Brazilian HWL, with 6 percent of packs displaying a HWL that was not yet required. At a minimum, Brazil's health warning label policy should require a pictorial HWL and coverage of at least 50 percent on both the front and the back of the pack. Exposure to best practice HWLs can improve the effectiveness of HWLs in Brazil.

\*Percentages do not add to 100 percent because of rounding.

<sup>1</sup> Canadian Cancer Society. Cigarette Package Health Warnings: International Status Report, Third Edition. European Network for Smoking and Tobacco Prevention; 2012. [http://www.ensp.org/sites/default/files/CCS\\_status\\_report\\_health\\_warnings\\_2012.pdf](http://www.ensp.org/sites/default/files/CCS_status_report_health_warnings_2012.pdf). Accessed May 25, 2016.

<sup>2</sup> 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.

<sup>3</sup> Law No 12.546 of December 14, 2011, 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.