



#UNTobaccocontrol

Webinar #1

July 12, 2018

“The Waterpipe Tobacco Smoking Knowledge Hub significance”

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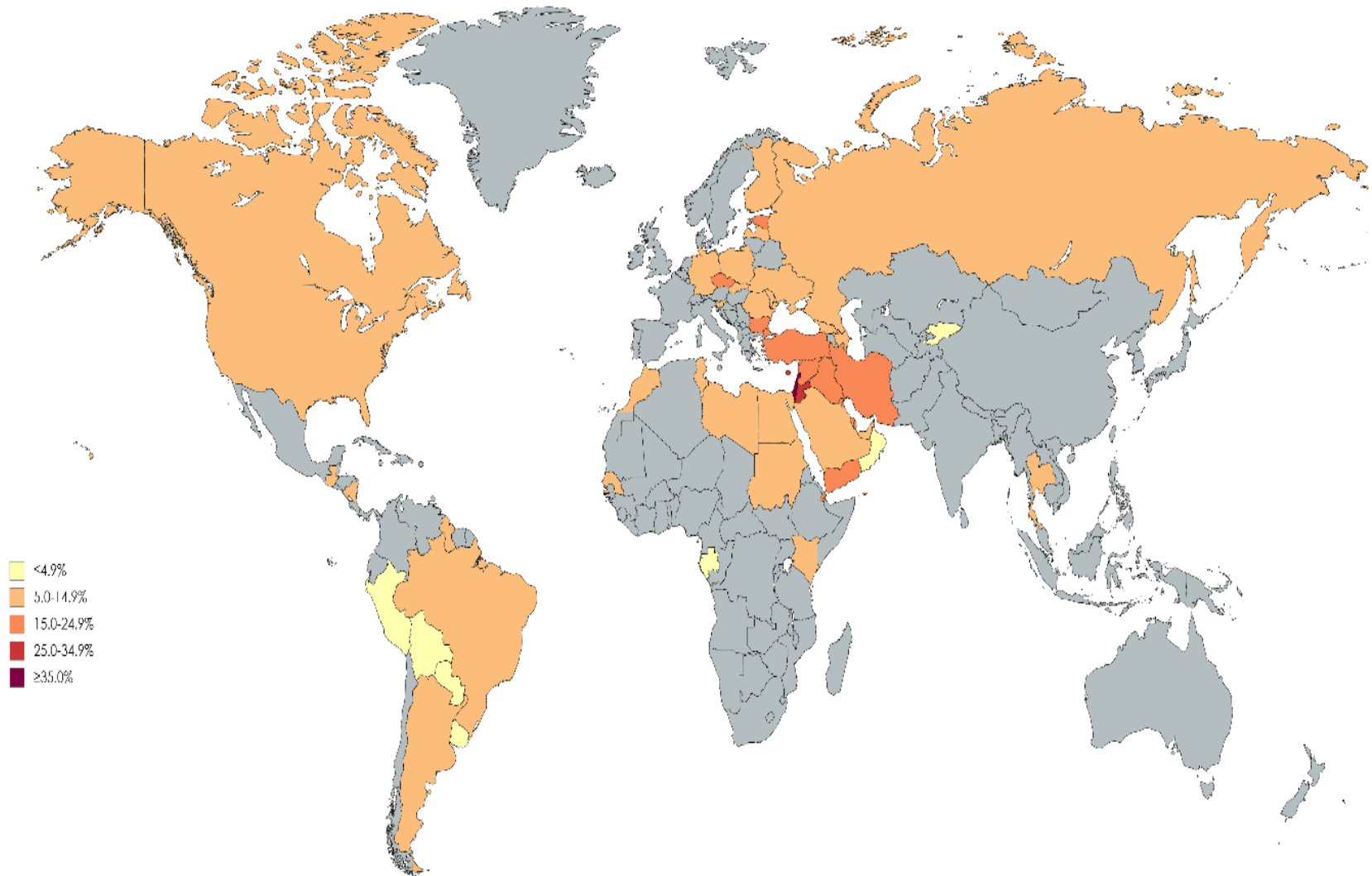
American University of Beirut

Chair, TobReg

Background on WTS

- WP is known under different names:
Shisha, Narghile, Arghile, Hookah, Hubble-bubble, Goza
- WP has different designs
- Misconception about its safety
- Use on the rise worldwide, mostly amongst youth
- Most prevalent in ME, Asia & Africa but gaining grounds in EURO & AMRO
- Existing regulations failed to address WP smoking and its peculiarity

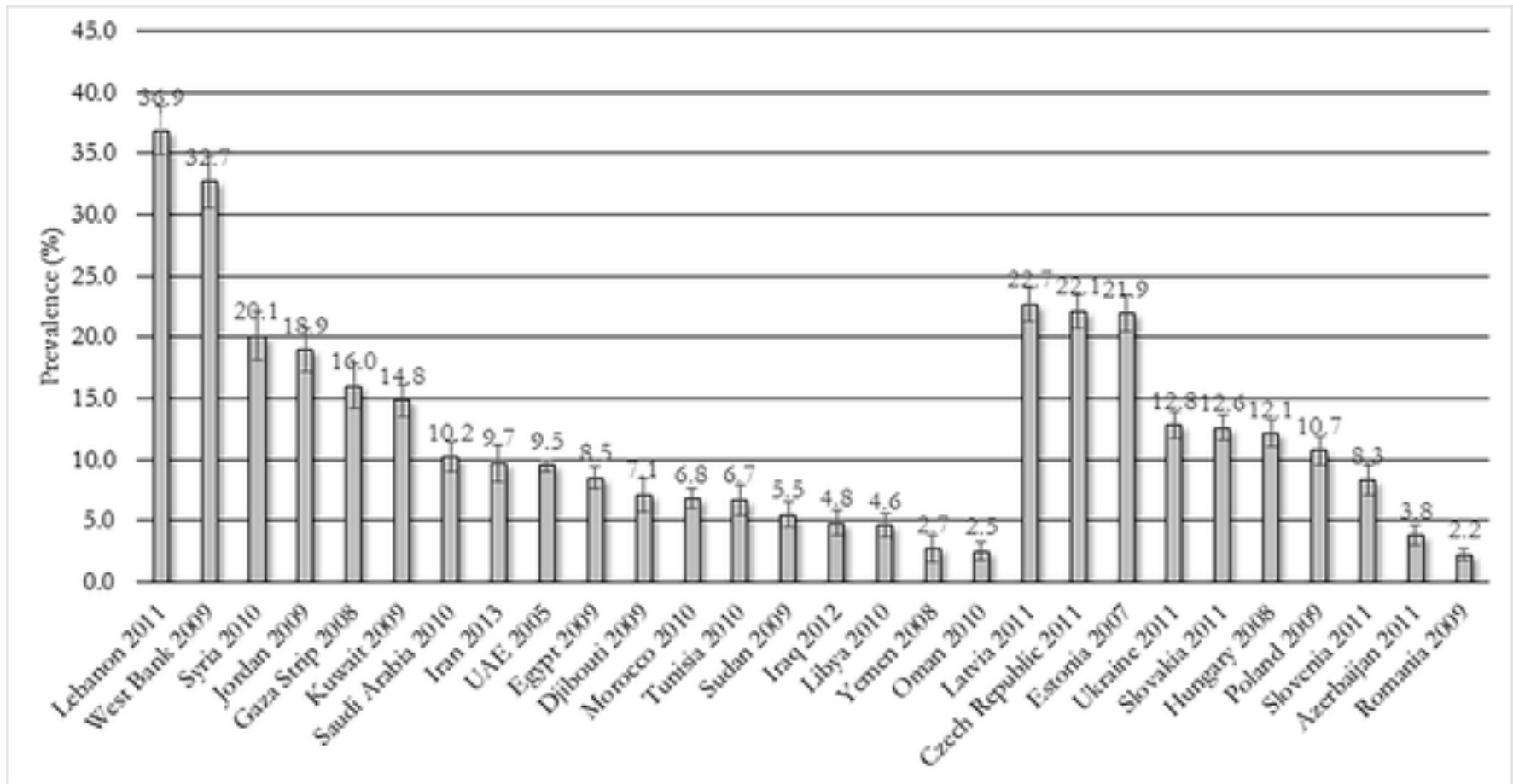
WTS is a Worldwide Dangerous Trend



Past 30 day use of waterpipe tobacco use among young people

Fig 2.

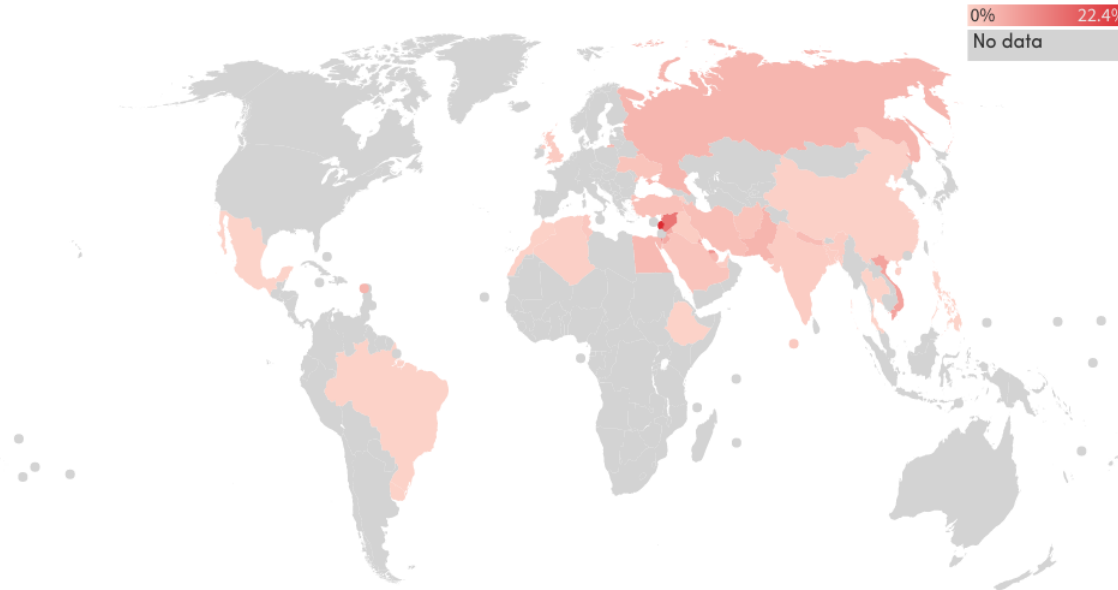
Past 30 Day Use of WP



Jawad M, Charide R, Waziry R, Darzi A, Ballout RA, et al. (2018) The prevalence and trends of waterpipe tobacco smoking: A systematic review. PLOS ONE 13(2): e0192191. <https://doi.org/10.1371/journal.pone.0192191>
<http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0192191>

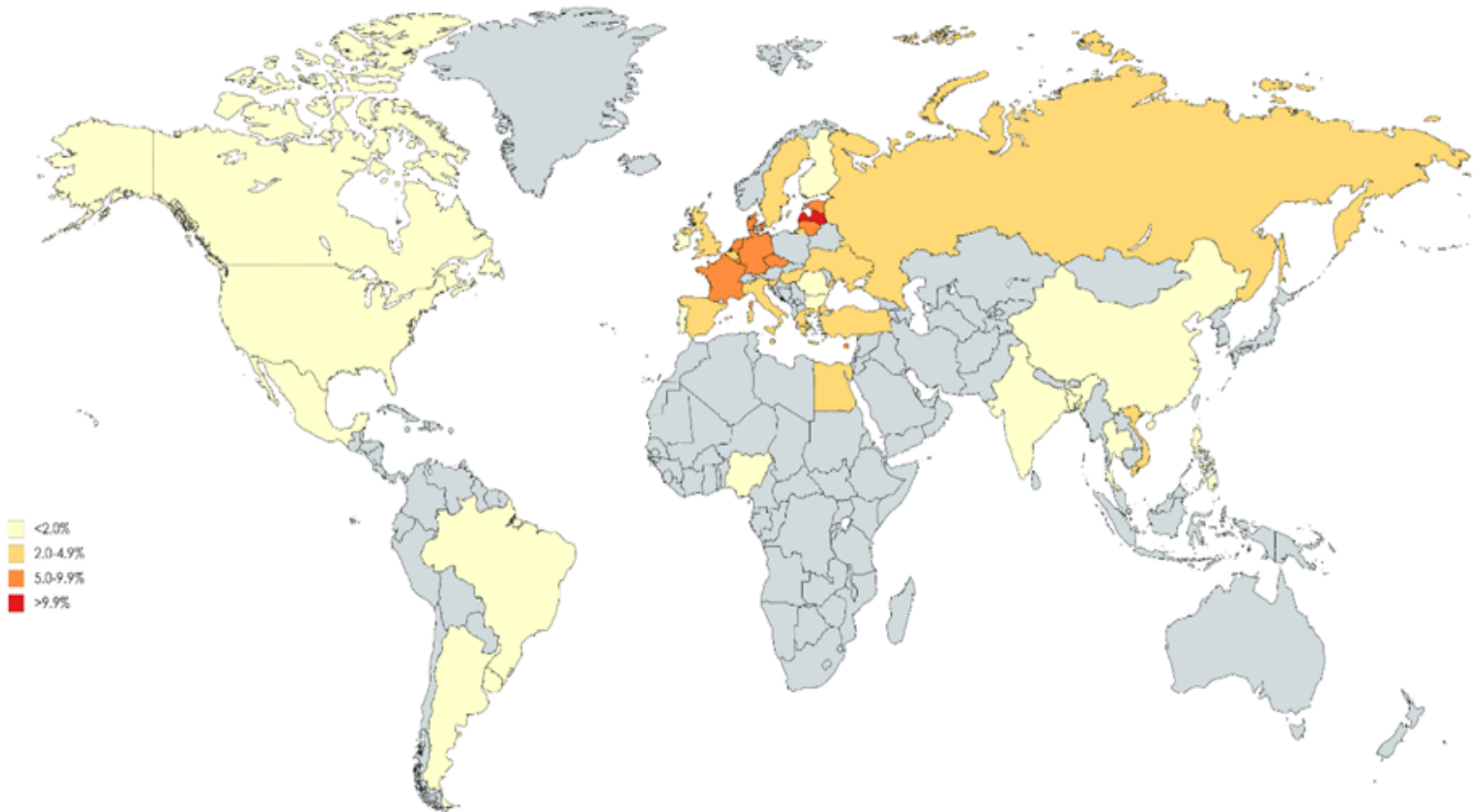
Water Pipe Use

Percentage of adults currently using water pipes in Middle Eastern countries



Water pipe use has been traditionally based in the Middle East and has high prevalence in many countries in the region.

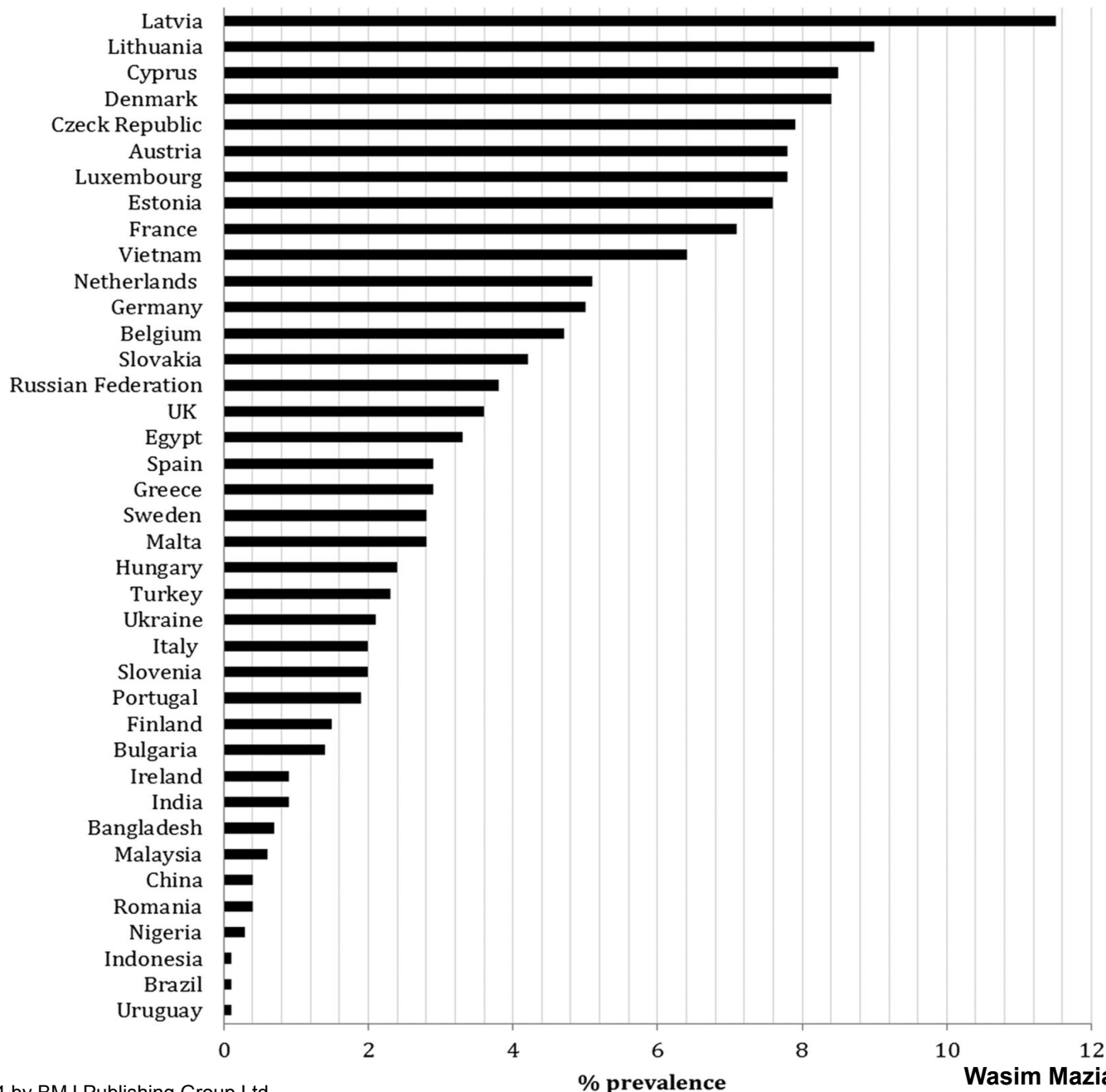
WTS is a Worldwide Dangerous Trend



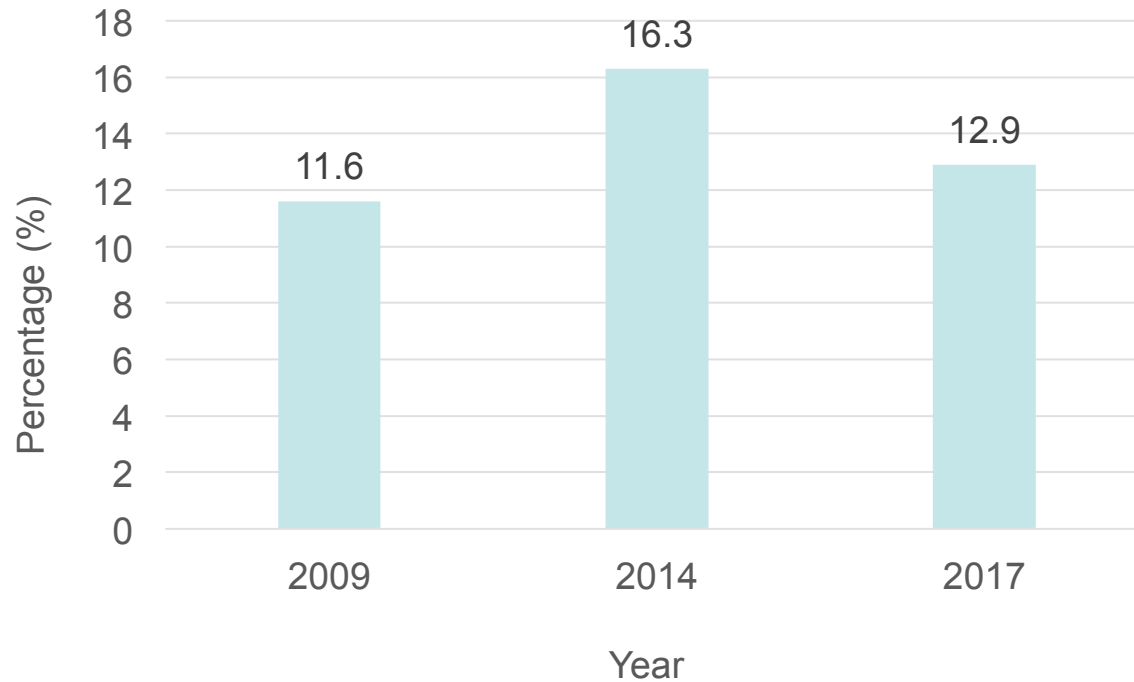
Created with mapchart.net ©

Regular or occasional waterpipe tobacco use among adults

Global prevalence of current waterpipe smoking among persons aged ≥ 15 years.⁴⁵



Ever Waterpipe Use in Europe



Croatia	Latvia
2.3%	41.7%

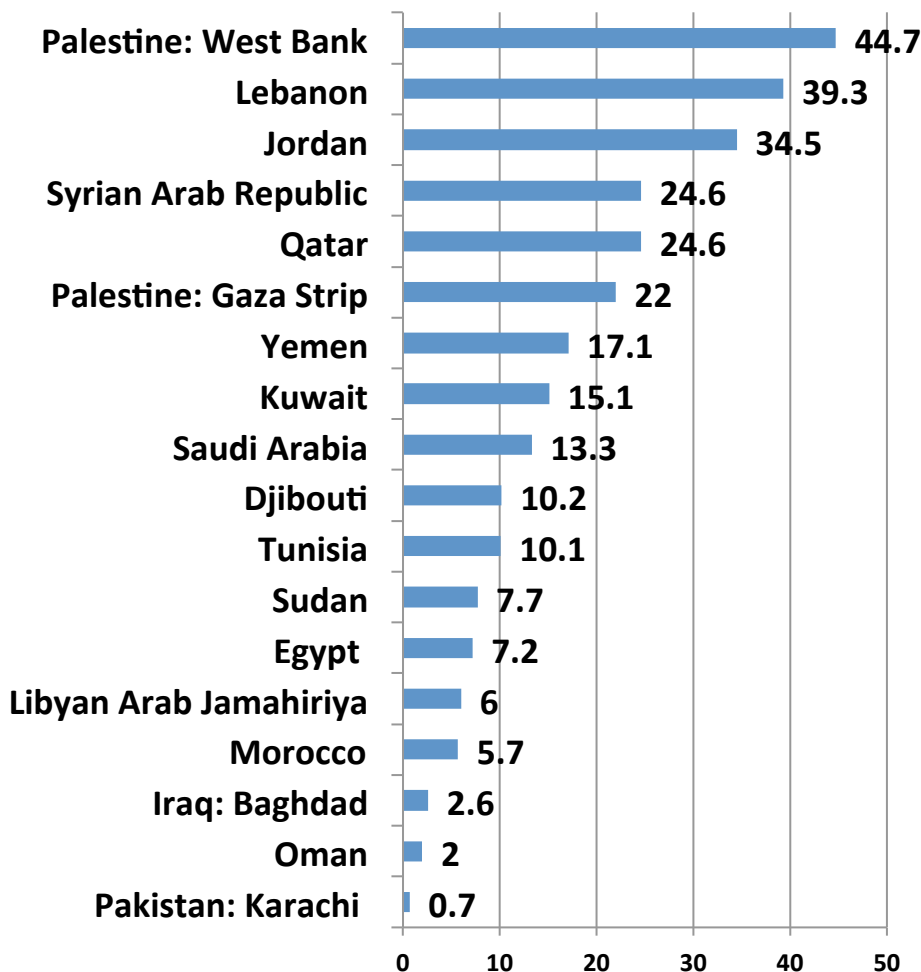
The Prevalence and Trends of Waterpipe Tobacco Smoking: A Systematic Review

- 129 studies reported 355 prevalence estimates of waterpipe tobacco smoking 68 countries.
- Among adults, highest prevalence estimates were in the Eastern Mediterranean region.
- Among youth, highest prevalence estimates were in both the Eastern Mediterranean and European regions.
- Highest Prevalence Estimates:
 - ❑ 37.2% of Lebanese youth used WP during the past 30 days (2008)
 - ❑ 65.3% of Lebanese youth (2002) and Lebanese university students (2005) had ever used WP
 - ❑ 16.3% of Iranian university students had regular or occasional WP use (2005)
 - ❑ 10.4% of Egyptian youth had daily WP use (2005)
- Decreased Waterpipe Use:
 - ❑ In Turkey: 2.3% in 2008 to 0.8% in 2010
 - ❑ In Iraq: 6.3% in 2008 to 4.8% in 2012

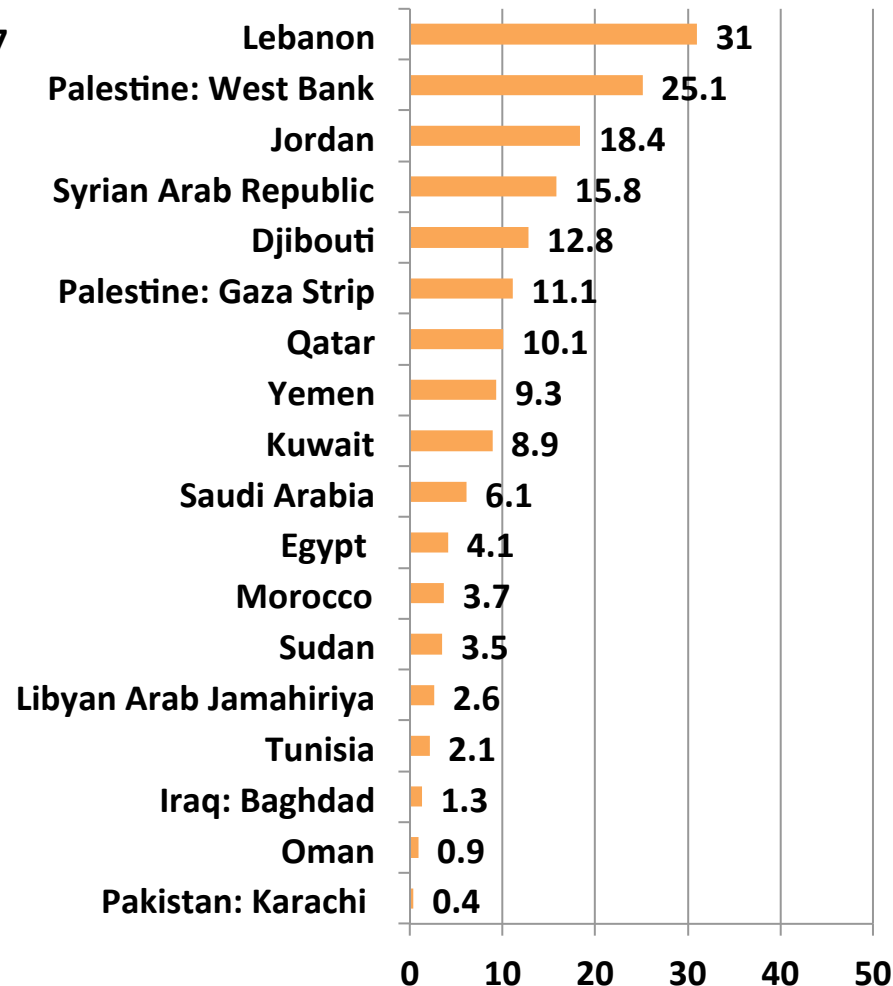
Current *shisha* smoking among youth, GYTS 2008-2014

- Gender difference

Boys %

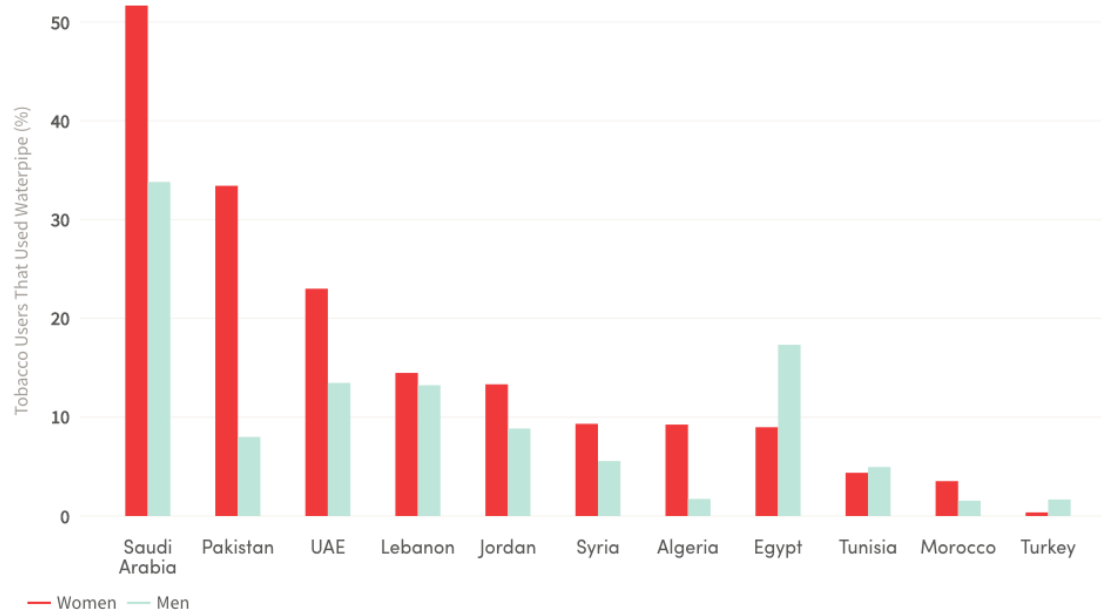


Girls %



Women and Water Pipe

Proportion of All Tobacco Users that used Water Pipe by Sex, 2011



Water pipe use is especially difficult to confront because it often happens in homes, away from where traditional social pressures and policy interventions like smoking bans can have an impact. Notably, women in Middle Eastern countries are often frowned upon for using cigarettes, as they are a form of tobacco typically consumed in public, and are more likely to pick up equally harmful water pipe use.



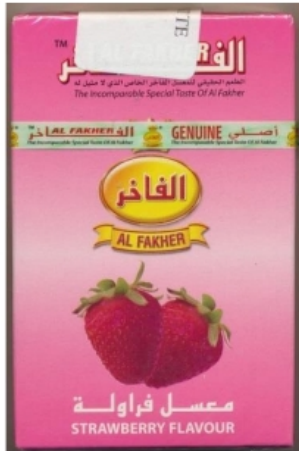
Men smoke water pipes at a cafe in the Jordanian capital Amman
© AFP

Waterpipe Tobacco Products: Key Facts

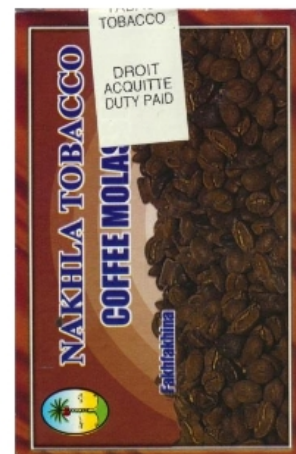
- Heterogeneous WP tobacco products
- Two major types:
 1. Traditional & Unflavored (Tumbak; Tunbak; Ajami)
 - Dried tobacco leaves (typically *Nicotiana rustica*)
 - Moistened with water before use
 2. Flavored (Moassal, Ma'asal, Ma'sal)
 - Tobacco leaves fermented with molasses, glycerin & flavoring
 - More popular today
- Wide variety of flavorings (fruits, herbs, sweeteners)
- Variety of brands (Al Fakher, Nakhla, Starbuzz, Fantasia, Nirvana, Shabablek, Mazaya, etc...)







Strawberry Lemon Watermelon Grape Mint Fruit cocktail



Orange Pistachio Lemon Coffee Sweet

Waterpipe Tobacco Products: Key Facts

- Most manufacturing in MENA (Gulf & Egypt)
- Limited compliance with warning labels on packages
- Small size labels & lack of exposure to them
- Warning labels on bottles or bowls (One Party)
- Misleading information on emissions and contents

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Components: Tobacco - Molasses - Glycerine - Natural Flavour .

Nicotine: 0.05%, Tar: 0%.



Waterpipe Tobacco Products: Price

- Very affordable
- Average of 25 - 30 US cents per 10 gm
- Can go up to US 1-1.3 per 10 gm
- Strong link to the entertainment industry
- Prices at cafes and restaurants (\$1-38)

WTS: Factors that Contributed to Increased Use & Prevalence

- Introduction of flavoring which reduced harshness
- Perception as healthier than other tobacco products
- Affordability
- Quick lit charcoal
- Social media and Tourism (allure of WP)
- Social acceptance and Waterpipe cafes
- Lack of WP specific policy and regulations
- Immigration patterns from countries with high prevalence of use to low prevalence countries

WTS: Contents & Emissions

Puffing Topography (based on field study)

Number of puffs	171
Puff volume, ml/puff	530
Puff duration, sec/puff	2.6
Interpuff interval, sec/cycle	17
Total volume , ml	90,600
Session smoking time, min	61



The Tobacco Factor
&
The Charcoal Factor

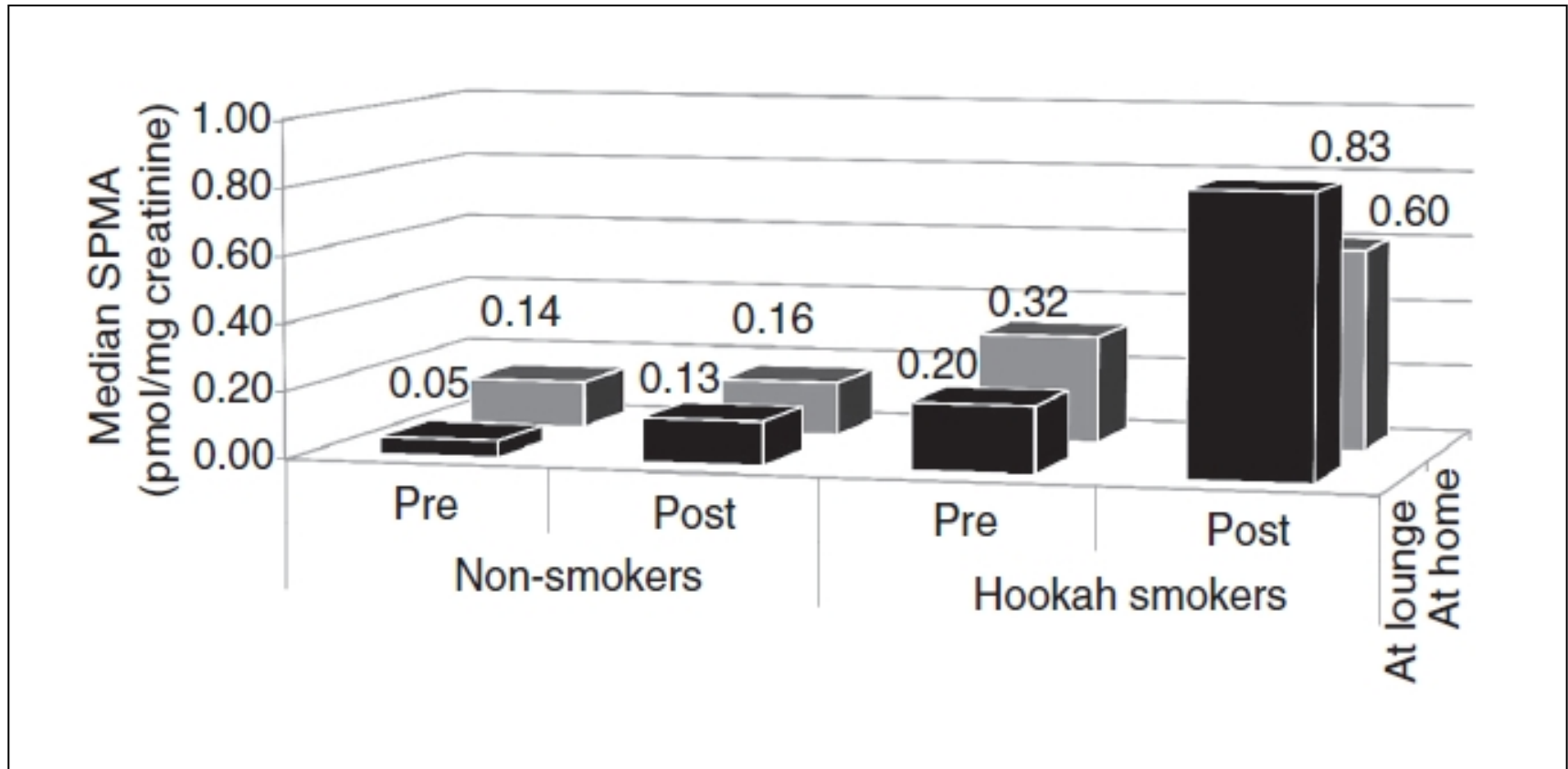


WTS: Contents & Emissions

- **Nicotine:** 2.94 mg (per 10 gm smoked tobacco)
- **Tar:** 802 mg
- **CO:** 145 mg
- **Nitrosamines:** NNN, NNK
- **Polycyclic aromatic hydrocarbons:**
 - ✓ benzo(a)pyrene, anthracene, benzene
- **Aldehydes:** formaldehyde, acetaldehyde, acrolein
- **Heavy metals:** arsenic, chromium, lead

WTS: The Tobacco Factor & The Charcoal Factor

Urinary S-phenylmercapturic acid (SPMA) levels
before & after hookah social events



WTS: The Tobacco Factor & The Charcoal Factor

Indoor air quality in Virginia waterpipe cafés

Caroline Oates Cobb,¹ Andrea Rae Vansickel,² Melissa D Blank,³ Kade Jentink,³
Mark J Travers,² Thomas Eissenberg^{1,5}

Table 2 Summary statistics (mean±SD) for each venue/room category

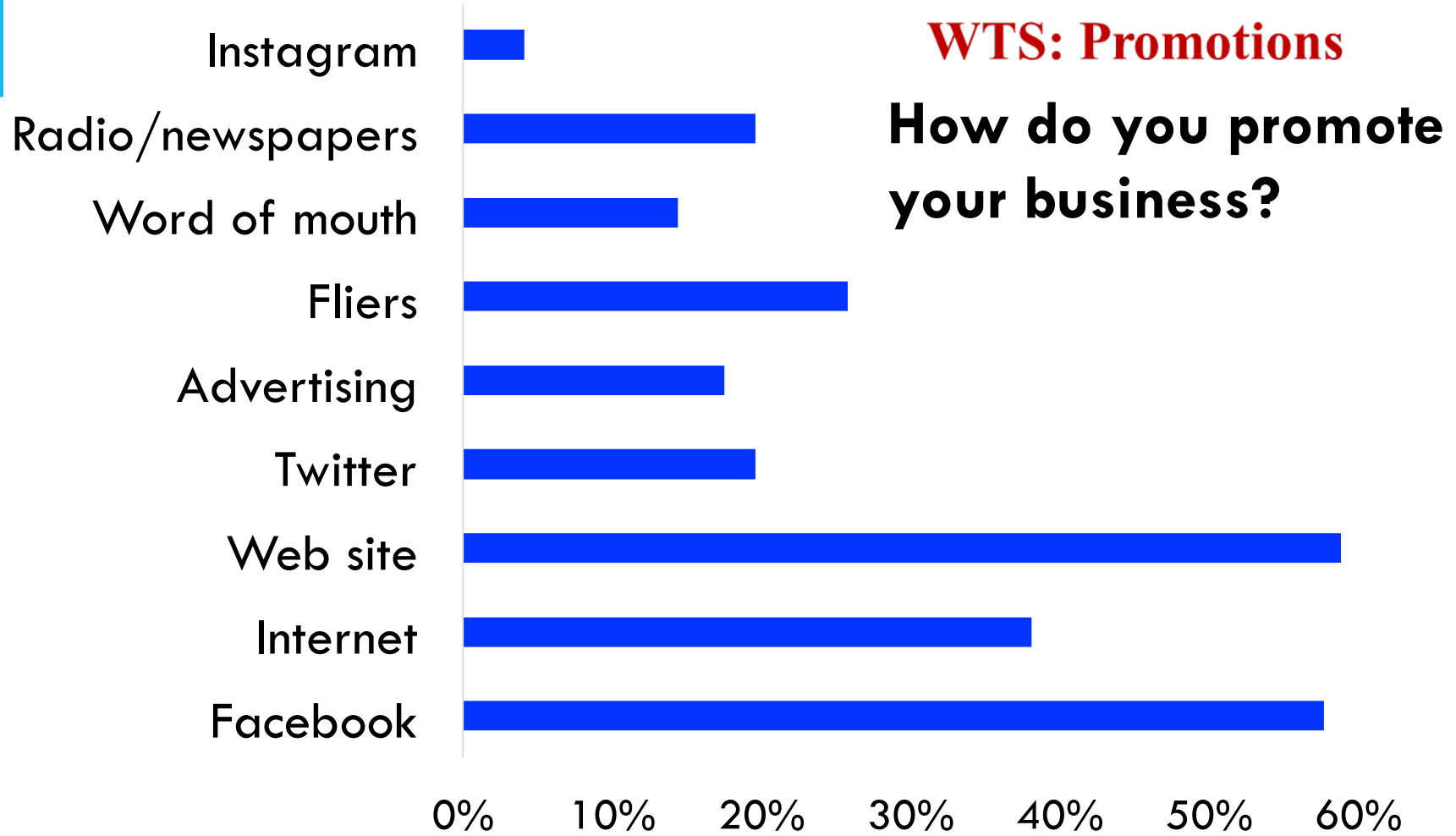
N	Venue type	Room measured	Mean volume (m ³)	Mean active smoker density*	Mean PM _{2.5} (µg/m ³)	Median PM _{2.5}
6†	Waterpipe café	Smoking	288±93	3.55±1.89	384±279	345
11	Waterpipe café	Smoking	288±278	4.32±3.87	369±520	124
11	Waterpipe café	Non-smoking	252±223	0.21±0.70	123±236	44
5	Cigarette	Smoking	335±194	0.84±0.79	119±95	89
5	Cigarette	Non-smoking	405±241	0.00±0.00	26±31	9
5	Smoke-free	Non-smoking	666±442	0.00±0.00	9±2	8

*Burning cigarettes—waterpipes per 100 m³.

†Venue locations did not have a visible non-smoking room (ie, smoking throughout).

WTS: Addiction

- Failed quit attempts
- Self perception of being hooked
- Escalation over time
- Behavioral adaptation to ensure access
- Abstinence induced withdrawal suppressed by subsequent use



“It’s all about social media”

Today's WP Tobacco Product: Key Facts

Is attractive

Is addictive

Is toxic and carcinogenic

Is inexpensive

Greatly popularized & evaded regulations



WHO FCTC Waterpipe Tobacco Smoking Knowledge Hub

WHO Framework Convention on Tobacco Control (FCTC) COP6(10)

WTS is a cause of morbidity and mortality

COP6 landmark decisions:

- Generate a list of toxicants in waterpipe tobacco products
- Applicability of TobLabNet SOPs to Waterpipe products
- Manage the implementation of **Articles 9 and 10**, focusing on waterpipe tobacco products
- Establish a forum for a broad exchange of information between Parties – **A global knowledge hub**



In January 2016

The American University of Beirut (AUB)
signed a *Memorandum of Understanding* with
the **Convention Secretariat of the World Health
Organization** to establish **The Waterpipe
Tobacco Smoking (WTS) Knowledge Hub
(KH) Website**





KNOWLEDGE HUB FOR WATERPIPE TOBACCO SMOKING

RESEARCH FOR PREVENTION AND CONTROL



WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

S E C R E T A R I A T

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The Waterpipe Tobacco Smoking Knowledge Hub (KH-WTS) - Aims



Credit: © Vlad Ivantcov / Fotolia

- To share expertise, information and knowledge on WTS
- To facilitate communication among parties, observers, IGOs, NGOs and other partners
- To educate the public about the dangers of WTS with evidence base on its harms
- To address the concern about the increasing prevalence of WTS
- To urge regulators to undertake effective control measures on WTS based on scientific data

The Waterpipe Tobacco Smoking Knowledge (KH-WTS) - Aims



Credit: © Vlad Ivantcov / Fotolia

- To arm policy makers with the skills to push WTS into the political agenda in advocacy processes
- To support the Convention Secretariat with reliable material and resources and in implementing COP decisions and the Secretariat work plan
- To hold preventive training, workshops, conferences and health promotion activities on WTS related issues

The WTS KH Website (Main Page)

<http://untobaccocontrol.org/kh/waterpipes/>

The screenshot displays the main page of the WHO Framework Convention on Tobacco Control (FCTC) Secretariat Knowledge Hub (KH) for Waterpipe Tobacco Smoking (WTS). The page features a header with the FCTC and KH-WTS logos, a navigation menu with options like Home, About Us, Waterpipe, Policy and Regulations, News, FAQ, and Contact Us, and a search icon. The main banner area contains a large graphic with the text "WHO FCTC GLOBAL KNOWLEDGE HUB ON WATERPIPE TOBACCO SMOKING (KH-WTS) WEBINAR SERIES 2018" and logos for KH-WTS and FCTC. Below the banner, there are three main content sections: a featured webinar titled "Waterpipe Tobacco Smoking (WTS) Knowledge Hub (KH) Webinar #1" dated June 15, 2018; a section titled "Recent Articles on WTS" dated February 13, 2018, featuring an infographic about hookah smoke inhalation; and a vertical sidebar on the right with red buttons for "Conferences", "Workshops", "Webinars", and "Newsletter".

WHO FCTC GLOBAL KNOWLEDGE HUB ON WATERPIPE TOBACCO SMOKING (KH-WTS) WEBINAR SERIES 2018

KH WTS KNOWLEDGE HUB FOR WATERPIPE TOBACCO SMOKING RESEARCH FOR PREVENTION AND CONTROL

FCTC WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL SECRETARIAT-KNOWLEDGE HUB

Waterpipe Tobacco Smoking (WTS) Knowledge Hub (KH) Webinar #1
June 15, 2018

Recent Articles on WTS
February 13, 2018

Hookah users may inhale as much smoke in one session as a cigarette smoker would inhale in 100 cigarettes (5 packs)

Conferences
Workshops
Webinars
Newsletter

The WTS KH Facebook:

<https://www.facebook.com/waterpipeKH/>

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Upcoming Events

Webinar #1: July 12, 2018

The Waterpipe Tobacco Smoking Knowledge Hub significance

This webinar objects at raising awareness on WTS epidemic and the significance of the WTS Knowledge Hub at this stage. It also aims on promoting discussions on matters related to WTS toxicology, use, control and current state of regulations.

Speaker: Ghazi Zaatar
Dr. Ghazi Zaatar is the Associate Dean for Faculty Affairs, Professor and Chair of the Department of Pathology and Laboratory Medicine at the Faculty of Medicine at the American University of Beirut, Environment Core Laboratory Director, Chair of WHO's Study Group on Tobacco Product Regulation (TobReg) and Executive Committee member of the Tobacco Laboratory Network (TobLabNet). He is a member of regional and international pathology societies and author of 115 peer reviewed articles.

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Bliss Street, 6th Floor Office, Dimashkiyeh Building

The WTS KH Instagram

<https://www.instagram.com/waterpipesmoking.kh/>

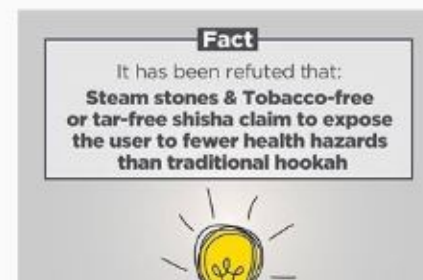
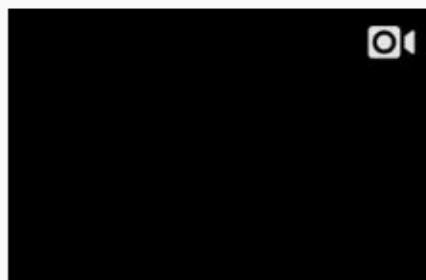


waterpipesmoking.kh

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54 posts 168 followers 766 following

Waterpipe Tobacco Smoking KH This Instagram Account serves as a World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) Knowledge Hub (KH) at AUBMC Lebanon
untobaccocontrol.org/kh/waterpipes



The WTS Twitter

<https://twitter.com/WaterpipeKH>



Tweets 112 Following 147 Followers 110 Likes 11

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Waterpipe Tobacco Smoking Knowledge Hub
@WaterpipeKH

The Waterpipe Tobacco Smoking (WTS) Twitter Account serves as a World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) Knowledge Hub(KH)

Tweets Tweets & replies Media

Waterpipe Tobacco Smoking Knowledge Hub Retweeted
Waterpipe Tobacco Smoking Knowledge Hub @WaterpipeKH · Jul 5
The Waterpipe Tobacco Smoking Knowledge Hub WTS-KH webinar series for 2018-2019 - The webinar will be conducted at the American University of Beirut (AUB); for registration please follow... [instagram.com/p/BknlekchqqQ/...](https://www.instagram.com/p/BknlekchqqQ/)

1 5 3

Waterpipe Tobacco Smoking Knowledge Hub @WaterpipeKH · Jul 5

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The WTS YouTube

<https://www.youtube.com/channel/UCuc1zwPfwV1mD-LY0mr-wOA>



The Waterpipe Tobacco Smoking



Waterpipe Tobacco Smoking WHO FCTC

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18 views • 5 months ago



30% of the Females in Lebanon smoke waterpipe -

922 views • 5 months ago

The Waterpipe Tobacco Smoking Knowledge Hub (KH-WTS) – Recent Activities



Credit: © Vlad Ivantcov / Fotolia

- Continuous online activity on **social media** which includes updating the *Facebook, twitter, YouTube, Instagram* by sharing/posting related:
 - ✓ Papers
 - ✓ New studies
 - ✓ Conferences
 - ✓ Graphics
 - ✓ Pictures
 - ✓ Stories
 - ✓ Short videos
 - ✓ Fact sheets
- Increasing awareness among the youth about the health effects of WTS, dispelling misconceptions about its safety, and informing them about the toxicants that are present in WTS.

The Waterpipe Tobacco Smoking Knowledge Hub (KH-WTS) – Recent Activities



Credit: © Vlad Ivantsov / Fotolia

- Developed an educational documentary video in English, French, and Arabic on WPS that is shared online on the **WTS KH YouTube Channel**
- *In March 2018, **WTS KH** participated in an EMRO sponsored workshop on Parties commitment to act in the spirit of Article 5.3 and its guidelines in carrying out the assigned activities.*
- *In March 2018, **WTS KH** participated in the Annual planning workshop for the FCTC 2030 Parties on the sidelines of the World Conference on Tobacco*

The Waterpipe Tobacco Smoking Knowledge Hub (KH-WTS) – Recent Activities



Credit: © Vlad Ivantsov / Fotolia

- Continuous exchange of scientific evidence and information with all the FCTC focal points
- Continuous update of the user friendly **Knowledge Hub (KH) website** which is searchable online: <http://untobaccocontrol.org/kh/waterpipes/>
- Continuous update of the Publication page: To meet the objectives of the KH, it was deemed necessary to be well informed of all recent scientific publications on waterpipe.



#UNTobaccocontrol

“To protect present and future generations from the devastating health social environmental and economic consequences of tobacco consumption and exposure to tobacco smoke”

Thank you

