The emergence of hookah lounges in Oregon

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Breathe Easy: Assessing Businesses Exempt from Oregon’s Indoor Clean Air Act

To assess compliance with the ICAA among certified smoke shops, certified cigar bars, and potential indoor smoking lounges

Study Aims #1

Overview

Indoor Clean Air Act
Businesses exempt from the Indoor Clean Air Act
Impetus for the study
Implications of exemptions
Hookah lounges

Study Methods and Sample

Assessments were conducted between July and September of 2010

The sample included:
- Certified smoke shops (n=15)
- Certified cigar bars (n=8)
- Other potential indoor smoking lounges (n=15)

Oregon’s Indoor Clean Air Act

- Took effect January 1, 2009
- Prohibits smoking in almost all indoor workplaces and public places
- Cigar bars and smoke shops can be exempted
Assessment Tool (back)

### Summary of Compliance Assessment

- Compliance rates with the ICAA were high among businesses certified exempt from the indoor smoking ban.
- Improper signage was the most common compliance issue.
- Based on these assessments, certified businesses should be reminded about signage required by the ICAA.

### Study Aims #2

- To assess air quality of smoking lounges.

### Air Quality Measurements

- **TSI SidePak AM510 Personal Aerosol Monitor (SidePak)**

### Peak PM$_{2.5}$ in Smoking Lounges

<table>
<thead>
<tr>
<th>EPA Air Quality Index</th>
<th>Health Advisory</th>
<th>Peak PM$_{2.5}$</th>
<th>Average PM$_{2.5}$</th>
<th>Type of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Unhealthy 151-250</td>
<td>Hookah Lounge</td>
<td>4</td>
<td>3</td>
<td>Hookah Lounge</td>
</tr>
<tr>
<td>Unhealthy 16-150</td>
<td>Hookah Lounge</td>
<td>2</td>
<td>2</td>
<td>Hookah Lounge</td>
</tr>
<tr>
<td>Sensitive Groups 41-60</td>
<td>Cigar Lounge</td>
<td>2</td>
<td>1</td>
<td>Cigar Lounge</td>
</tr>
<tr>
<td>Moderate 16-40</td>
<td>Cigar Lounge</td>
<td>1</td>
<td>1</td>
<td>Cigar Lounge</td>
</tr>
<tr>
<td>Good &lt;15</td>
<td>Cigar Lounge</td>
<td>1</td>
<td>1</td>
<td>Cigar Lounge</td>
</tr>
</tbody>
</table>

### Peak PM$_{2.5}$ in Tobacco Retail Stores

<table>
<thead>
<tr>
<th>EPA Air Quality Index</th>
<th>Health Advisory</th>
<th>Peak PM$_{2.5}$</th>
<th>Average PM$_{2.5}$</th>
<th>Type of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good 2</td>
<td>Tobacco Retailer</td>
<td>4</td>
<td>3</td>
<td>Tobacco Retailer</td>
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</tbody>
</table>
Air Quality by Business Type

Summary of Air Quality Assessment
- Regardless of certification status, indoor air quality in smoking lounges is poor.
- With the exception of two cigar lounges in which only one cigar was lit at the time of the observation, peak PM$_{2.5}$ ranged from a moderate to hazardous health risk.

Study Aim #3
- To describe hookah lounges in Oregon.

Oregon Healthy Teens 2008-2009

Hookah Lounge Locations in Oregon
Oregon Healthy Teens 2008-2009

Types of Hookah Lounges

Bowl - where the tobacco is placed and heated with coals

Base - smoke chamber which is partially filled with water

Stem - connects the bowl to the base by a tube that carries the smoke down into the water

 Hose - with a mouthpiece through which the smoke is drawn from the base

Oregon Healthy Teens 2008-2009

Types of Hookah Lounges

Intimate atmosphere

Business Trends
Types of Hookah Lounges

- Bar/club atmosphere

Marketing Assessment

- Main forms of advertising:
  - Word of mouth
  - Web pages
  - Social media
  - Facebook / Myspace

Facebook

-漈in Wrestling
- Web page:

Media Misperception

- hookah lounge bubbles up

- Flavored tobacco in water pipes offered at shop

- Where in town do you go to relax and socialize?
Targeting Women
- Hookah smoking is portrayed as sexy and glamorous
- Girls often get in to events for free

Targeting Youth
"Tired of not being able to go out and dance or hang with your friends since most places won’t let you in because your not 21 and up? Well head over to our lounge and smoke some shisha!!!"  
- Oregon hookah lounge website

Promotion of Drug and Alcohol Culture
- Alcohol-themed tobacco
- Stash cars
- K2 ("Spice")

Youth Focus Group Results
- High acceptance of hookah
- No judgment expressed towards hookah smokers as compared to cigarette smokers
- Hookah smoking is a social activity
- Hookah is thought to be less harmful than cigarettes

Key Findings
- Hookah lounges in Oregon provide a social environment for youth and young adults to smoke flavored tobacco
- Hookah lounges glamorize hookah use
- Widespread acceptance of hookah use among high school students
Exemption Uses

- Smoking lounges, not tobacco retail stores, are the primary type of business operating under the smoke shop exemption.
- The vast majority of smoke shop applications have been from hookah lounges, and this study indicates that the trend will continue.

Exemption Consequences

- As currently written, the smoke shop exemption in the ICAA allows for unlimited numbers of new smoking lounges to open, posing a serious health hazard for employees and customers alike.

Business Trends

- Observed Hookah Lounges in Oregon

Questions?