

Kretek packs with **larger warnings** and **plain packaging** may discourage initiation by reducing appeal and communicating smoking risks.

Indonesian Adolescent and Young Adult Perceptions of Branded Kretek Packs vs. Plain Kretek Packs with Larger Health Warnings

Background

Indonesia requires health warning labels (HWLs) that cover 40% of the front and back of cigarette packs. We explored adolescent and young adults’ perceptions of kretek (clove cigarette) packs like those on the market (40% HWL, branded) compared to plain kretek packs with a larger HWL (90%).

Methods

- Conducted 24 online focus group discussions (FGDs) – 8 groups (n=48) with males 13-17 years and 16 groups (n=98) with males and females 18-24 years; groups stratified by age, gender, and smoking status
- Participants shown images of four fictional kretek packs and answered questions on appeal, harm, and behavioral expectancies

Kretek packs



Plain pack with 40% HWL coverage



Plain pack with 90% HWL coverage



Branded pack with 40% HWL coverage



Branded pack with 90% HWL coverage

Results

- Participants who do not smoke described the current HWLs on kreteks in Indonesia as “scary” and participants who smoke described being desensitized to the HWLs
- Most participants said the branded pack with 40% HWL was most attractive and least harmful
- Colors on branded packs described as “vibrant” and more appealing than the olive-colored background of the plain packs
- Many participants said the large HWLs (covering 90% of the kretek pack) would deter people from starting to smoke
- Some participants said the plain packs would be perceived as more harmful because one’s attention goes straight to the HWL

This work was supported with funding from Bloomberg Philanthropies’ Bloomberg Initiative to Reduce Tobacco Use ([bloomberg.org](https://www.bloomberg.org)).

The work being presented has received funding or other means of support from any of the following sources:

Any of the authors have received funding (including consultancy) from any of the following sources in the past 5 years:

Competing Interests: Dr. Cohen is a paid consultant in litigation against a tobacco company.

Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
NO	NO	NO
NO	NO	NO

Authors

Jenny Brown, Hannah Barker, Elizabeth Crespi, Beladenta Amalia, Katherine Clegg Smith, Joanna Cohen



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