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

**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

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

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