

Overview on WTS Use & its Regulations

Workshop on Waterpipe Tobacco Smoking (WTS) Regulatory Challenges

American University of Beirut

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Ghazi Zaatari, MD

Chair, TobReg

Director, KH-WTS



#UNTobaccocontrol

Waterpipe Tobacco Smoking

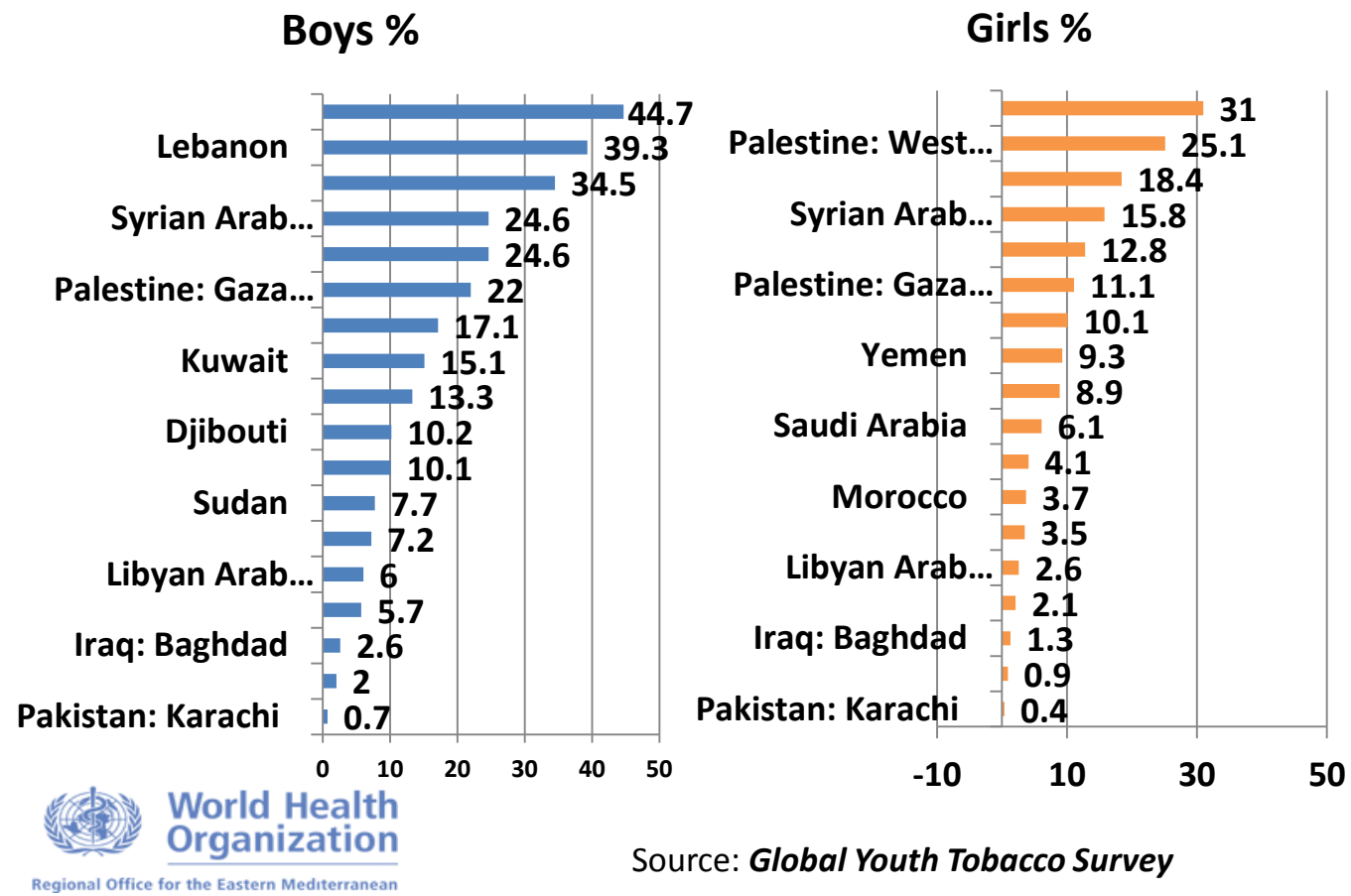
- WP is known under different names:
shisha, narghile, arghile, hookah, hubble-bubble, goza
- WP has different designs
- Misconception about its safety
- Use on the rise worldwide, mostly amongst youth

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



WTS: Factors that Contributed to Increased Use & Prevalence

- Introduction of flavorings 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 policies and regulations
- Immigration patterns from countries with high prevalence of use to low prevalence countries

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)

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WTS – Background 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

P.O. Box 20037 Ajman - United Arab Emirate Tel.: +971 6 7425500 Fax: +971 6 7425505

www.alfakher.com

Components: Tobacco - Molasses - Glycerine - Natural Flavour .

Nicotine: 0.05%, Tar: 0%.

MADE IN ITALY
ITALIAN **ib** BLENDS

صنع في إيطاليا

Two Apples Flavour

Produced according to EU Health & Food Standards
صنع طبقاً لمعايير الصحة والمواد الغذائية في الاتحاد الأوروبي



An Overview of Global Regulatory Practices in Controlling Waterpipe Tobacco Use

- <http://www.who.int/fctc/cop/sessions/cop8/WHO-FCTC-Regulatory-Practices-on-water-pipes.pdf>
- <http://www.who.int/fctc/publications/techseries/en/>

EMRO & AMRO

Country	FCTC Ratification Date	Smoke Free Policies	Text Warning Label	Pictorial Warning Label	Waterpipe Specific Health Warnings
<i>Afghanistan</i>	August 13, 2010	Yes	Yes	Yes	No
<i>Bahrain</i>	March 20, 2007	Yes	Yes	Yes	Yes
<i>Egypt</i>	February 25, 2005	Yes	Yes	Yes	Yes
<i>Lebanon</i>	December 7, 2005	Yes	Yes	No	Yes
<i>Pakistan</i>	November 3, 2004	Yes	Yes	Yes	No
<i>Saudi Arabia</i>	May 9, 2005	Yes	Yes	Yes	No
<i>United Arab Emirates</i>	November 7, 2005	Yes	Yes	Yes	No
<i>Belize</i>	December 15, 2005	No	Yes	No	No
<i>Canada</i>	November 26, 2004	Yes	Yes	Yes	No
<i>Colombia</i>	April 10, 2008	Yes	Yes	Yes	Yes
<i>Jamaica</i>	July 7, 2005	Yes	Yes	Yes	No
<i>Panama</i>	August 16, 2004	Yes	Yes	Yes	Yes
<i>United States</i>	N/A	Yes	Yes	No	No

SEARO & EURO

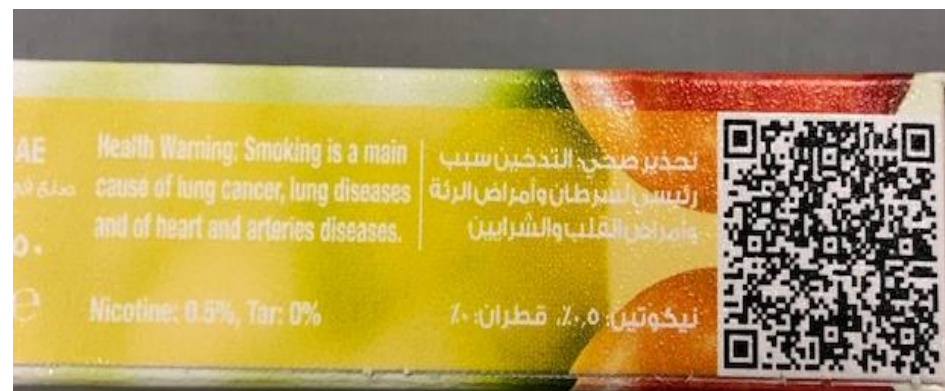
Country	FCTC Ratification Date	Smoke Free Policies	Text Warning Label	Pictorial Warning Label	Waterpipe Specific Health Warnings
<i>India</i>	February 5, 2004	Yes	Yes	Yes	No
<i>Azerbaijan</i>	November 1, 2005	Yes	Yes	No	Yes
<i>Bulgaria</i>	November 7, 2005	Yes	Yes	Yes	No
<i>Czech Republic</i>	June 1, 2012	Yes	Yes	Yes	No
<i>Estonia</i>	July 27, 2005	Yes	Yes	Yes	No
<i>Israel</i>	August 24, 2005	Yes	Yes	No	No
<i>Germany</i>	December 16, 2004	Yes	Yes	Yes	Yes
<i>Netherlands</i>	January 27, 2005	Yes	Yes	Yes	Yes
<i>Norway</i>	June 16, 2003	Yes	Yes	Yes	No
<i>Portugal</i>	November 8, 2005	Yes	Yes	Yes	Yes
<i>Russian Federation</i>	June 3, 2008	Yes	Yes	Yes	No
<i>Serbia</i>	February 8, 2006	Yes	Yes	No	No
<i>Slovakia</i>	May 4, 2004	Yes	Yes	Yes	Yes
<i>Slovenia</i>	March 15, 2005	Yes	Yes	No	No
<i>Turkey</i>	December 31, 2004	Yes	Yes	Yes	Yes
<i>Ukraine</i>	June 6, 2006	Yes	Yes	Yes	No
<i>United Kingdom</i>	December 16, 2004	Yes	Yes	Yes	No

AFRO & WAPRO

Country	FCTC Ratification Date	Smoke Free Policies	Text Warning Label	Pictorial Warning Label	Waterpipe Specific Health Warnings
<i>Ghana</i>	November 29, 2004	Yes	Yes	No	No
<i>Kenya</i>	June 25, 2004	Yes	Yes	Yes	No
<i>Nigeria</i>	October 20, 2005	Yes	Yes	No	No
<i>Rwanda</i>	October 19, 2005	Yes	Yes	No	No
<i>Uganda</i>	June 20, 2007	Yes	Yes	No	No
<i>United Republic of Tanzania</i>	April 30, 2007	Yes	Yes	No	No
<i>Japan</i>	June 8, 2004	Yes	Yes	No	No
<i>Philippines</i>	June 6, 2005	Yes	Yes	Yes	No
<i>Republic of Korea</i>	May 16, 2005	Yes	Yes	No	Yes

	FCTC Article	Lebanon 2018	
5.2	Establishing a national coordinating mechanism or focal points for tobacco control	Yes	
5.3	Protect policies from commercial and other vested interests of the tobacco industry	Yes/No	
6	Price and Tax Measures	No	
7	Non price measures to reduce the demand for tobacco	Yes/No	
8	Protection from exposure to tobacco smoke (SHS)	Yes	
9	Regulations of contents and emissions of tobacco products	No	
10	Disclosure of constituents of tobacco products	No	
11	Packaging & labelling	Yes/No	

	FCTC Article	Lebanon 2018	
12	Education, communication training & public awareness	No	
13	Tobacco advertising, promotion & sponsorship	Yes/No	
14	Demand reduction measures- Cessation programs	No	
15	Illicit trade	No	
16	Sales to minors	Yes/No	
17	Support economically viable alternatives	No	
18	Protection of the enviroment and the health of persons	No	
19	Liability	Yes/No	
20	Research surveillance and exchange of information	No	



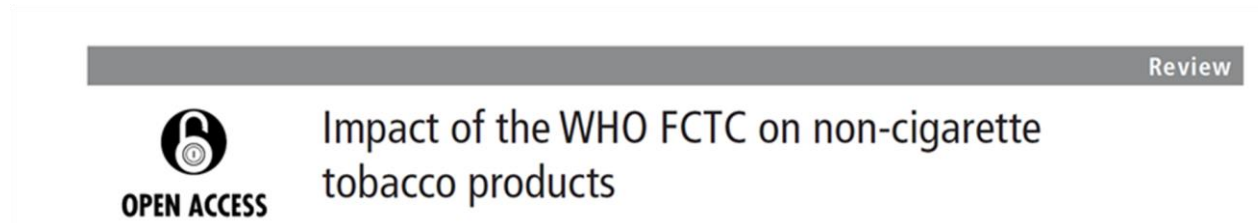


Impact of the WHO FCTC on non-cigarette tobacco products

1. Parties' submissions to WHO FCTC Secretariat on progress of implementation on tobacco control in the 2016 reporting cycle as per article 21 of the Convention
2. Global evidence review by the International Tobacco Control Project and data of the International Legal Consortium of the Campaign for Tobacco-Free Kids
3. Transcripts and summaries obtained from the 12 country missions undertaken by WHO FCTC Impact Assessment Expert Group
4. Global WHO and FCTC advisories and reports on WP, SLT tobacco and bidi use
5. Published literature between 2002 and 2018 (412 studies; 103 WP)

The Impact of the FCTC on Non-Cigarette Tobacco Products

- Unique nature and design features of these products
- Deeply rooted cultural practices
- Insufficient information on the contents and emissions
- The exclusion of NCTP from the increased taxation schemes
- Weak enforcement of tobacco control measures
- Generic definitions for tobacco products and smoking that do not specify NCTP
- The inadequacy of cessation interventions



Today's WP Tobacco Product: Key Facts

- Is toxic and carcinogenic
- Is addictive
- Is attractive
- Is inexpensive
- Greatly popularized & evaded regulations

WPS Regulation

- Obviously we are dealing with a product that **requires** regulation and immediate action!
- How to go about it?

WHO FCTC - MPOWER

- **M**onitor tobacco use & prevention policies
- **P**rotect people from tobacco smoke
- **O**ffer help to quit tobacco use
- **W**arn about the dangers of tobacco
- **E**nforce bans on tobacco advertising, promotion and sponsorship
- **R**aise taxes on tobacco

Targets for Product Regulation

- Ingredients (tobacco leaves, flavorings and additives, heavy metals, etc...)
- Emissions
- Addictiveness (Dependence Potential)
- Attractiveness
- Design features

ADVISORY NOTE

Waterpipe tobacco smoking: health effects, research needs and recommended actions for regulators

2nd edition

WHO Study Group on Tobacco Product Regulation (TobReg)



Policy Recommendations

WHO FCTC article	Specific policy recommendations for waterpipes
Article 5	General obligations. Even in countries with well-established tobacco control programmes, waterpipe tobacco smoking may be underrepresented or exempted because of its novelty in some countries and its long-standing traditional presence in others. Legislation and regulations on tobacco should specify all tobacco, not just in cigarettes, and should ensure that waterpipe-specific stipulations ⁹ are included in legislation in countries with a high or increasing prevalence.
Article 5.3	Protection from vested commercial interests. International exhibitions have been held recently to promote waterpipe tobacco products and accessories (<i>1</i>). Transparency should be required from waterpipe tobacco and accessory companies that are advocating for and against legislation and regulation, both directly and through third parties. No matter what role the tobacco industry plays in the production, distribution and sale of waterpipes and waterpipe products, this industry, its allies and front groups can never be considered a legitimate public health partner or stakeholder while it continues to profit from tobacco and its products or to represent its interests.

Article 6	Price and tax measures to reduce the demand for tobacco. Because tax measures have been shown to reduce tobacco consumption, especially by young people, Parties should implement both tax and price measures on waterpipe tobacco and waterpipe products.
Article 8	Protection from exposure to tobacco smoke. Because all second-hand tobacco smoke has the potential to cause death, disability and disease, waterpipes should be included with cigarettes in clean indoor air policies. Waterpipe cafés or lounges should not be exempt from clean indoor air legislation.
Articles 9 and 10	Regulation of the contents of tobacco products and tobacco product disclosures. Policy should be implemented to ensure that waterpipe tobacco is included in legislation requiring the testing and regulation of tobacco contents and emissions, as well as the reporting thereof.
Article 11 a	Health claims. Waterpipe tobacco packaging and all waterpipe parts and accessories must not promote any misleading understanding about tobacco or give an erroneous view of the dangers inherent in its use.
b	Health warnings. Waterpipe tobacco, product packaging and waterpipes themselves should be labelled with health warnings in accordance with Article 11 of the WHO FCTC.

Policy Recommendations

Article 12	Education, awareness and training. Given the prevalence of misinformation surrounding the health dangers of waterpipe tobacco smoking, specific education and training must be included in wider tobacco education and public awareness programmes implemented by Parties.
Article 13	Advertising, promotion and sponsorship. A comprehensive ban on advertising, promotion and sponsorship of waterpipes should be included under Article 13 of the WHO FCTC. Parties not in a position to undertake a comprehensive ban should strongly restrict such advertising, promotion and sponsorship.
Article 14	Demand reduction measures concerning tobacco dependence and cessation. In accordance with the measures listed in Article 14 of the WHO FCTC and the guideline, Parties should include waterpipe tobacco smoking in cessation and treatment programmes for tobacco dependence.
Article 15	Illicit trade in tobacco products. Legislation and measures prohibiting illicit trade in tobacco should follow the guidelines set forth in Article 15 of the WHO FCTC and should ensure that waterpipe tobacco is included with cigarettes and all other forms of tobacco.

Article 16	Sales to and by minors. Sales of all tobacco, including waterpipe tobacco, should be prohibited to minors under Article 16 of the WHO FCTC. Waterpipe venues should not be an exception to this legislation.
Additionally	Product design and information. Waterpipes and waterpipe products should be regulated to: <ul style="list-style-type: none"> – minimize the content and emissions of toxicants; – ensure that any nicotine used is of pharmacological quality; – minimize acute nicotine toxicity; – minimize CO toxicity from heated charcoal; – impede product alteration to include other drugs; – ban waterpipe tobacco with alcohol and sweet-like flavours that may appeal to children and young people; – require manufacturers and importers to disclose to government authorities information about the contents and emissions of waterpipe tobacco smoking; and – require registration of manufacturers and importers with government authorities.
	Surveillance and monitoring. It is recommended that governments use or strengthen existing tobacco surveillance and monitoring systems to assess the current prevalence and the evolution of waterpipe use in various demographic groups, including by gender and age.
	Assessment of fire risk. The use of charcoal poses a regulatory challenge regarding its contribution to fires, which should also be assessed, and Parties should consider establishing monitoring systems for that purpose (1).

Suggested Actions for Regulators

WHO FCTC Article	Suggested actions for regulators
Article 6	In order to conform to Article 6 of the WHO FCTC, Parties should both implement tax measures on tobacco products and restrict or prohibit importation and sale of duty-free tobacco and waterpipe products.
a	
b	The goal of tobacco taxation is to decrease demand by discouraging purchasers by cost. Therefore, the tax should actually be prohibitive. If waterpipe tobacco is taxed only in bulk (e.g. by kg), it is still relatively inexpensive for individual users. Parties should consider taxing waterpipe tobacco per individual serving or at higher bulk prices.
c	Waterpipes themselves, as well as parts and accessories, should also be taxed.
d	Waterpipes, waterpipe tobacco, parts and accessories should be prohibited or restricted from being sold tax- or duty-free.
Article 8	Waterpipe cafés or lounges must not be exempted from clean indoor air laws, as they are in some countries where waterpipes are traditionally smoked. Indoor waterpipe smoking in public areas should be prohibited and smoking allowed only outside. Waterpipe venues should not be allowed within large shopping areas, such as indoor malls.
Articles 9 and 10	Waterpipe tobacco and waterpipe smoke should be tested by the same stringent standards that are applied to cigarette tobacco. Legislation should ensure that waterpipe tobacco is not exempt from testing and regulation of contents and emissions. The results of the testing of contents and emissions should be reported to the appropriate government body. Effective measures should be in place to disseminate information to the public about the toxicity and emissions of waterpipe tobacco smoking.

Article 11.1	Health claims on packaging and labelling. In accordance with Article 11 of the WHO FCTC, Parties should prohibit manufacturers and third parties from making health claims for waterpipe tobacco smoking and should prohibit deceptive descriptors that infer claims of health or safety (e.g. “contains 0% tar or 0.05% nicotine”). This must also apply to accessories, including claims made for charcoal (“odourless”, “free of chemicals”, “100% natural”). Even “tobacco free” or “herbal” waterpipe alternatives contain large doses of toxicants, and the packaging should not be allowed to carry health or safety claims.
a	
b	<p>Health warnings on packaging and labelling. Health warnings should indicate the various harmful effects of tobacco use and should:</p> <ul style="list-style-type: none"> – be approved by a competent regulatory body; – be rotated at set intervals (e.g. every 12 months); – be large, clear, legible and visible; – cover no less than 30% of the principal display area (i.e. not hidden on the bottom or side where it might not be seen); and – be in the form of or including pictures or pictograms. <p>Warning labels must be placed on waterpipe tobacco packaging and also on all accessories and on waterpipes themselves. Labelling waterpipe tobacco is not sufficient, as smokers may not see the packaging (if they smoke in a bar or café). As waterpipe parts, charcoal, filters and mouthpieces can be sold separately, warning labels should be affixed to all individual packaging.</p> <p>Regulation should go beyond the placement of warning labels on waterpipes. Waterpipes are considered aesthetically pleasing as well as functional, and manufacturers and smokers may resist or remove labelling that is considered to mar the beauty of the waterpipe. This should not be allowed.</p> <p>Because waterpipes present a novel challenge in terms of the placement of warning labels (on the waterpipe itself as well as accessories), pre-market testing of warning label placement would be useful, as would monitoring of placement options found to be successful in trials.</p>

Suggested Actions for Regulators

Article 12 a	Comprehensive education and public awareness programmes on the dangers of waterpipe smoking should be implemented. Programmes should specifically address the fallacy that waterpipe smoking is safer or healthier than smoking cigarettes.
b	Education and programmes for and about the benefits of cessation should be widely available.
c	Training on and awareness of the dangers of waterpipe smoking should be provided for health workers, community workers, social workers, media professionals, educators, decision-makers, administrators and all those who are pivotal in tobacco control and health care.
Article 13 a	Any form of waterpipe advertising, promotion and sponsorship must be regulated by an appropriate government body. This can be done most easily by making certain that waterpipes are included in all legislation and regulations governing cigarette advertising, promotion and sponsorship, without exception.
b	The regulations must be adapted to the unique feature of waterpipe vending, namely, that most advertising, promotion and sales are through the Internet.
c	At a minimum, Parties' regulations on advertising, promotion and sponsorship of waterpipes must: <ul style="list-style-type: none"> – not make them appealing to or target, either explicitly or implicitly, – non-smokers or non-nicotine users;

	<ul style="list-style-type: none"> – not make them appealing to or target, either explicitly or implicitly, minors, including through the selection of media, the location or the context in which they appear or through imagery that promotes sexual or sporting prowess; – encourage quitting smoking, and provide a quitline number if one exists; – not contain health, safety or medicinal claims; – not undermine any tobacco control measure, including not promoting exemption of waterpipe cafés from clean indoor air policies; – include factual information about the product's ingredients in a way that does not distort evidence of risks; – not link these products with gambling, alcohol, illicit drugs or activities or locations in which using them would be unsafe or unwise; – clearly state the addictive nature of nicotine and that these products are intended to deliver nicotine; and prohibit suggestions that waterpipes have positive qualities.
d	All authorized forms of waterpipe advertising, promotion and sponsorship must be cleared by the appropriate authority prior to publication or transmission in order proactively to prevent inappropriate marketing and then monitored to assess compliance with approval.
Article 14	<p>Cessation programmes for tobacco dependence should include waterpipe tobacco smoking dependence. The interventions should target the unique features that make waterpipe smoking appealing and thus difficult to quit:</p> <ul style="list-style-type: none"> – the appeal of the aroma, – the pleasant bubbling sound and – the social atmosphere or bonding and sharing over a waterpipe.



**ShishaSyrup -
Wasserpfeifenaroma
für Gastro Tabak**

Inhalt: 325 gramm

Anwendung: Vor Gebrauch kräftig schütteln Shishatabak
befeuchten, sodass sie die Flüssigkeit gleichmäßig in sich
aufnehmen. Es empfiehlt sich eine Flasche Syrup auf 175 g
Gastro Tabak.

**Das Produkt ist nicht zum Verzehr bestimmt.
Außer Reichweite von Kindern aufbewahren.**

Zutaten: Glycerin, Zucker, Aromastoffe.
Herkunft: EU



de Luxe
GASTRO
FINEST WATERPIPE TOBACCO

Gastro Tabak
Waterpipe Tobacco

175g

Inhaltstoffe: Virginia Tobacco,
Zucker, Konservierungsstoff, Glycerin.

Made in EU.



Mohamed Rida Khan- Vice Ruler- Benghal Province,
circa 1770- Qatar Islamic Art Museum

The Waterpipe Tobacco Smoking Knowledge Hub (WTS-KH)

The KH also established itself on various communication and social media platforms, and published news about the conference as follows:

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

Twitter <https://twitter.com/WaterpipeKH>

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

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

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



Thank You



#UNtobaccocontrol