

LEGAL
BUDS
.COM

HOOKAHS



Hookah in Oregon



Kylie Menagh

Jill Thompson

Oregon Tobacco Prevention
& Education Program

Hookah lounges and hookah smoking are on the rise in Oregon

- This presentation will cover:
 - What hookah is
 - The health risks of hookah smoking
 - Why hookah lounges are able to open under the Indoor Clean Air Act
 - Increases in youth hookah smoking
 - Recommended next steps

What is Hookah?

- A hookah (shisha, argileh, or nargeeleh) is a single or multi-stemmed (often glass-based) instrument for smoking tobacco in which the smoke is cooled and filtered by passing through water.
- Originally from India (1500s), hookah has gained popularity, especially in the Middle East, and is gaining popularity in North America, Europe, Australia and Brazil.

Source: wikipedia



Hookah Today



www. **PARTYROCKERS** Magazine.com

www. **Tony's** Hookah Lounge.com

Portland
9517 SW Barbur Blvd
Portland, Or 97219
1 (888) 808 8669
(Tony)

\$8 Hookahs
\$5 refills

Kaliam
Partyrockers Model

www.PartyRockersMagazine.com



“We sell large variety of all famous hookah flavors: Double apple, apple, orange crush, mango, strawberry daiquiri, vanilla, banana, honeydew melon, tutti frutti, lemon, mint, fruit mix, strawberry, rose, apricot, cappuccino.” ~The Sultan Café

[Tony's Hookah Promo Video](#)

http://www.youtube.com/watch?v=MSIZ9isumFo&feature=player_embedded

What are the health risks?

- Hookah smoke contains toxins and carcinogens known to cause heart disease, cancers, and other diseases
- Volume of smoke inhaled in a typical hour-long session equivalent to 100-200 cigarettes
- Enough exposure to nicotine to be addictive



Source: World Health Organization (2005)

http://www.who.int/tobacco/global_interaction/tobreg/Waterpipe%20recommendation_Final.pdf

Additional Health Risks



www.myspace.com/beirutcafe

- Combustion of charcoal/ fuels used to burn the tobacco produce *additional* toxicants
- Shared mouthpieces pose communicable disease transmission risk, (e.g., tuberculosis, hepatitis)

Source: World Health Organization (2005)
http://www.who.int/tobacco/global_interaction/tobreg/Waterpipe%20recommendation_Final.pdf

However, myths abound...

- Oregon Daily Emerald (UO, 2006):
 - Hunky Dory Pipe and Tobacco assistant manager says smoking hookah is "definitely" better health-wise than smoking cigarettes because "there's only five percent tar and no nicotine. That's very, very little."
<http://www.dailyemerald.com/2.2358/hookahs-and-your-health-1.200888>
- Gresham Outlook (2009)
 - “There’s a slight percentage of nicotine,” says Yasin, who owns Narah Hookah Lounge with his sister Lara. The lounge provides a mellow, safe environment for older teens to hangout without getting into trouble. “If parents don’t want their teens to come here, where would they rather have them go?” Yasin asked.
http://www.theoutlookonline.com/news/story.php?story_id=124036800140230800

Youth hookah smoking in Oregon has increased

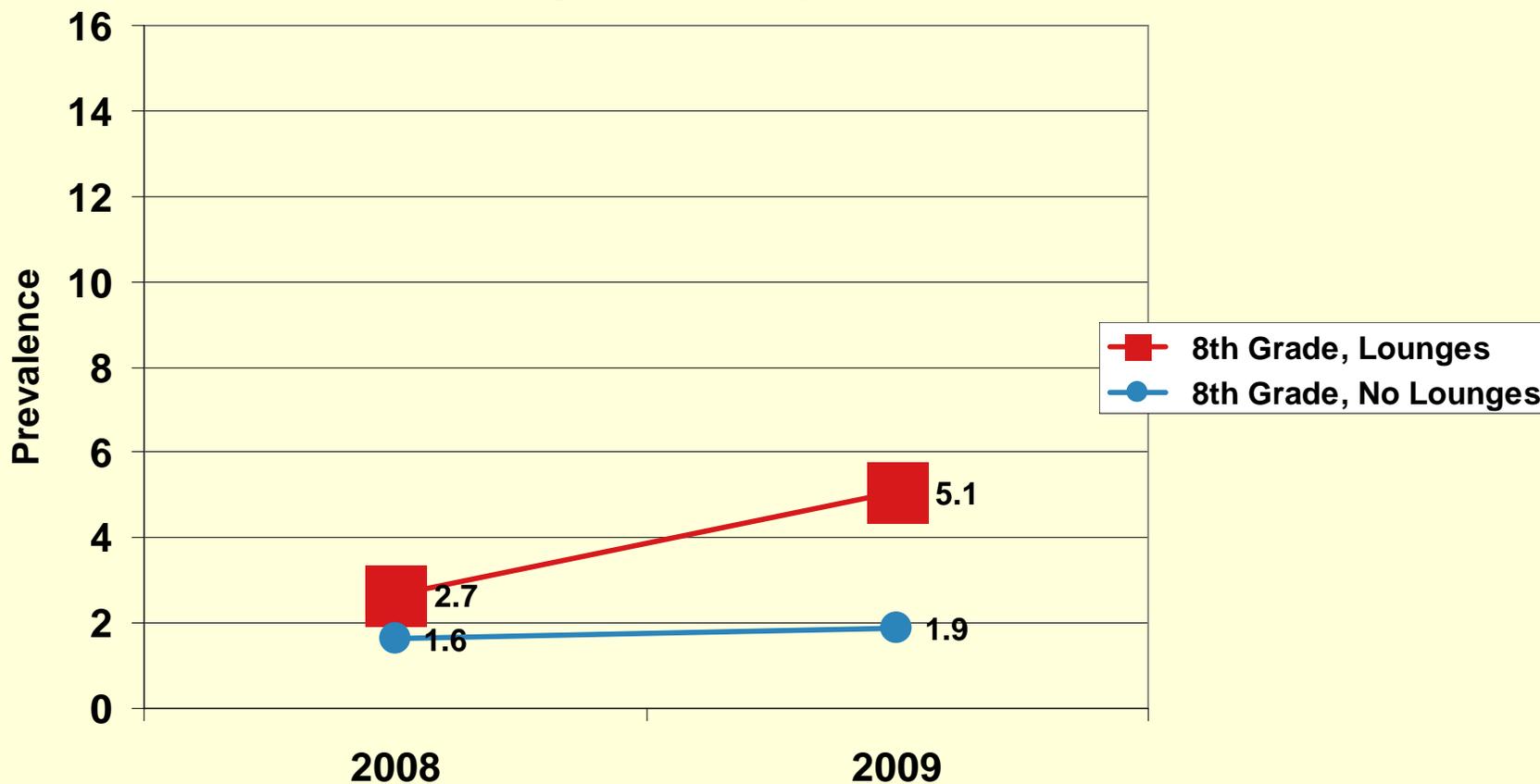


Al Narah Hookah Lounge on myspace

- Statewide: statistically significant increase in hookah smoking among 8th and 11th graders from 2008-9
- Other forms of Oregon youth tobacco use have not significantly changed

Source: Oregon Healthy Teens data, 2008 and 2009

8th grade hookah smoking is significantly higher in the 5 counties with hookah lounges, and increased significantly from 2008 to 2009



Key Finding:

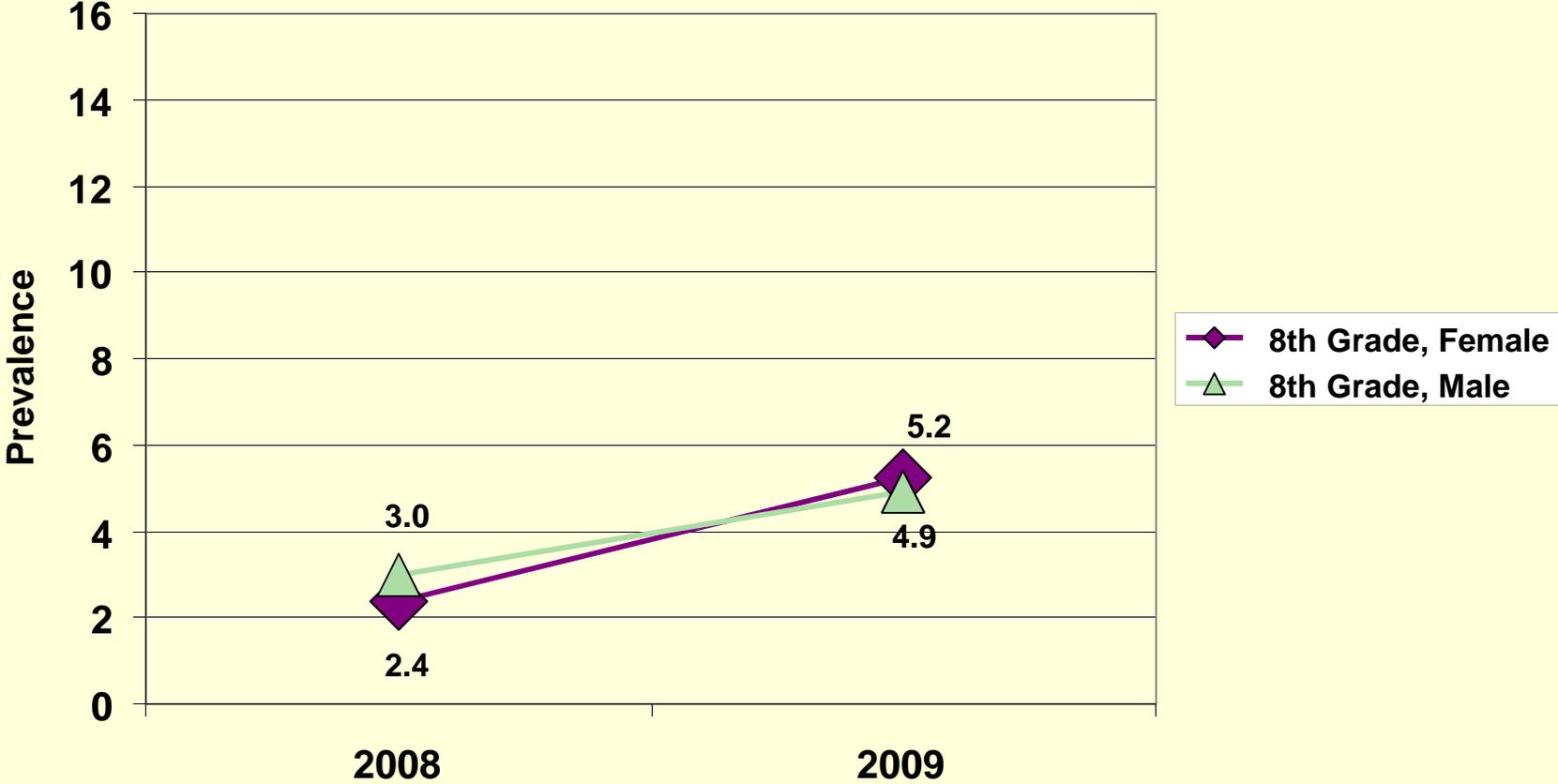
Youth hookah smoking is higher in counties where hookah lounges are or were located

- In the five counties with hookah lounges:
 - In both 2008 and 2009, the prevalence of 8th and 11th grade hookah smoking was significantly higher than in the rest of the state
 - Hookah smoking increased significantly from 2008 to 2009 among both 8th and 11th graders

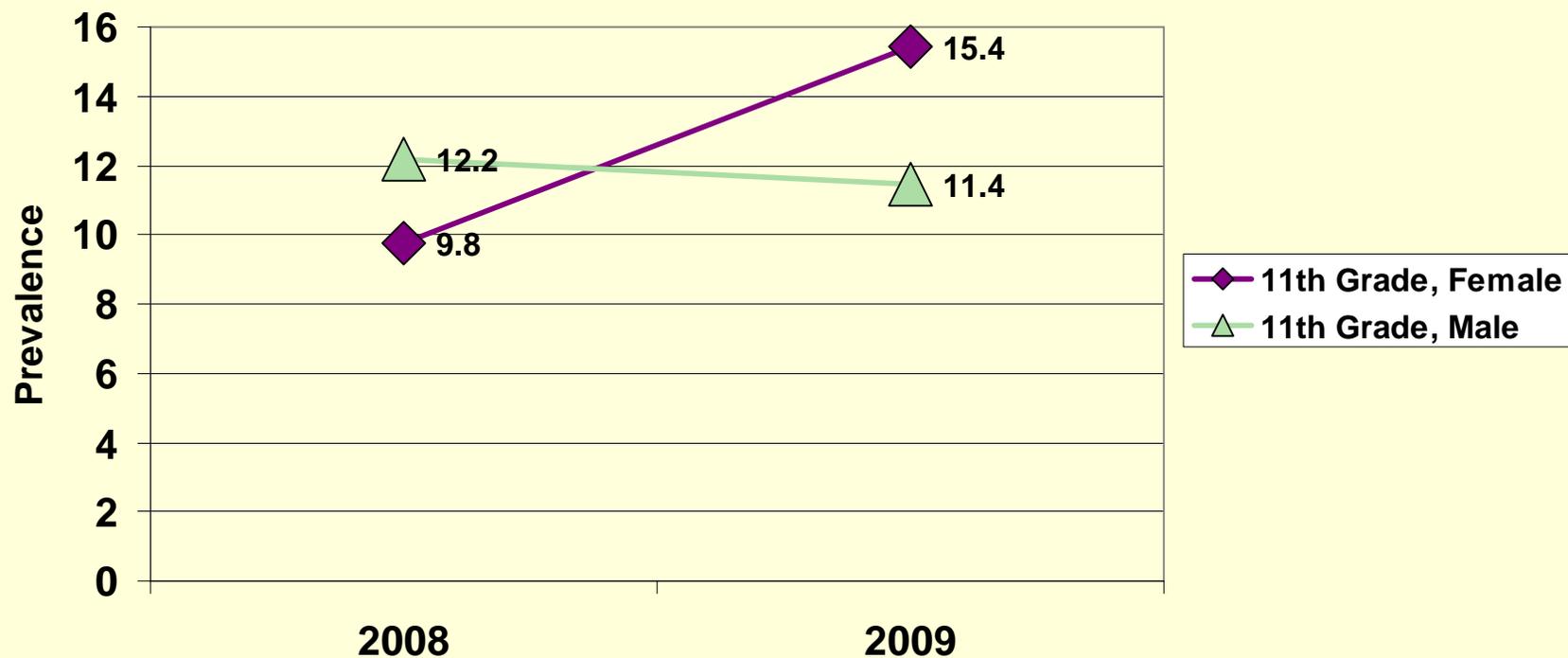


Photo from King's Hookah Facebook page

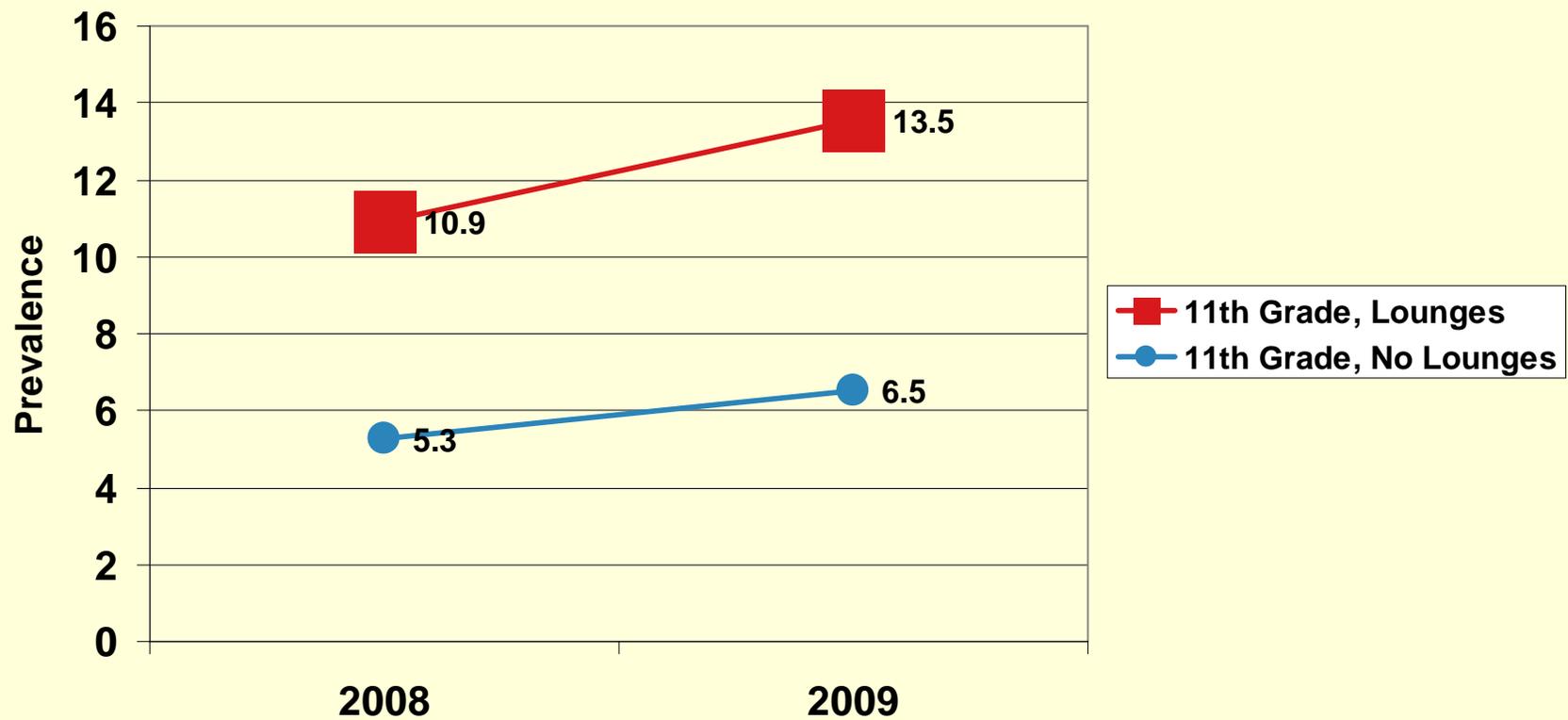
In the 5 counties with hookah lounges: Hookah smoking increased significantly among 8th grade females



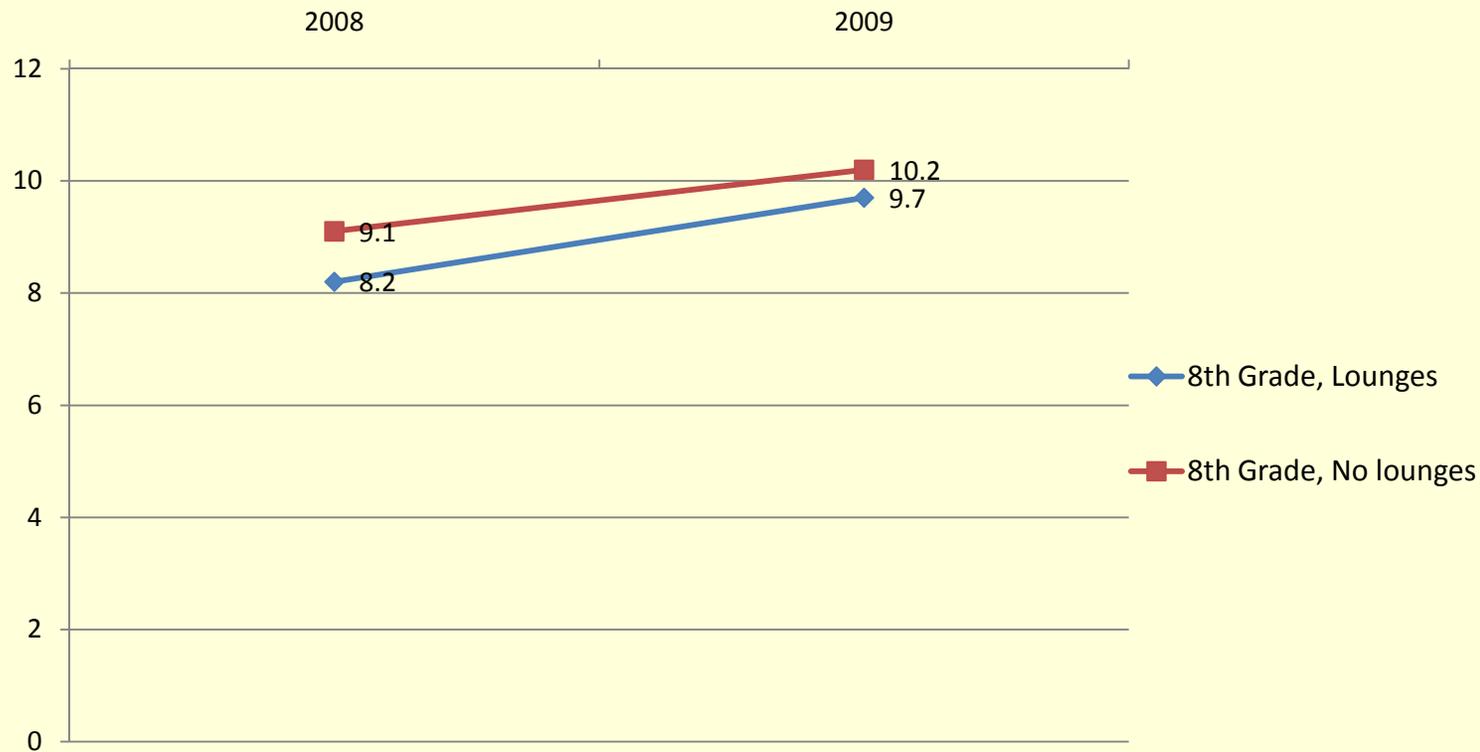
In the 5 counties with hookah lounges: Hookah smoking increased significantly among 11th grade females



11th grade hookah smoking is significantly higher in the 5 counties with hookah lounges, and increased significantly from 2008 to 2009

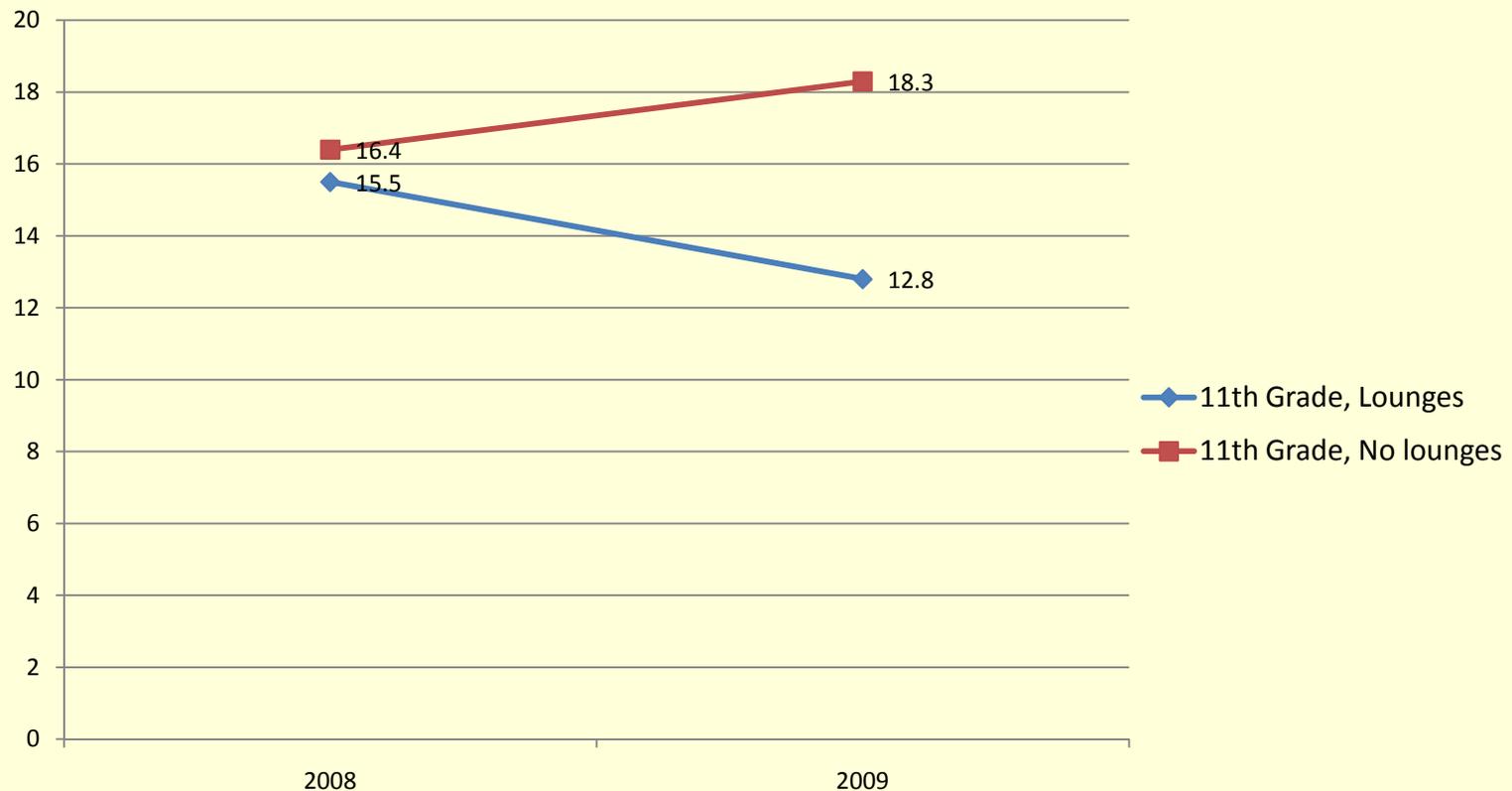


Cigarette smoking among 8th graders in counties with and without hookah lounges, 2008-2009*



*There were no significant differences.

Cigarette smoking among 11th graders in counties with and without hookah lounges, 2008-2009*



*The only significant difference was that cigarette smoking was lower in the counties with hookah lounges in 2009.

Key Finding: Girls are especially vulnerable

- In the five counties with hookah lounges:
 - Among both 8th and 11th grade females, hookah smoking increased significantly from 2008 to 2009
 - Changes in male hookah smoking were not significant

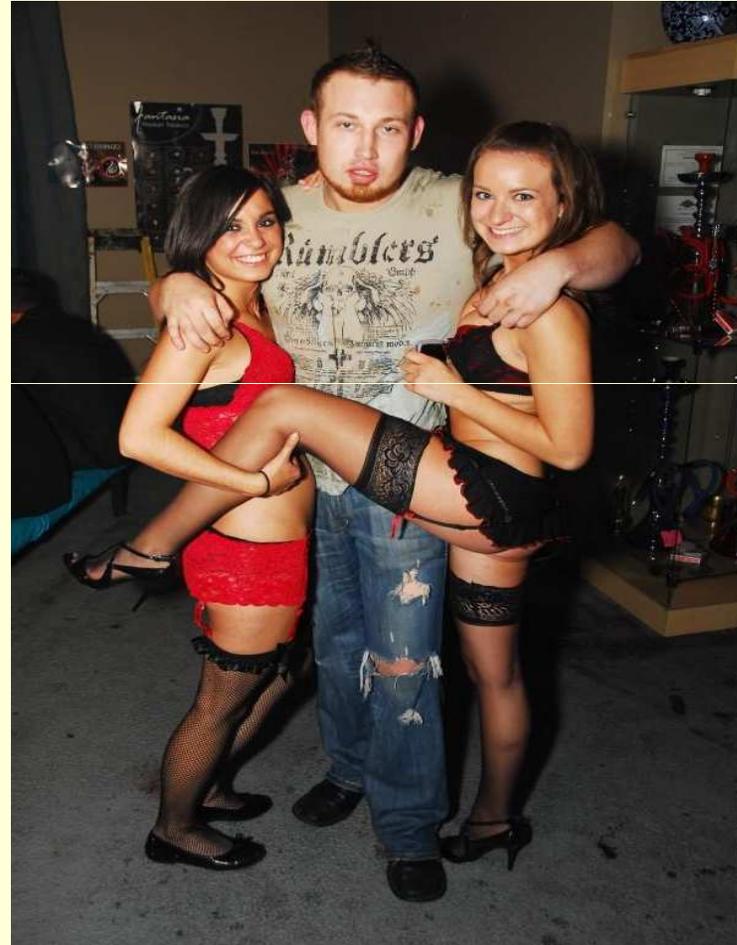


Photo from Al Narah's Myspace page (Lingerie Party)

Our Response

- Gather more information
 - Research current status
 - Focus groups
 - Formal assessment of exempt work places
 - Executive interviews
- Talk to stakeholders
 - County health departments
 - Business
 - Legislators

The Indoor Clean Air Act allows hookah lounges

- Under the Indoor Clean Air Act, smoking is prohibited in almost all indoor workplaces and public places, except:
 - Up to 25% of hotel/motel rooms
 - Certified Cigar Bars
 - Certified Smoke Shops
- Hookah lounges (and some cigar lounges) have been meeting the requirements for Smoke Shop Certification:
 - 75% gross revenue from tobacco products/ smoking instruments
 - Prohibits minors under age 18
 - No video lottery, social gaming, betting
 - Does not sell or offer on-premises consumption of alcohol
 - Is a stand-alone business with no other business/ residential property attached

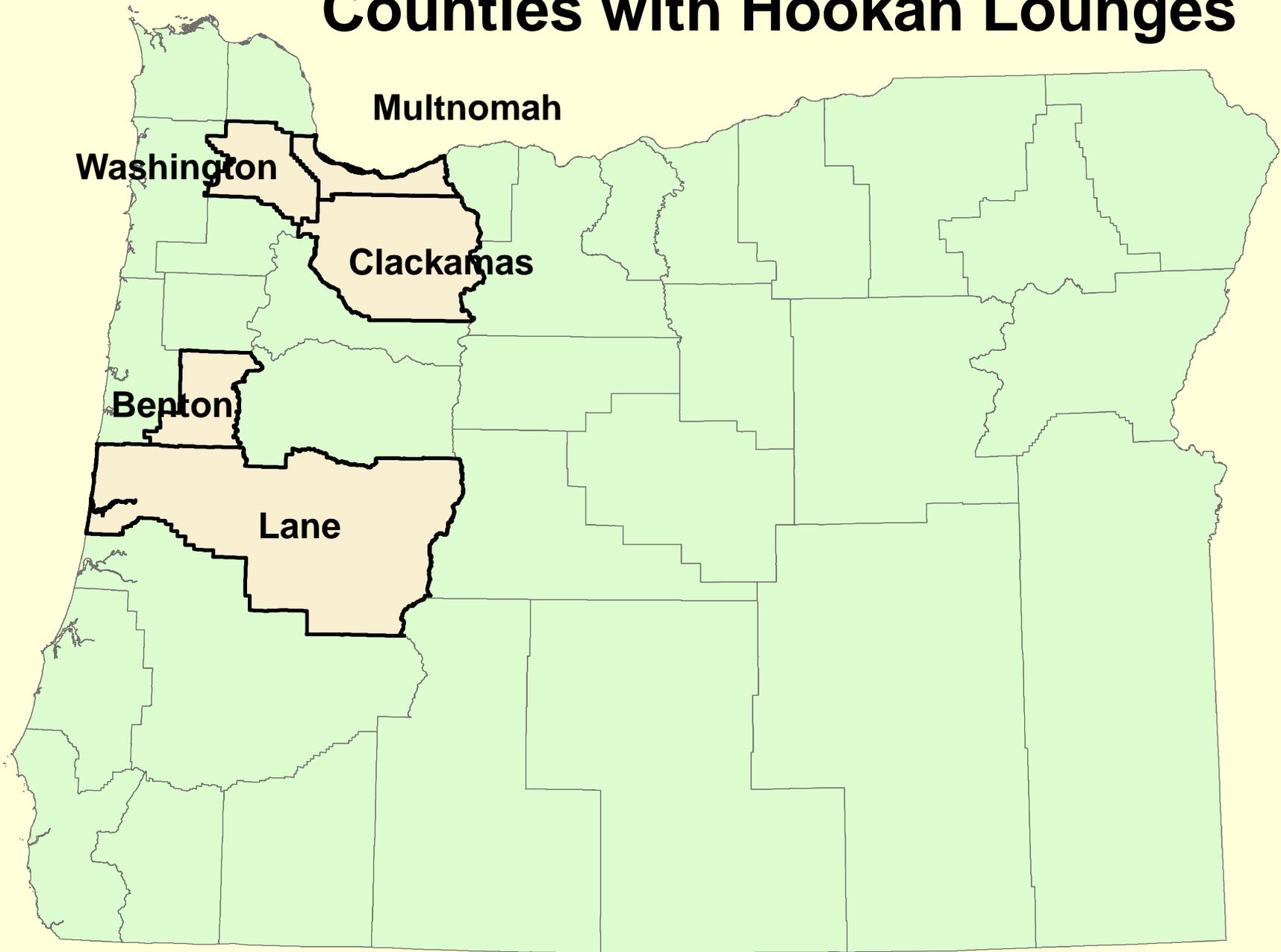
Hookah lounges in Oregon



- 6 of 15 certified smokeshops
 - 8 additional applications not certified (but some could be, if they submit financial documents)
- Additional 13 found on internet not certified (possibly violating ICAA)
- Located in Multnomah, Washington, Clackamas, Benton, Lane counties

Beirut Café Halloween party <http://www.myspace.com/beirutcafe>

Counties with Hookah Lounges



Emerging characteristics of hookah lounges



www.myspace.com/beirutcafe

- Urban and suburban population centers
- Near universities (PSU, OSU, UO), community colleges (MHCC, PCC)
- Near high schools (Beaverton)
- Diffuses through youth social media subculture (facebook, myspace, youtube)
 - Video: At the Hookah Café in Portland:
<http://www.youtube.com/watch?v=oOrqglDrrOw>



People ▾

Search

POWERED BY Google

- Home
- Mail ▾
- Profile ▾
- Friends ▾
- Music
- Video
- Games
- Events
- More ▾

Full My Account Sign Out



Tonys Smoke Shop

IT'S Sunday... Who's Smokin!!!!

Posted at 12:03 PM May 2

[view more](#)

View My: Photos Gifts

URL www.myspace.com/tonyshoo

Send Message

Add to Friends

Send Gift

Tony's SmokeShop

29 / Female

PORTLAND , Oregon, US

Last Login: 5/2/2010



General

About me:

myspace.com



Gallery

Online Friends (0)





Kings Hookah Lounge

Join

Wall

Info

Discussions

Photos



Jonathon Visser Kings is where its at definately the best hookah around and Bill is a "G"

April 30 at 12:09pm · Report



Victoria Sullivan Holmes KINGS HOOKAH IS AMAZING!!!
Such a fun place to meet new people and smoke!
Plus you can watch the Blazer game while smoking!!!!!!!!!!!! WOOO!
and the OWNER BILL IS AMAZING!
:)

♥ VICTORIA :)
April 28 at 2:52pm · Report

Dana Lyon likes this.



Dana Lyon It is a lovely place for people to gather, have great meaningful discussions, or just relax & enjoy the people, tea, coffee & of course a great flavorful smoke.

April 11 at 10:23am · Report

2 people like this.



Dana Lyon Thanks man!!!
April 11 at 5:25pm · Report



Giovanni Mitchell Marzali <http://www.youtube.com/watch?v=MlGdzjqUinc>

March 13 at 12:00pm · Report

Information

Category:
Business - General

Description:
Fantastic Hookah with a fabulous atmosphere.
We are located on the corner of 18th and Couch off of Burnside in Downtown Portland Oregon.
Please call if you have any questions.



Focus Groups (Preliminary)

- Focus groups
 - High school and college aged youth
 - Parents of 12-18 year olds
- Executive interviews
 - Other states
 - Youth experts
 - Prevention experts
- Literature review
 - Media coverage

Focus Preliminary

- High acceptance, no judgment
 - Nearly everyone knows people who do it
 - Very widespread, across every group
- It's not smoking, cigarettes (Gross! Bad!)
- “It's a social thing”
 - “Not about tobacco/buzz,” “only a few times a month,” “not an addiction”
 - High school: friends' homes, parties
 - College: lounges
- It's a temporary thing (until we turn 21)

Focus Groups (Preliminary)

- It's healthier
 - Not full of chemicals, smells good
 - “We know cigarettes are bad, but we've never heard of anyone getting cancer from hookah!”
- Curious about whether it's bad, but not motivated by this information

Recommended Next Steps



Photo from King's Hookah
facebook page

- Collaborate with county tobacco prevention programs to educate community leaders
- Assess all known hookah lounges (observations and air monitoring)
- Develop media strategy to release OHT data and assessment findings
- Educate policy makers
- Remove the exemptions in the Indoor Clean Air Act