

Hookah



The **First**
Tobacco Trend
of the 21st
Century

Macomb County Health Department
Health Education Program



Also Known As

shisha

nargile

arghile

water-pipe

hubble bubble

Changing from cultural to social



Tobacco is Tobacco

Tobacco is the leading cause of preventable death in the world

5.4 million deaths each year

Hookah is **NOT** a safe alternative to cigarette smoking!

Hookah Myths...

BUSTED!

**Hookah smoke is not as
bad as cigarette smoke**

FALSE!

11 times more carbon monoxide in
hookah smoke than cigarette smoke

69 different carcinogens in hookah
smoke

Cigarette smoking is more addictive

FALSE!

More than 90% of beginning hookah users believe cigarette smoking is more addictive

4 times more nicotine in hookah tobacco

Experiment : 45 minute session –
250% increase in level of nicotine in the blood

Hookah smoke is less harmful because smoke passes through water which acts as a filter

FALSE!

The water cools the smoke which causes the smoker to inhale deeper

**I don't do it everyday so I
won't get addicted**

FALSE!

Volume of smoke inhaled in one session is
100-200 times the volume of a single
cigarette



More smoke is inhaled over a longer period of
time



Just a little smoky

There is no tar in hookah tobacco so that makes it safer to use

FALSE!

Hookah **tobacco** contains no tar

Hookah **smoke** contains 100 times more tar than cigarette smoke

**Only people who smoke
from a hookah regularly
get diseases from the
hookah**

FALSE!

Sharing of mouthpieces increases risk
of colds, herpes, oral bacteria
infections, hepatitis and tuberculosis.



Health Risks Associated with Hookah Smoking

8 times more likely to develop lung
cancer than non-smokers.

Lip, tongue & Mouth Cancer

Wrinkles

Gum Disease

Cardiovascular Disease

Infertility

Emphysema

Impotence

Herpes

Larynx cancer

Tuberculosis

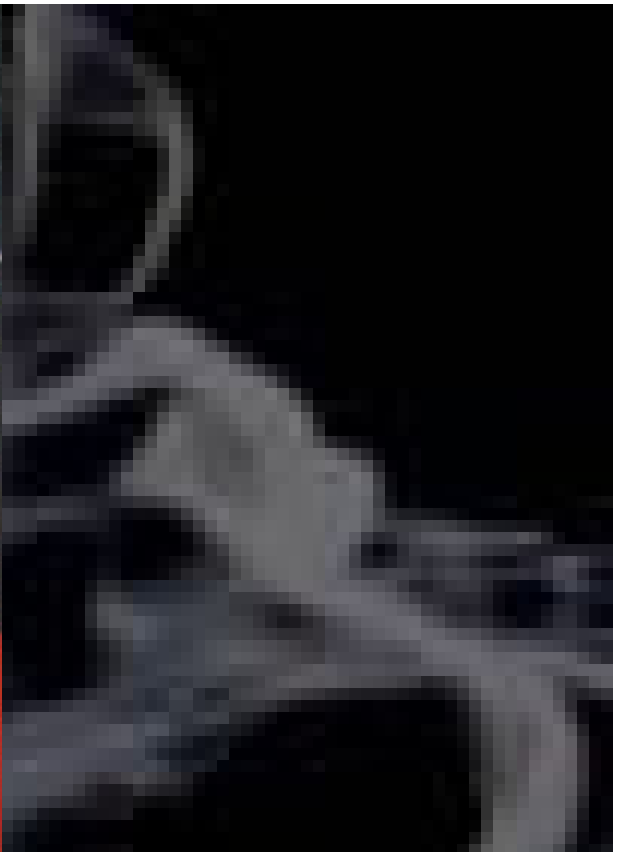
Esophagus cancer

Hepatitis

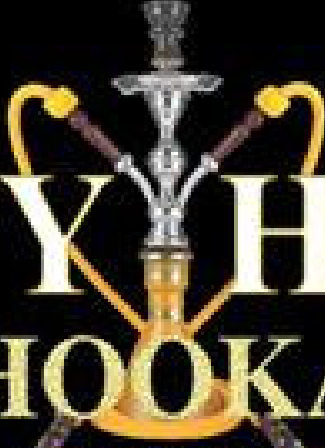
Secondhand smoke

Because of the smoke from the tobacco and charcoal, secondhand hookah smoke is dangerous

~American Lung Association



Marketing Strategies



HAPPY HOUR
\$8 HOOKAH
3PM - 7PM DAILY



A Glamorous Night In
VEGAS
Friday, June 15  9PM-3AM
RAFFLES PRIZES GAMES
Hookahs Lava Lamps iPod Pick a card hookah discounts!
LAVA HOOKAH LOUNGE
FEATURING DJ NOTORIOUS
LAS VEGAS
Dress To Impress 18 & Up



BACK TO SCHOOL HOOKAH SALE - GET 6 FREE BONUS PRODUCTS!



Government in Action

Public Act 188 of 2009

MI Smokefree Workplace Law

Hookah lounges that are *in existence* on the effective date (May 1) and meet all requirements are exempt from the smoking ban.

- File an affidavit with the State of MI
- Physically separated from any areas of the same or adjacent establishments in which smoking is prohibited and where smoke does not infiltrate into those nonsmoking areas.
- Prohibit entry to anyone under the age of 18.

A large, bold red question mark is centered on a dark, textured background. The background has a grainy, charcoal-like appearance with some lighter grey tones. The word "Questions" is written in a white, serif font across the middle of the question mark.

Questions