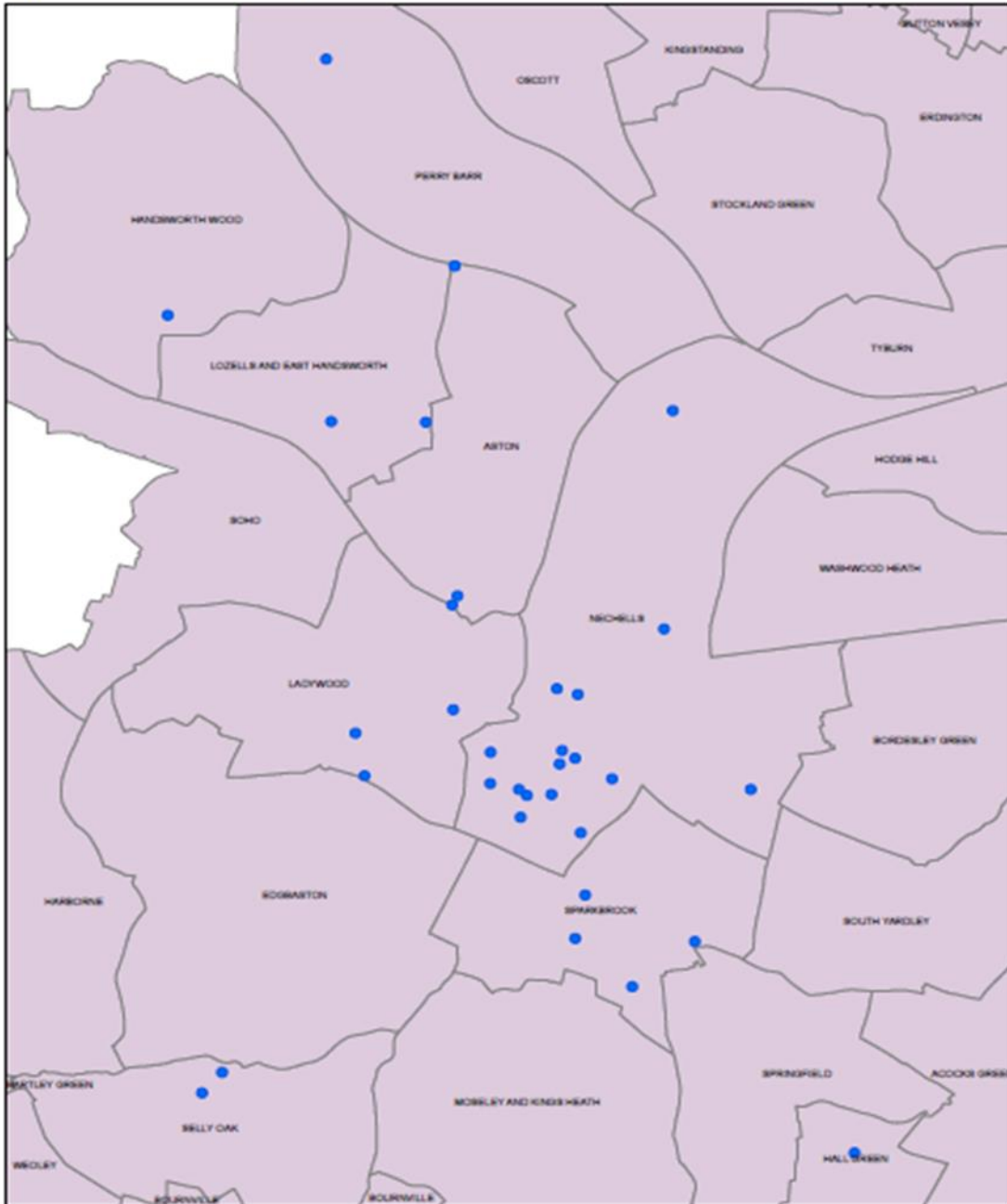


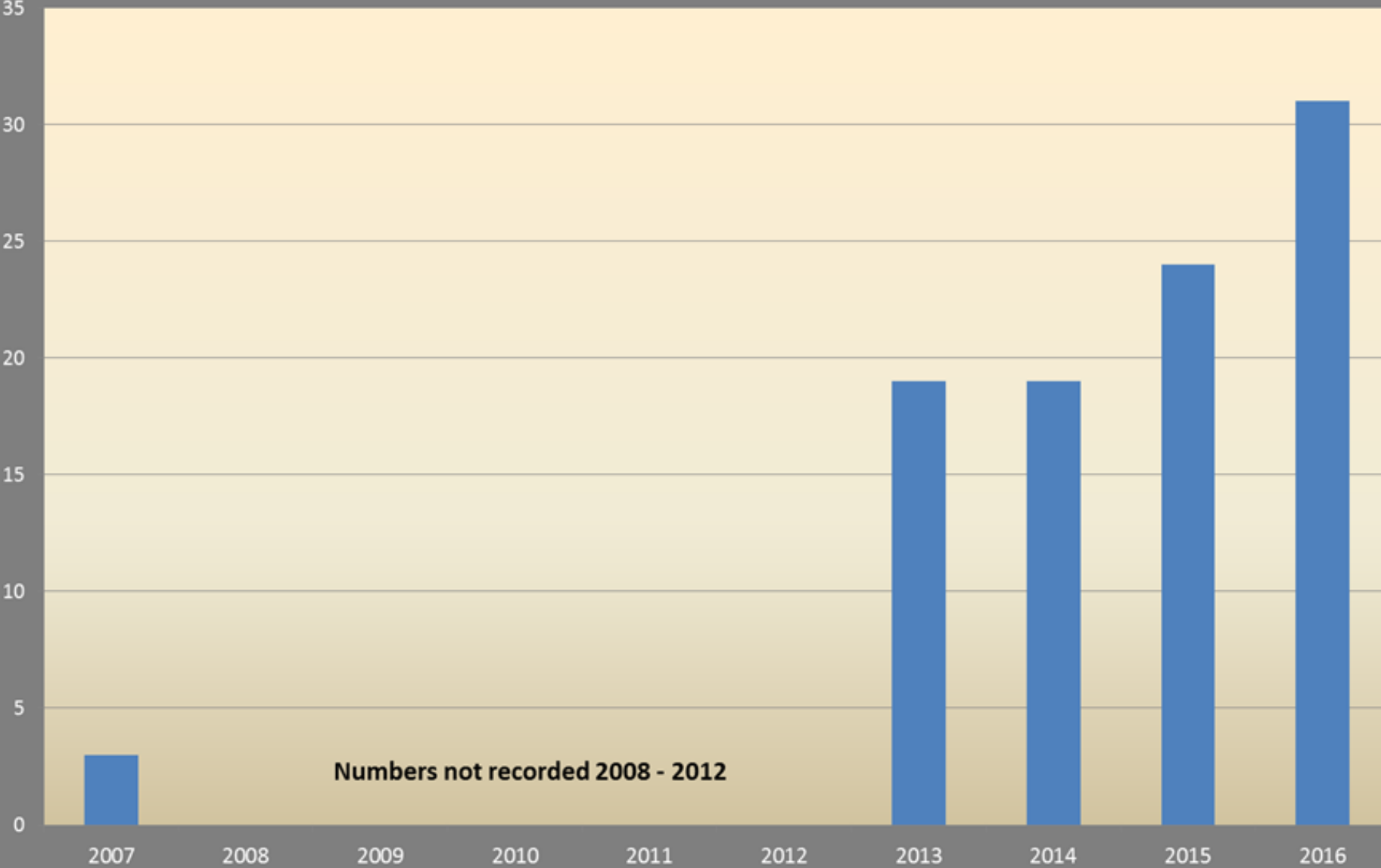
Shisha in Birmingham LPPC November 2016

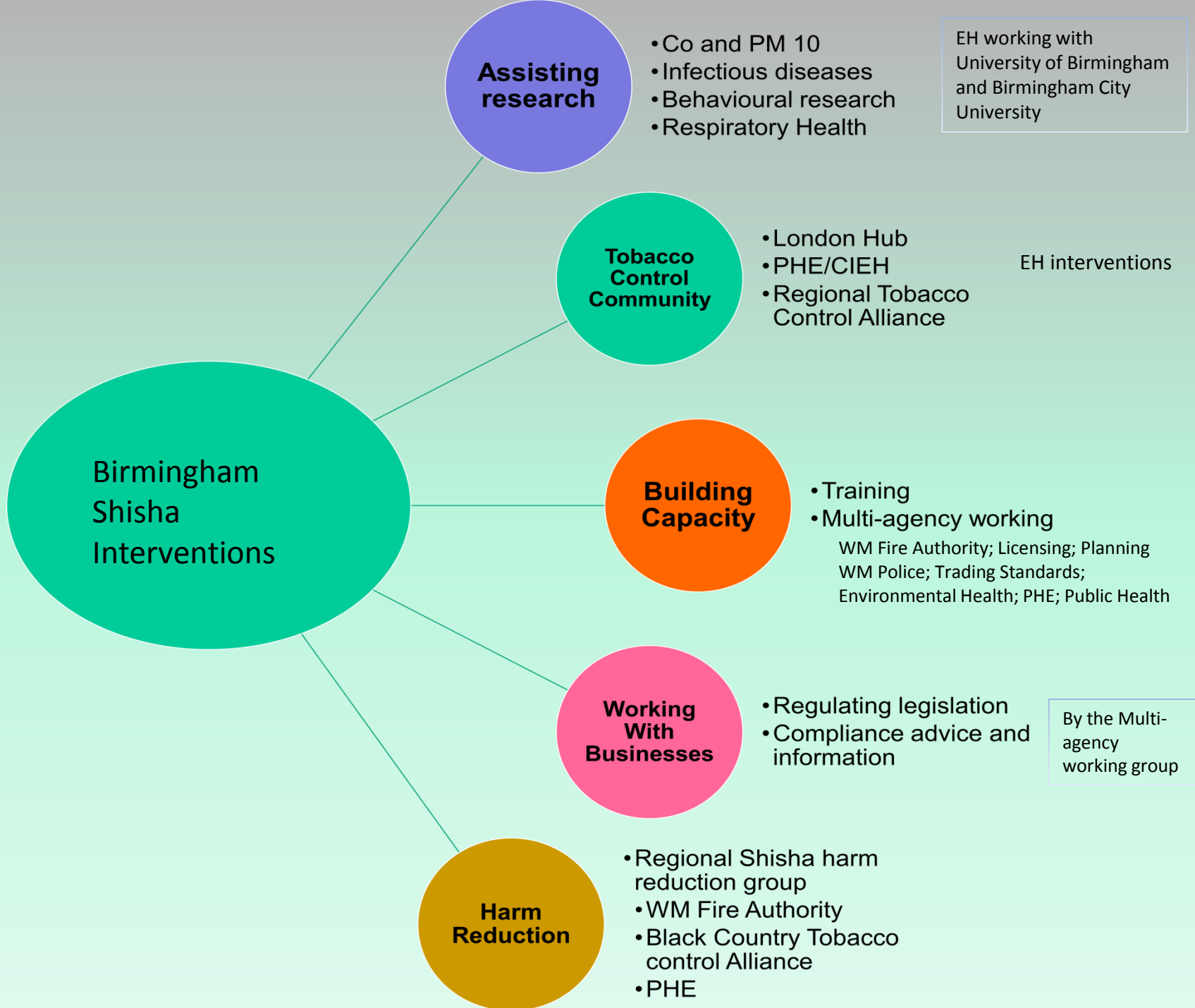
Shisha Premises in Birmingham (October 2016)

Location of
currently known
shisha premises



Number of known shisha businesses actively trading in Birmingham





Shisha research – health messages and platforms

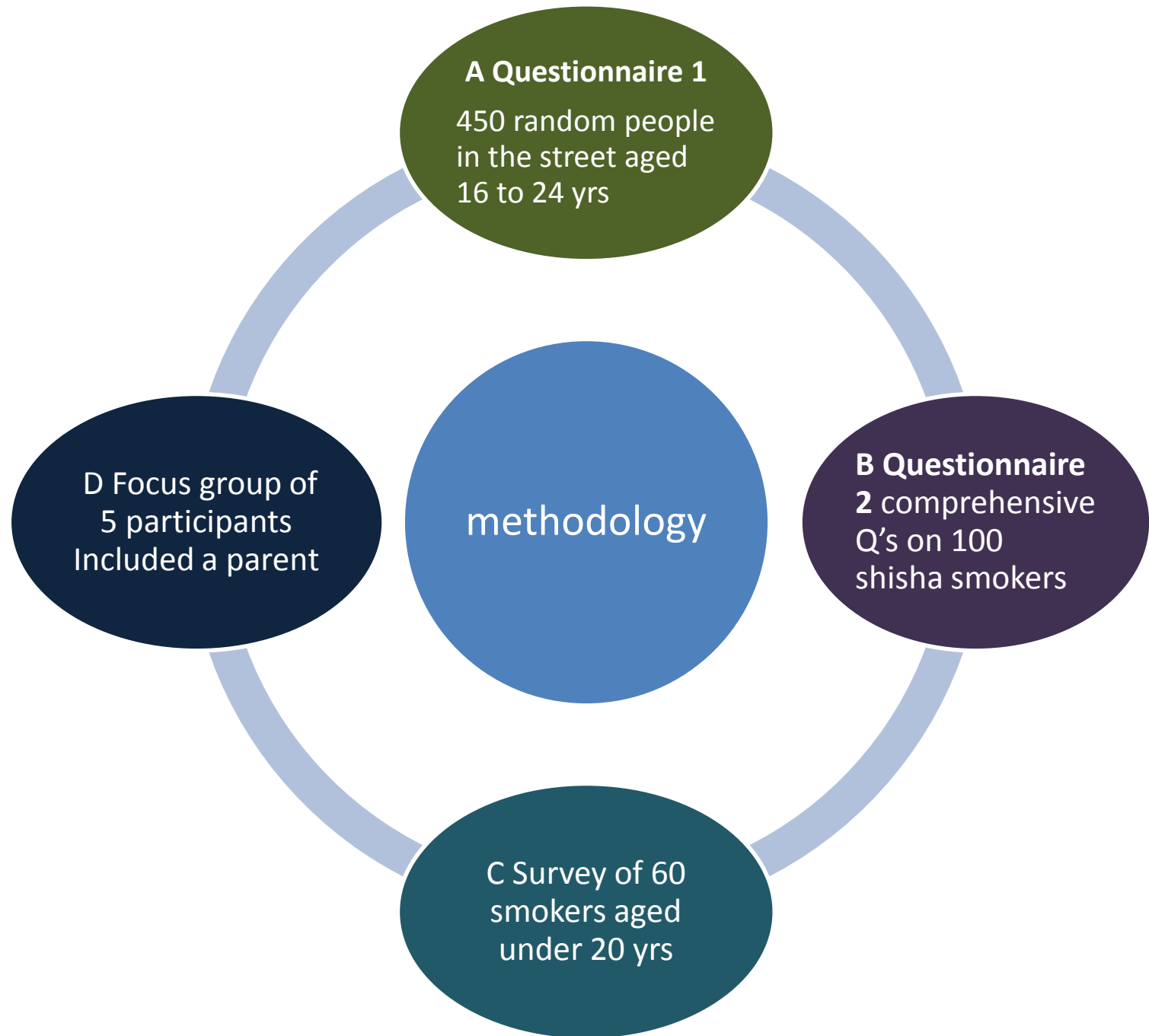
Research undertaken by Broaden Consultancy
Birmingham City University, June 2016

Client – Environmental Health, Regulation and Enforcement,
Birmingham City Council

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Broaden Consultancy

- Nine students undertaking the final year of management degree programme, Birmingham City University between Jan to July 2016
- Health awareness project – BCC acted as the client
- To identify the most effective platforms and health messages to inform the public and users, of the health implications of shisha smoking
 - Market research
 - Low budget
 - Target group 16- 24 years



Results of A Questionnaire 1

450 random people
in the street in
Birmingham under
24 yrs old

95% of all participants had not seen
messages around harms of smoking shisha

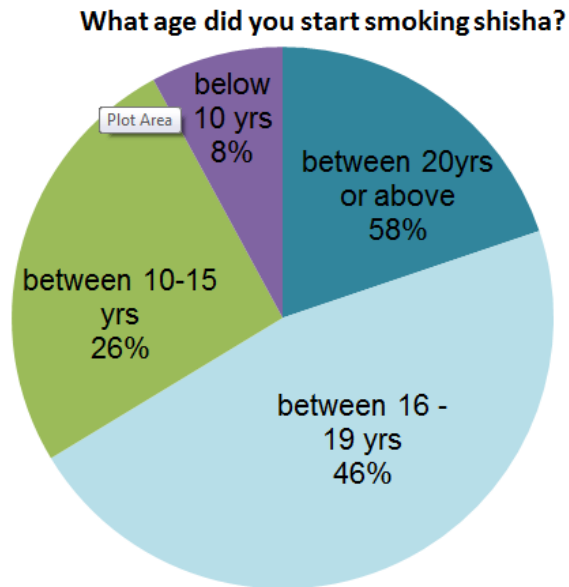
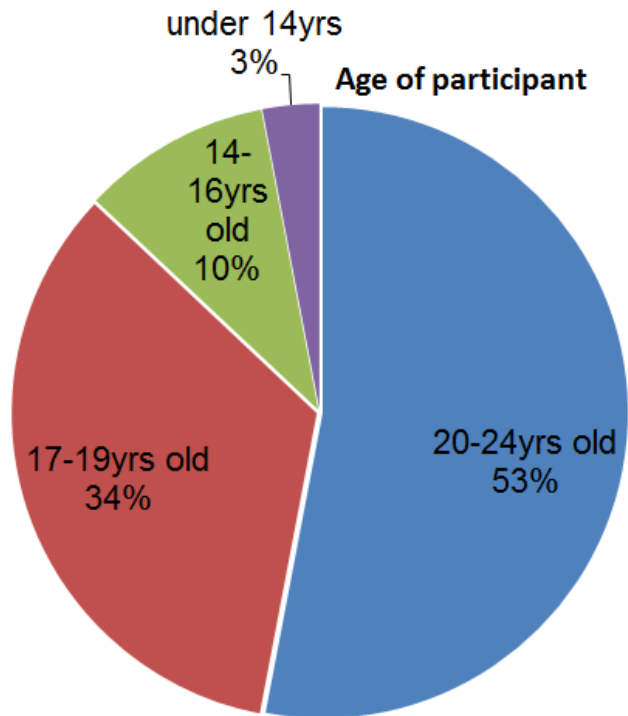
52% of
participants did
not class
themselves as
shisha users
(234 people)

48% of
participants
classed
themselves as
shisha users
(216 people)

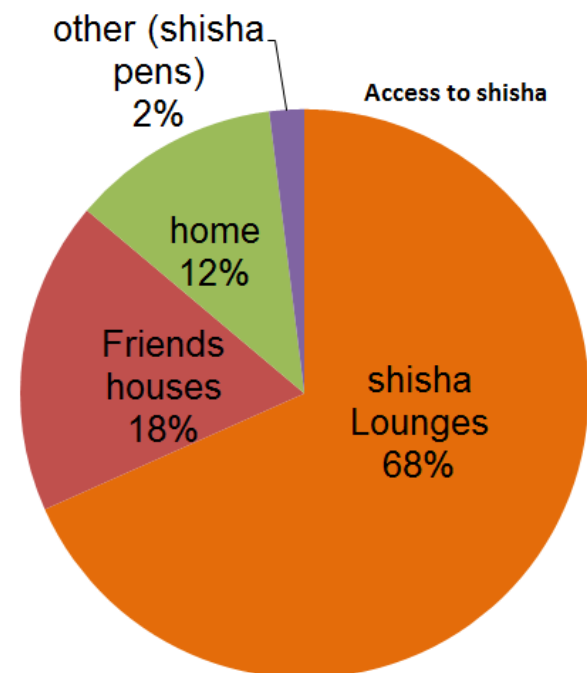
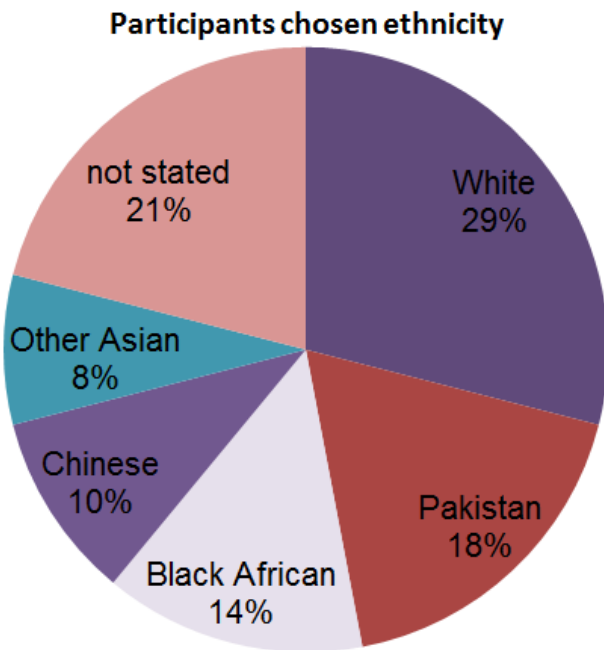
All shisha
smoker's stated
they would
reconsider
shisha usage if
they became
aware of Health
affects

100 participants under 24 yrs old who class themselves as shisha users

Results of B Questionnaire 2



52% did not know smoking shisha is smoking tobacco



What Health harms messages would you consider reading about?

- Same as smoking
- Disease transmission
- Think about your future
- Fire risks
- Health effects

Results of B Questionnaire 2 continued

How would you like to see the messages?

- Posters, social media and video's (particularly posters on disease transmission, staying fit and smoking tobacco)
- Posters placed in schools, colleges and universities
- Would not follow on Facebook due to social media profile

Focus group notes

‘Seen as a fun thing to do – hang out with friends. ‘blow off steam’, ‘zone out’

“Not aware of tobacco and dangers etc.”

“Can blow out smoke –act cool (blow hoops and upload pictures or videos on social media)”

**“Easy access- family/ town shisha lounges
Choice of flavours
Shisha lounges ‘day nightclubs’”**

“‘lighter’ than cigarettes- shisha rather than cigarettes and cannabis – seen as ‘traditional and harmless’. ‘ignorance is bliss’”

What drives people to smoke shisha? – respondents answers

Focus group notes

- **What are your thoughts on messages regarding the health implications of shisha smoking - respondents answers**

- ‘Not as many messages as cigarettes – **makes it feel safer**’
- ‘Not much at all’
- ‘Need to make people more aware of dangers’
- ‘More messages’
- ‘See to be safe as there are not much messages’
- ‘Need to be bold’
- ‘Think tobacco is washed away in the shisha pipes’

Which types of health messages could influence people?- respondents answers

- Same as though on cigarette boxes – disease/ cancer etc.; black lungs.
- Fitness levels – asthma, cardio
- Social media usage
- Smoking around family – passive smoking and pregnant women
- Addiction – leading to smoking heavier stuff
- Shisha affecting male fertility

Conclusions

- The number of businesses within Birmingham is increasing and other areas are experiencing the same issues
- Not necessarily seen as a priority area for campaign action around smoking harms - it is seen as niche smoking activity
- Main messages from the research:
 - Shisha is smoking and is the same as smoking cigarettes – a considerable number of shisha users are not aware of this
 - There is little information to shisha users on the harmful effects of shisha smoking – social media is not the platform for any messages to be provided to users
- Next steps:
 - WM Region Tobacco Control Alliance shisha harm reduction subgroup with WM Fire Authority



Environmental Health

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