



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

The emergence of hookah lounges in Oregon

Steven Fiola
Oregon Tobacco Prevention & Education Program
Rebecca Pawlak

Study Aims # 1

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

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 (front)

Date/Time _____ Observer(s) _____

BUSINESS IDENTIFICATION
 Business name _____
 Address _____ City _____
 Primary business: Tobacco sales _____ Lounge/Club/Cigarrette/SmokeShop/Other _____

BUSINESS DESCRIPTION
 Description of premises: Y / N
 Year/Date business opened: Y / N
 Attached to premises located on residential property? Y / N
 Is this a mobile type of property? _____
 Total number of seats available to guests: _____
 Is anyone present at each entrance/exit during last _____
 Number of tables in all areas of the premises? Y / N
 Average # of people seated? _____
 Average # of people standing? _____
 Did the observer have their ID checked? Y / N
 Did other guests have their IDs checked? Y / N
 Business hours/operation comments: _____

CUSTOMER PROFILE DEMOGRAPHICS
 How many patrons were present? _____
 Number of patrons under 18 years of age _____
 Number of patrons ages 18-24 _____
 Comments on demographics: _____

EMPLOYEE PROFILE (DATA FOR REVIEW, PHOTOS, VIDEO RECORDING)
 Name _____
 Title _____
 How long employed? _____
 How long in position? _____
 Comments: _____

SAVINGS
 Billing on premises? Y / N
 If yes, which of the following:
 - Non-alcoholic beverages _____
 - Cigar/gaming (Keno/raffle) _____
 - Gambling _____

TOBACCO	FOR SALE	IN USE	LOCATION OF USE
Cigarettes			
cigars			
Chilled/smoked pipe tobacco			
Hot pipe tobacco			
Smoked tobacco			
Other _____			

Is there an outdoor seating area? Y / N

SMOKING INSTRUMENTS	FOR SALE	IN USE
HOOKAH PIPE		
Cigar pipes		
Non-alcoholic		
Hookah pipes		
Cigarette rolling machines		
Electronic cigarettes		
Other _____		

Tobacco product/instrument comments: _____

FOOD AND NON-ALCOHOLIC DRINK AVAILABILITY
 Food offered for sale? Y / N
 If yes: Prepared / Prepared on premises
 Non-alcoholic beverages for sale? Y / N
 If yes: Frequent / Occasional
 Food and/or alcoholic drink availability comments: _____

ALCOHOL AVAILABILITY
 Alcohol offered for sale? Y / N
 If yes: prepared consumption Y / N
 If not prepared consumption Y / N
 Type of alcohol available (beer / wine / liquor)
 Alcohol availability comments: _____

Assessment Tool (back)

Air Quality Monitor Time Log	Number of Patrons	Percentage/Proportion Female	Comments about the number of active hookahs/cigars/cigarettes, etc.

Applicable constraints and mandates in ICAA of January 1, 2009	Cigar Bar	Smoke Shop
Age	Prohibits persons under 21 years of age from entering the premises and posts notice of the prohibition at each entrance and exit.	Prohibits persons under 18 years of age from entering the premises and posts notice of the prohibition at each entrance and exit.
Alcohol	Yes, has been issued and operates under a full on-premises sales license issued under ORS 471.1175.	No and No. Can sell alcohol for off-premises consumption. Cannot sell or offer on-premises consumption of alcoholic beverages.
Equipment	Has a humidifier on the premises.	No.
Location	N/A.	Is a stand-alone business with no other businesses or residential projects attached to the premises.
Seating	Has a maximum seating capacity of 40 persons.	No.
Signage	Posts signage at each entrance and exit stating that smoking is allowed on all or some of the premises.	Posts signage at each entrance and exit stating that smoking is allowed on all or some of the premises.
Ventilation	Has a ventilation system in place to remove the cigar smoke from the cigar bar and vents the smoke from the cigar bar in a manner that prevents the smoke from entering any other establishment.	No.
Video lottery game	Does not offer video lottery games.	Does not offer video lottery games, social gaming or betting on premises.
What can be smoked?	Cigars, but prohibits all other tobacco products in any form including, but not limited to, loose tobacco, pipe tobacco, cigarettes, and e-cigs.	Not specified.

Air Quality Measurements

■ TSI SidePak AM510 Personal Aerosol Monitor (SidePak)



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

Peak PM_{2.5} in Smoking Lounges

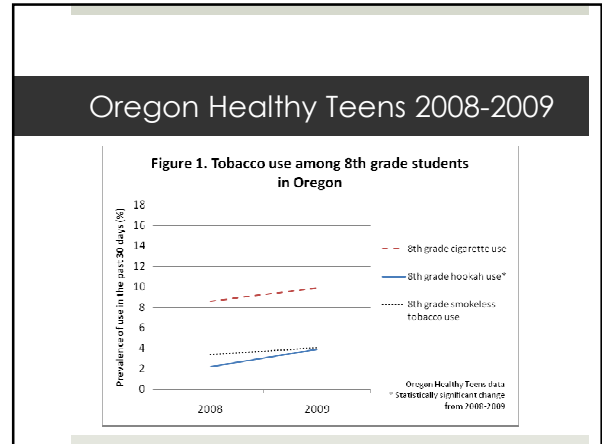
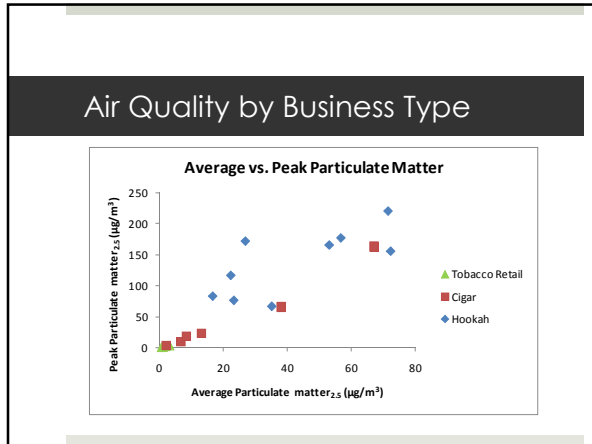
EPA Air Quality Index	Business Type
Hazardous ≥251	Hookah Lounge
	Hookah Lounge
Very Unhealthy 151-250	Hookah Lounge
	Hookah Lounge
	Cigar Lounge
	Hookah Lounge
Unhealthy 66-150	Hookah Lounge
	Hookah Lounge
	Hookah Lounge
	Hookah Lounge
	Cigar Lounge
Sensitive Groups 41-65	Cigar Lounge
Moderate 16-40	Cigar Lounge
	Cigar Lounge
Good ≤15	Cigar Lounge
	Cigar Lounge

Study Aims #2

- To assess air quality of smoking lounges

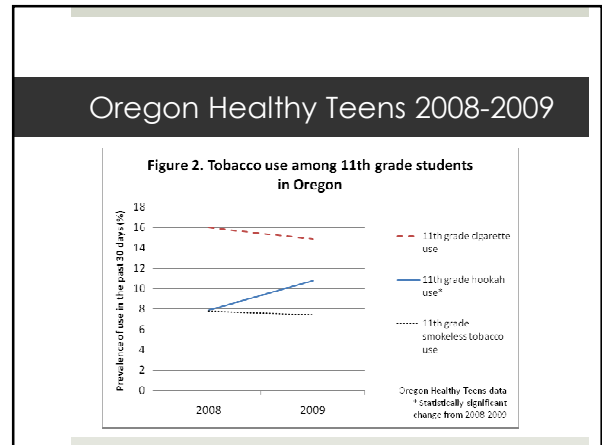
Peak PM_{2.5} in Tobacco Retail Stores

EPA Air Quality Index	Health Advisory	Peak PM _{2.5}	Average PM _{2.5}	Type of Business
Good ≤5	Air quality is considered satisfactory, and air pollution poses little or no risk.	4	3	Tobacco Retailer
		2	2	Tobacco Retailer
		2	1	Tobacco Retailer
		1	1	Tobacco Retailer
		1	1	Tobacco Retailer



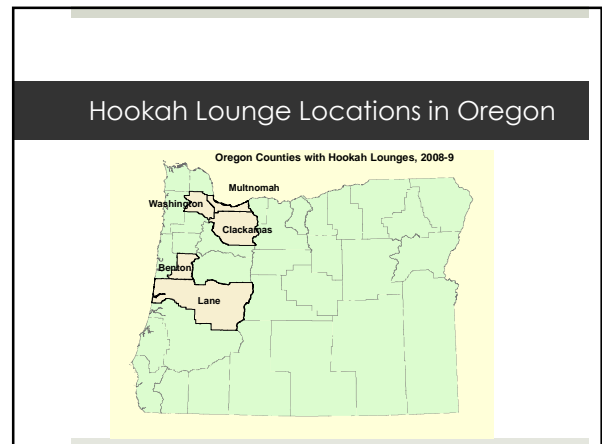
Summary of Air Quality Assessment

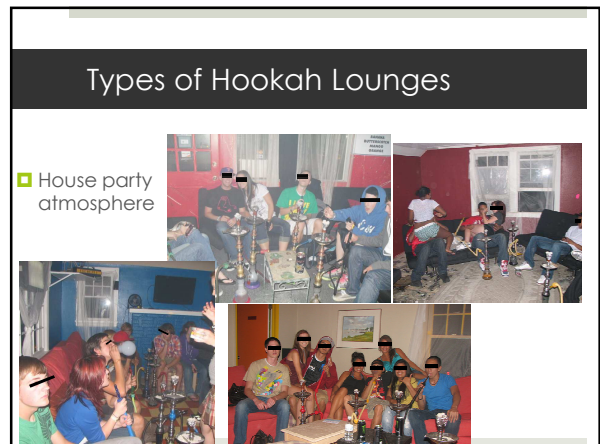
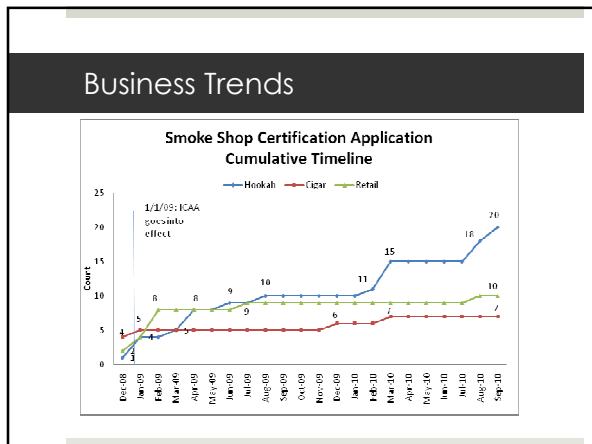
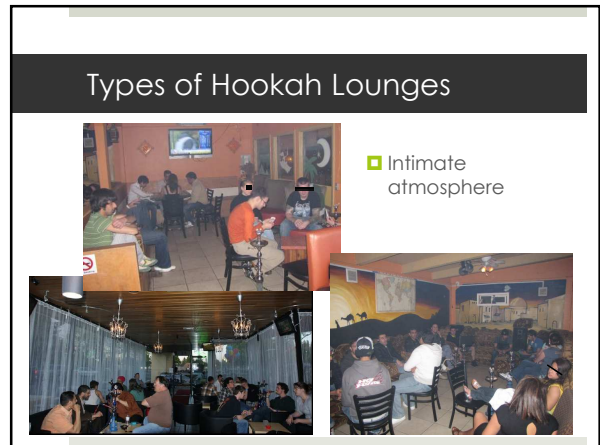
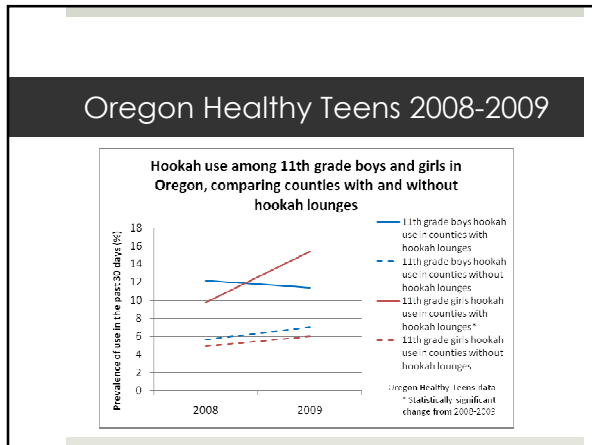
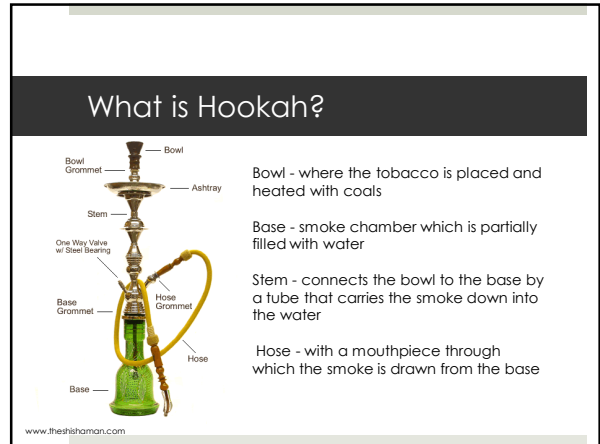
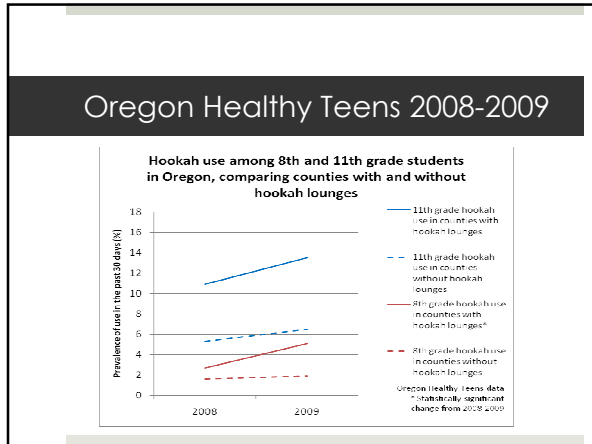
- Regardless of certification status, indoor air quality in smoking lounges is poor
- With the exception of two cigar lounges in which only one cigar was lit at the time of the observation, peak PM_{2.5} ranged from a moderate to hazardous health risk



Study Aim #3

- To describe hookah lounges in Oregon





Types of Hookah Lounges

Bar/club atmosphere

Marketing Assessment

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

FRIDAY NIGHT AT THE LADIES DJ... FREE COVER CHARGE FOR THE OPEN TILL 4 AM COME BY AND SMOKE THE BEST AND ONLY SHEH BI TOWN SO SKIP YOUR CORNEY MOVIE PLANS AND COME CHILL WITH THE COOLEST PPL IN TOWN

Friday at 9:04pm · Comment · Like

likes this.

LMAD....

Friday at 9:36pm · Like

Jello Wrestling

Share · Public Event

Time: Friday, October 29 at 7:00pm - October 30 at 1:30am

Location:

Created By:

More Info: Come out and enjoy some fun with some Jello Wrestling.

myspace.com

HOOKAH

Open 7 Days a Week

the hottest of spots find our 'don't the world is about

We have available the finest hookahs, shisha and supplies at reasonable prices!

Flavors

Starburst Flavors	All Father Flavors	Hot Mixes
<ul style="list-style-type: none"> Double Apple Sweet Neon Grape Berry Patch Vanilla Mint Strawberry Guava Lemon Pineapple Portuguese Cherry Mango 	<ul style="list-style-type: none"> Double Apple Sweet Neon Grape Berry Patch Vanilla Mint Strawberry Guava Lemon Pineapple Portuguese Cherry Mango 	<ul style="list-style-type: none"> Hot Mixes Watermelon & Pink Blue Mist & Sex on the Beach Strawberry & Vanilla Strawberry, Banana, & Vanilla Pumpkin Pie & Apple Cinnamon Mint & Peach Pineapple, Guava, & Portuguese White Peach, Tangerine Dream, & Sweet Melon Dew Margherita & Pineapple Strawberry Margarita & Fuzzy Navel Fuzzy Lemonade & Flavel Power Passion Kiss & Lemon Guava, Orange, & Citrus Mint Watermelon & Blackberry Blue Mist & Tangerine Dream

15\$ per Hookah
2 people per Hookah

Facebook

the DJ is here, photographers on their way, we have a night snowing on, tons of hoes already... its getting intense!!!! come smoke some hookah, dress like a hoe or a pimp, whatever you want, but either way, its gonna be a blast!!!

October 23 at 7:39pm · Comment · Like

4 people like this.

View all 4 comments

LOL tons of hoes...

October 23 at 8:43pm · Like

bro its crazy here...suwoop

October 23 at 9:36pm · Like

Come in tonight and mention this facebook update and get a refill of ANY flavor on your hookah for only THREE dollars!!!! thats less than half the regular price! text for info, and don't forget to ask for your FREE stamp card and maybe pick up a hoodie while you're at it ;)

October 6 at 6:53pm · Comment · Like

likes this.

House Blends

TRY THESE FLAVORS!!!

- Fuzzy Pink Pony
- Milksunrise
- Toy Audi
- buneca mama
- Aids in a box
- Kiss me passionately
- High School rival
- Daopkick
- Alcoholism

Media Misperception

hookah lounge bubbles up

Flavored tobacco in water pipes offered at shop

The Gresham Outlook, Apr 8, 2009, Updated Oct 30, 2009 (6 Reader comments)

Where in can teenagers and young adults go in the evening — without indulging in alcohol or smoking cigarettes — to relax and socialize?

http://www.theoutlookonline.com/features/story.php?story_id=123915413118976000

Targeting Women

- Hookah smoking is portrayed as sexy and is glamorous
- Girls often get in to events for free

Oct. 8th we are having our first theme night. We are going to be doing Lingerie Night on our Friday ladies night!!! Mark it on your calendar!!! Guys pay a \$4 cover and ladies get in free.
September 23 at 1:47am
3 people like this.

Promotion of Drug and Alcohol Culture

- Alcohol-themed tobacco
- Stash cans
- K2 ("Spice")

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

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

Targeting Youth

- Use of social media to reach youth
- Hookah tobacco is flavored

Come out for College Night tonight and get \$2 off your bowl with a college ID
September 22 at 6:32pm

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

Thanks for listening!

Questions?

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

