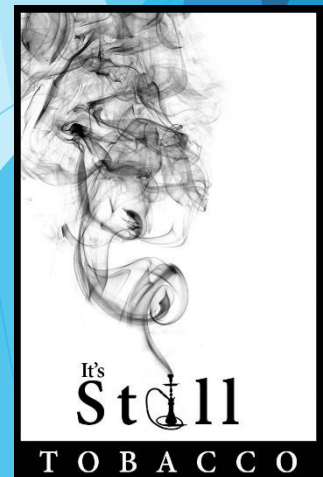


# Waterpipe tobacco policy in the United Kingdom


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Imperial College London  
6<sup>th</sup> November 2018

# About me

- ▶ Public health physician, United Kingdom
- ▶ Completing PhD at Imperial College London
- ▶ Over 70 peer-reviewed publications, generally tobacco control
- ▶ Expertise interest in waterpipe tobacco policy
- ▶ Co-founder of waterpipe tobacco policy advocacy group, It's Still Tobacco



# It's Still Tobacco



**THE SHISHA 'BUZZ' IS THE FIRST STEP OF CARBON MONOXIDE POISONING**

itsstilltobacco.org @itsstilltobacco

Still TOBACCO



**DOUBLE APPLE FLAVOURED CANCER?**

FRUIT FLAVOURS USED IN SHISHA TOBACCO CONTAIN DANGEROUS CHEMICALS THAT CAUSE CANCER AND OTHER ILLNESSES

Still TOBACCO

**الشيشة: أعرف القانون**

ممنوع قانوناً بيع الشيشة لأي شخص تحت 18 من العمر

ممنوع قانوناً تدخين الشيشة داخل الاماكن العامة

تبع الشيشة يخضع للضريبة £114.06 لكل كيلو غرام

ممنوع قانوناً الاعلان عن الشيشة للجمهور

كل القوانين سالفة الذكر تنطبق على الشيشة العشبية والشيشة التبغية

@itsstilltobacco itsstilltobacco.org

Last updated: 15/05/2018

Still TOBACCO

**YOU SMOKE. YOUR CHILD SMOKES TOO.**

SECOND HAND SMOKE FROM SHISHA TOBACCO CAN CAUSE BREATHING DIFFICULTIES AND OTHER ILLNESSES IN CHILDREN



Still TOBACCO

# Tobacco policy in the United Kingdom

Taxation

Smoke-free law

Advertising,  
promotion, and  
sponsorship

Health warning  
labels

# Tobacco policy in the United Kingdom

## Similarity to cigarette law

Taxation

Smoke-free law

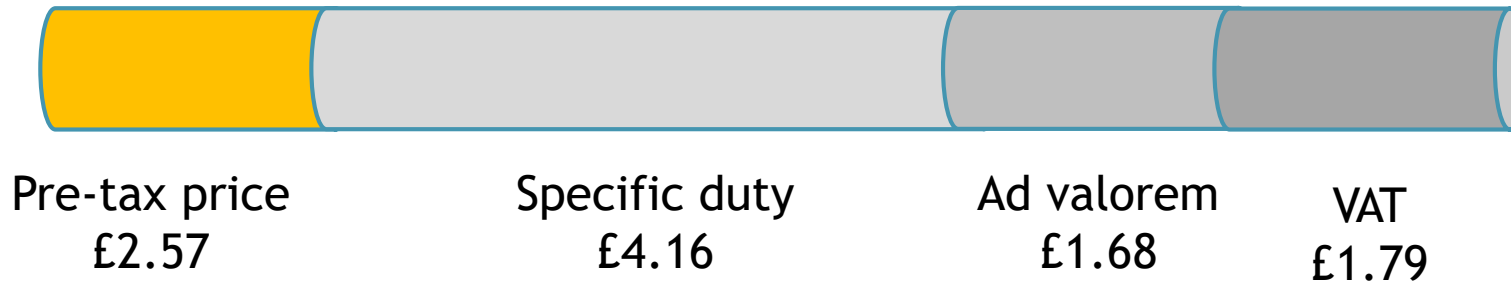
Advertising,  
promotion, and  
sponsorship

Health warning  
labels



# Taxation

Average 20-cigarette pack price is **£10.20** (USD 13.24)

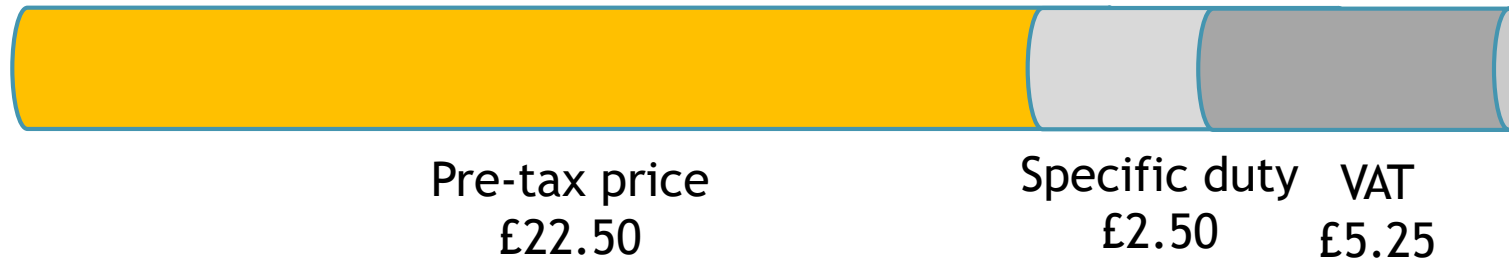


Specific duty: £207.99/1,000 cigarettes  
Ad valorem: 16.5% of final retail price  
Value added tax: 17.5%

75% of retail price  
is tax

# Taxation

Average waterpipe session price is **£30.00** (USD 13.24) “per 20g pack”



Specific duty:	£125.20/kg
Ad valorem:	None
Value added tax:	17.5%

26% of retail price  
is tax

# Smoke-free

- ▶ All indoor workplaces
- ▶ All indoor public places
- ▶ All public transport\*
- ▶ Government facilities\*
- ▶ Hospitals\*
- ▶ Childcare facilities/preschools\*
- ▶ Primary/secondary schools\*

- ▶ Universities vocational facilities
- ▶ Restaurants\*
- ▶ Bars/pubs/nightclubs\*
- ▶ Casinos\*
- ▶ Hotels/lodging - public areas\*
- ▶ Prisons/detention facilities - public areas\*
- ▶ Trains, buses, taxis\*

- Public transport facilities\*
- Enclosed vehicles used as a workspace\*
- Private offices\*
- Private vehicles in which children under the age of 18 are present\*
- Shops
- Cultural facilities\*

Maximum fine  
£2,500

*\*100% smoke-free*

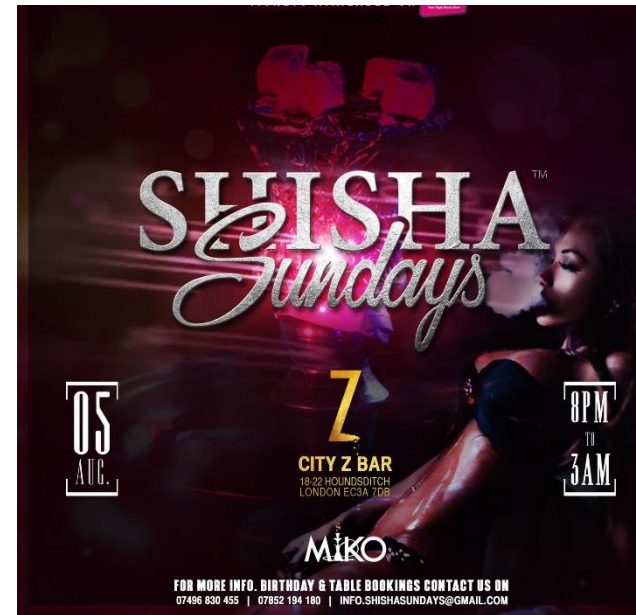


# Advertising, Promotion, and Sponsorship

- ▶ Domestic TV and radio
- ▶ Domestic newspaper and magazines
- ▶ Other domestic print media, such as pamphlets, leaflets, flyers, posters, signs
- ▶ International TV and radio
- ▶ International newspapers and magazines\*
- ▶ Internet communications\*
- ▶ Internet tobacco sales\*
- ▶ Outdoor advertising (e.g. billboards, posters)
- ▶ Point of sale advertising/promotion\*
- ▶ Point of sale product display
- ▶ Vending machines
- ▶ Conventional mail
- ▶ Telephone and cellular phone

*\*some exceptions*

Imprisonment and fine



SHISHA FLAVOURS	
AL FAKHER	£12
APPLE	GUAVA
APRICOT	LEMON
BERRY	LEMON WITH MINT
BUBBLE GUM	MANGO
CHERRY	MELON
COCONUT	MINT
DOUBLE APPLE	ORANGE
FIVE APPLES	PEACH
GRAPE	ROSE
GRAPE (GOLDEN)	STRAWBERRY
GRAPE WITH MINT	VANILLA
GRENADINE	WATERMELON
AL NAKHLA	£12
DOUBLE APPLE	ZAGHLOOL
STAR BUZZ	£20

# The best SHISHA IN LONDON

Beirut Nights in Park Royal offers the best Shisha in London. With high quality and authentic Al Fakher and Starbuzz tobacco with heated outdoor seating, ideal for the perfect night out with friends or family.

Enjoy the culinary delights of the best lebanese restaurant in london and finish your meal with a relaxing smoke of high quality flavoured tobacco in a relaxed, ambient environment. We offer the following range of Shisha flavours.



# Health warning labels

- ▶ Type: Pictures (photos), Text warning/messages - “plain packs”
- ▶ Location/size: 65% of front, 65% of back
- ▶ Rotation: Required every 12 months



Imprisonment and fine



# Packaging and labelling



- How does it apply to the apparatus?



# SHISHA INDUSTRY DASHBOARD 2018

## SHISHA CAFES IN THE UNITED KINGDOM



## ENVIRONMENT



## POLICY

Last updated: 26/05/2018

# Closing thoughts

- ▶ Waterpipe legislation quite strong in the UK, could be improved
- ▶ Enforcement is problematic
- ▶ Legally very difficult to sell waterpipe tobacco in the UK



# Thank you for listening

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