

## Supplemental Material

**Supplemental Table A:** Each Country or Jurisdiction's Frequency of Tobacco Warnings and current WHO FCTC Entry into Force Status

Country (English Warnings Present)	# of Warnings	% of Total Warnings	Treaty Signature	Entry into Force* (e.g., ratification)
United Kingdom (only)	42	13%	16 Jun 2003	16 Dec 2004
Canada	37	12%	15 Jul 2003	26 Nov 2004
Jamaica	31	10%	24 Sep 2003	7 Jul 2005
Australia	28	9%	5 Dec 2003	27 Oct 2004
United States	24	8%	10 May 2004	
India	23	7%	10 Sep 2003	5 Feb 2004
European Union**	21	7%	16 Jun 2003	30 Jun 2005 c
Malta			16 Jun 2003	24 Sep 2003
Ireland			16 Sep 2003	7 Nov 2005
Philippines	17	5%	23 Sep 2003	6 Jun 2005
Singapore	15	5%	29 Dec 2003	14 May 2004
New Zealand	14	4%	16 Jun 2003	27 Jan 2004
Malaysia	12	4%	23 Sep 2003	16 Sep 2005
Brunei Darussalam	11	3%	3 Jun 2004	3 Jun 2004
Kenya	10	3%	25 Jun 2004	25 Jun 2004
Mauritius	8	3%	17 Jun 2003	17 May 2004
Gulf Cooperation Council***	6	2%		
Bahrain			Not Reported	20 Mar 2007
Kuwait			16 Jun 2003	12 May 2006
Oman			Not Reported	9 Mar 2005
Qatar			17 Jun 2003	23 Jul 2004
UAE			24 Jun 2004	7 Nov 2005
Sri Lanka	6	2%	23 Sep 2003	11 Nov 2003
Cameroon	5	2%	13 May 2004	3 Feb 2006
Seychelles	4	1%	11 Sep 2003	12 Nov 2003
Pakistan	2	1%	18 May 2004	3 Nov 2004
	316	100%		

\*Entry into Force includes Ratification, Acceptance Approval, Formal confirmation, Accession, or Succession

\*\*Within the EU, 2 unique countries are specifically represented: Ireland and Malta. Some warnings shared between UK and EU are listed here.)

\*\*\*Within the GCC, there are 5 countries specifically represented: Bahrain, Kuwait, Oman, Qatar, and the UAE)

### Tobacco Warning Label Codebook

#### General Instructions:

In general, if a warning has been coded, the code should not be blank (except for Coder 3, which should be blank for all codes where Coder 1 and Coder 2 agree). If for some reason you are unclear about how to code something and the codebook provides an option for unable to tell (88), please use that code.

Category	Construct	Var Name	Description	Response Options	Notes
General	Warning Message Text	Warning_Message_Text	The text of the warning message. This does not include text about a quitline phone number or website.	Free response	
	Country	Country	The country of origin of the warning, where an identical warning is used in multiple countries, list each country (do not create a duplicate entry for an additional country)	Free response	
	Product	Product	If known, list the tobacco product or products that the warning applies to.	Free response. Examples include: Cigar, Cigarettes, Smoked Tobacco Products, Cigarettes and Little Cigars	
	Source	Source	Source of the information about the warning, so that the reference can be identified again in the folder	Free response. Examples include: Currently Mandated Cigarette Warnings, Health Canada, CTFK/WHO	
	Another warning image for the same text?	Dup_text	Indicates that there are multiple warnings for the same text	Yes No	
	Primary for text coding	Primary_text	A dummy variable that can be used to filter for only non-duplicated text, 1 for all non-duplicated warning text. For warning text with multiple images that appear multiple times, this var is 1 for the first instance, and 0 for subsequent instances. To get non-dup text, only use primary_text=1	1=yes 0=no	

Category	Construct	Var Name	Description	Response Options	Notes
	Exclude from Analysis, not an officially implemented warning	Not an official warning	This variable denotes which warnings were for research purposes but were not implemented as official warnings. These should be excluded from the analysis for publication but are useful as a source of text and images.	1 = exclude, not official 0 = official	
	Text only (T) or Warning with Image (I)	Text_Graphic	Is the warning text only, or does it include an image	T = Text only I = Warning with image / graphic warning	
Topic	Cancer	Cancer	Does the warning text mention cancer?	Y = Yes N = No	
	Addiction	Addiction	Does the warning text talk about addiction, or ideas around addiction?	Y = Yes N = No	
	Amputation	Amputation	Does the warning mention the risk of amputation, losing a limb, fingers, or toes?	Y = Yes N = No	
	Quit	Quit	Does the warning text mention quitting?  This is separate from an included quitline phone number.	Y = Yes N = No	
	Chemicals	Chemicals	Does the warning text talk about the chemicals in tobacco smoke, or tobacco, or chemical exposure from tobacco use?	Y = Yes N = No	
	Testimonial	Testimonial	Is the warning text written as a testimonial about the personal toll of tobacco use?  Testimonials are in the voice of the person experiencing adverse effects of tobacco use, not about them.	Y = Yes N = No	
	Second Hand Smoke	SHS	Does the warning text talk about secondhand smoke?  For messages just about health effects of secondhand smoke to other people, do not code for a health effect organ system	Y = Yes N = No	
Health Effect Organ System	circulatory	Circulatory	Does the warning mention health effects to the circulatory system?  (examples: heart attack, reduced blood flow, heart disease, stroke)	Y = Yes N = No	
	digestive/urinary /excretory	Digestive	Does the warning mention health effects to the digestive, urinary, or excretory system?	Y = Yes N = No	

Category	Construct	Var Name	Description	Response Options	Notes
			(examples: mouth cancer, nausea, bladder cancer, bloody urine)		
	endocrine	endocrine	Does the warning mention health effects to the endocrine system?  (example: diabetes)	Y = Yes N = No	
	lymphatic/immune	lymphatic	Does the warning mention health effects to the lymphatic/immune system?  (examples: decreased immune system ability to fight infection, increased infection rates, lymphatic cancer)	Y = Yes N = No	
	muscular	muscular	Does the warning mention health effects to the muscular system?  (examples: reduced muscular strength)	Y = Yes N = No	
	nervous system	nervous	Does the warning mention health effects to the nervous system, including addiction, or vision problems?  (examples: stroke, addiction, headaches, macular degeneration)	Y = Yes N = No	
	reproductive	reproductive	Does the warning mention health effects to the reproductive system?  (examples: risk to pregnant women and fetuses, impotence, erectile dysfunction)	Y = Yes N = No	
	respiratory	Respiratory	Does the warning mention health effects to the respiratory system?  (examples: lung cancer, lung disease, mouth cancer, throat cancer, emphysema, COPD)	Y = Yes N = No	
	skeletal	Skeletal	Does the warning mention health effects to the skeletal system?  (examples: osteoporosis, damage to teeth)	Y = Yes N = No	
	skin	Skin	Does the warning mention health effects to the skin?  (examples: gangrene, scarring, aging)	Y = Yes N = No	
	general	General	Does the warning mention a general health effect, such as death, morbidity, or mortality?	Y = Yes N = No	

Category	Construct	Var Name	Description	Response Options	Notes
General	Number of Health Effects	Num_HE	Number of health effects, symptoms, or conditions mentioned in the warning.  Count each health effect, condition, or symptom in this. For example, if a warning says 'Smoking damages your eyes causing blindness', code that as two health effects, 1) damaging eyes, and 2) causing blindness	Free response, 0 if the warning mentions no health effects	
	Tobacco Product Mentioned (Tobacco, cigarettes, 'smoking')	TPM	What word is used in the warning for the tobacco product?  For example: 'Cigars are not a safe alternative to cigarettes' mentions both Cigar, and Cigarette	Free response, comma separating the tobacco products if multiple are mentioned. If no tobacco products are mentioned, indicate 'NONE'	
	Marker word (Warning, No, etc.)	MW	Does the warning include a marker word at the beginning indicating that it is a warning?  Examples include: WARNING, Surgeon General Warning, Health Authority Warning	Free response. If no marker word, indicate 'NONE'	
	Quitline Phone Number or Website	QPHW	Is there a quitline phone number, or quitting resource like a website or text number included on the warning?  Example: 'Need help to quit? 1-866-366-3667 gosmokefree.gc.ca/quit' 'Infoline: 03-8883 4400' 'You CAN quit smoking. Call Quitline 0800 778 778 or talk to a quit smoking provider.' 'Get help to stop smoking at www.nhs.uk/quit'	Y = Yes N = No	
Visual Imagery	V1 Number of Subjects	V1	Record how many different people are shown	# people shown (continuous, 0 if no human shown or no image)	It's permissible to code body parts as 'people' to acknowledge that they were once

Category	Construct	Var Name	Description	Response Options	Notes
					part of a human being. This would mean that V1=1, V2—V5 are 88, V7=2, and V8 can be determined based on the condition of the organ.
	V2 Age of Primary	V2	Age of primary subject.  The primary subject is the one that is largest in the image or where the photographer wants you to focus your attention. If there are two people of equal weight, the primary subject is the one on the left. Best estimate based on available information in the image.	1 = Child shown 2 = Young Adult (18-25) 3 = Adult (26+) 88 = Unable to tell 99 = No human shown, or no image	
	V3 Gender of primary	V3	Gender of primary subject (code babies as unable to tell)	1 = female 2 = male 88 = Unable to tell 99 = No human shown, or no image	
	V4 Race of primary	V4	Race/Ethnicity of primary subject	1 = White 2 = Non-White 88 = Unable to tell 99 = No human shown, or no image	
	V5 Gaze Direction of Primary	V5	Gaze Direction of primary subject - Record the direction the subject's eyes are looking.  If multiple people are shown, code for the primary subject. The primary subject is the one that is largest in the image or where the photographer wants you to focus your attention. If there are two people of equal weight, the primary subject is the one on the left.	1 = Gaze Direction is Pointed Away from the Viewer 2 = Direct Eye Contact or Gaze is Pointed at the Viewer 88 = Unable to tell	

Category	Construct	Var Name	Description	Response Options	Notes
			Do not code gaze direction if the subject's eyes are not shown, or if eyes are closed.	99 = No human shown, or no image	
	V6 Portion of Human	V6	<p>Portion of Human – Record the amount of the human displayed in the image.</p> <p>If multiple people are shown, code for the primary subject. The primary subject is the one V7 that is largest in the image or where the photographer wants you to focus your attention.</p>	<p>1 = Portion of the Face Only</p> <p>2 = Face Only (and can see the whole face (80% or more))</p> <p>3 = Portion of the Face and Portion of the body</p> <p>4 = Portion of Body Only</p> <p>5 = Body Only</p> <p>6 = Face and Portion of Body</p> <p>7 = Face and Full Body</p> <p>88 = Unable to tell</p> <p>99 = No human shown, or no image</p>	
	V7 Life	V7	Life – Does the subject appear to be alive or dead?	<p>1 = Alive</p> <p>2 = Dead</p> <p>88 = Unable to tell</p> <p>99 = No human shown, or no image</p>	
	V8 Wounds	V8	Wounds/Scars – If the subject is shown with a scar, please select from below. An active and visible breakdown of tissue showing underneath the outer layer of skin.	<p>1 = Fresh or unhealed wound</p> <p>2 = Healed scar (this includes stomas that have healed)</p> <p>3 = No wound/scar shown</p> <p>88 = Unable to tell</p> <p>99 = No human shown, or no image</p>	

Category	Construct	Var Name	Description	Response Options	Notes
	V9 Medical Treatment	V9	Medical Treatment – Is the subject (or one of the subjects) shown receiving any kind of medical treatment?	1 = Yes 0 = No 88 = Unable to tell 99 = No human shown, or no image	
	V10 Internal Body Part	V10	Internal body part – Does the image show an internal body part affected by smoking/tobacco use (e.g., an organ)?  Examples: lungs, heart, open surgery, eye balls depicting health effect, teeth falling out, tongues with cancer (visual impact of disease process on an organ)  If you can see the health effect without surgery or could see it walking down the street, it isn't an internal body part	1 = Yes 0 = No 88 = Unable to tell 99 = No human shown, or no image	
	V11 Smoking cue	V11	Smoking cue – Does the image show an a smoking cue (e.g., tobacco product, someone smoking, smoke)?	1 = Yes 0 = No	Use 0 for no image
	V12 Graphic	V12	Graphic Image? Is this an illustration that is very disturbing or emotional?  Ex: a diseased body part, showing someone who is sick, or an internal body part and wounds?	1 = Yes, graphic 0 = No, not graphic 99 = No image	
	V13 Human Suffering	V13	Human Suffering Image? Does the image show a person with a negative emotion or with a clear look of suffering on their face?  (This does not include standalone body parts like lungs, or a dead person)	1 = Yes, human suffering 0 = No, not human suffering	Use 0 for no image
	V14 Symbolic	V14	Symbolic Image? Does the image show something that is an abstract or metaphorical representation of the risk of tobacco use?  Symbolic images are abstract or have meaning based on an arbitrary learned social construct. For example: tombstone or skull to represent death; bomb to represent impending heart attack; battery to represent toxic constituents. An image that directly illustrates something is <u>not</u> symbolic, for example a person who is experiencing	1 = Yes, symbolic 0 = No, not symbolic	Use 0 for no image



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			lung cancer is not symbolic of lung cancer, they are a direct visual of the health effect.		
	V15 Number of Images	V15	How many discrete/separate images are included in the warning?  A separate image has unique borders around the photograph (not a composite)	# images (continuous, 0 if text only)	
	V16 Color of image	V16	Color – Record if the warning image is in color or black and white.	1 = Color 2 = Black & white 99 = No image	
	V17 Text Color	V17	Text Color – what color is the text of the warning message?  Make sure to use the multiple colors response if there are more than 1 colors. The marker word and quitline information, if present, count as part of the text.	1 = Black 2 = White 3 = Red 4 = Yellow 5 = Multiple Colors 6 = Other Color	
	V18 Text Background Color	V18	Text Background Color – what color is background of the warning text?  Make sure to use the multiple colors response if there are more than 1 colors.	1 = Black 2 = White 3 = Red 4 = Yellow 5 = Multiple Colors 6 = Other Color 7 = Image – the warning message text is overlaid on an image	
General	Text Coder	Text	Who coded the warning text?	Coder initials	
General	Visuals Coder	Visual	Who coded the warning visuals (V1-V18)?	Coder initials	
General	Notes	Notes	Any other notes, observations, or oddities about the warning being coded (with the initial of the person that wrote the notes)		