

Bureau of Tobacco Prevention Program Plan to Identify and Address Hookah Use in Florida

Hookahs, sometimes called water pipes, are used to smoke tobacco. The tobacco used in the hookah is available in a variety of flavors such as apple, mint, cherry, chocolate, coconut, licorice and watermelon. Hookah smoking is typically practiced in groups, with the same mouthpiece often passed from person to person. A typical one hour hookah smoking session involves inhaling 100-200 times the volume of smoke inhaled from a single cigarette. Today, hookah establishments are gaining popularity around the globe, including Britain, France, Russia, the Middle East, and the United States.¹ As the popularity of hookah increases so has the type of establishments that offer hookah. Many hookah establishments sell alcohol, food, and snacks.

According to Florida's 2009 Florida Youth Tobacco Survey (FYTS) results, 3.1 percent of middle school students and 15.8 percent of high school students have smoked tobacco out of a hookah. In addition, 2.9 percent of middle school students and 7.7 percent of high school students have smoked tobacco out of a hookah on one or more occasions during the past 30 days.² Florida residents are reporting an increase in hookah use and the number of hookah establishments in their communities. The Bureau of Tobacco Prevention Programs (BTPP) is taking steps to address this issue through policy development and strategic planning with statewide partners and key stakeholders.

In order to adequately address hookah use in Florida it is vital to establish a statewide baseline on current hookah use and then build a plan that accurately targets the populations and locations that are most at risk. The BTPP is working with Department of Health (DOH) Bureau of Epidemiology staff to modify current surveillance and survey instruments to ensure that questions regarding hookah use are sufficient to fully describe the problem. Surveillance data will be analyzed and results will be used by local tobacco prevention community intervention grantees and tobacco free partnerships for planning and implementation of tobacco prevention and cessation activities. Following Centers for Disease Control and Prevention, Best Practices, local grantees and county tobacco-free partnerships will mobilize their communities to reduce hookah use. The grantees are currently enacting policies that restrict the sale of candy flavored tobacco products not covered by the Food and Drug Administration regulations and hookah use will be included. BTPP will take steps to ensure that local policies include hookah tobacco use by reviewing the data and grantee work plans for FY 10-11 and providing the necessary training and technical assistance to address the problem.

Finally, BTPP will collaborate with state partners and stakeholders to address state level policy issues, such as exploring potential restrictions on hookah retailers to affect a positive impact towards protecting youth and adults from the harmful effects and exposure of hookah use.

References:

1. http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/hookahs/.
2. http://www.floridachronicdisease.org/FYTS/2009_FYTS/Fact_Sheet_4_Specialty_Tobacco.pdf.

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Activity	Task List	Partners	Time Line	Outcome
Assess the prevalence of hookah use in Florida.	<ol style="list-style-type: none"> 1. Review the hookah questions on DOH surveillance instruments to ensure hookah use is being measured. 2. Determine procedure and deadline for adding/making changes for each survey instrument needed to establish a baseline. 3. Add hookah questions to the Florida Youth Tobacco Survey (FYTS), and Florida Adult Tobacco Survey (FLATS). 4. Implement surveys with new hookah questions. 5. Review current research regarding hookah being conducted at UF and nationally. 	Grantees, Universities, Department of Business and Professional Regulation (DBPR), Area Health Education Centers (AHEC), Florida Clean Indoor Air Act (FCIAA), Department of Education (DOE), DOH Epidemiology Program, RTI	<ol style="list-style-type: none"> 1. July 2010 2. July 2010 3. TBD 4. (FYTS)-Spring 2011, Statewide Collection, Spring 2012, County Level Collection, (YRBS) TBD, (FLATS) TBD 5. April-December 2010 	<p>FY 10-11 Establish a statewide baseline for current youth and adult hookah use to direct program activities and frame need for policy change.</p> <p>FY 11-12 Identify counties with a high use of hookah. Provide assistance in developing state and local program policies and activities.</p>
Provide training and technical assistance to community grantees, partners and stakeholders.	<ol style="list-style-type: none"> 1. Host a statewide webinar on hookah use to raise awareness of the practice, outline practical policy development and implementation, review current data collection efforts and available prevalence data. 2. Provide ongoing and timely training, surveillance, and education on hookah. 	Community Intervention Grantees, DBPR, AHECs, DOE, and Universities.	<ol style="list-style-type: none"> 1. July 2010 2. As needed and required. 	<ol style="list-style-type: none"> 1. Increase the number of people trained and aware of hookah use. 2. Gain support of stakeholders.

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<p>Implement local policy strategies to restrict the sale of candy flavored hookah tobacco in conjunction with candy-flavored tobacco products not covered by the Food and Drug Administration.</p>	<ol style="list-style-type: none"> 1. Conduct a review of 10-11 grantee work plans to determine the number of counties addressing hookah use through policy development. 2. Provide ongoing technical assistance to local grantees and Tobacco Free Partnership members. 	<p>DPBR, Community Intervention Grantees</p>	<ol style="list-style-type: none"> 1. July - September 2010. 2. As needed and requested. 	<ol style="list-style-type: none"> 1. All grantee work plans will address hookah in candy-flavored tobacco policy work. 2. Policy successes will be tracked via ATACS and reported quarterly.
<p>Identify state level policy strategies to address the hookah retail environment.</p>	<ol style="list-style-type: none"> 1. Collaborate with DPBR to understand the licensing process for hookah retailers. 2. Create a list of establishments that are currently licensed to sell hookah and assess how these establishments are licensed. 3. Meet with partners and stakeholders to explain the hookah impact in the state and collaborate on a statewide plan to address use, access and enforcement. 	<p>DPBR, DOE, Universities, AHECs,</p>	<ol style="list-style-type: none"> 1. May-July 2010 2. June 2010 3. June 2010 and ongoing 	<ol style="list-style-type: none"> 1. FY 10-11 Identify and describe the need for a statewide policy to standardize and regulate hookah retail establishments. 2. FY 11-12 Educate and support statewide partners and stakeholders and pursue a policy to standardize and regulate hookah retail establishments.

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Develop a media plan and tool kit.	<ol style="list-style-type: none"> 1. Discuss with the Bureau evaluators the need for hookah only media. 2. Contact other state and national organizations (Campaign for Tobacco Free Kids, Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS), etc.) for hookah media campaigns that have already been developed and implemented. 3. Research and develop appropriate media messages focused on hookah data and policies the Bureau is addressing. 	Contact other state tobacco prevention programs, Campaign for Tobacco Kids, American Legacy, BACCHUS, media contractor, BTTP contract evaluators.	<ol style="list-style-type: none"> 1. July 2010 and ongoing 2. September 2010 and ongoing. 3. December 2010 and ongoing. 	<ol style="list-style-type: none"> 1. FY 10-11 Identify what type of media is necessary and how to best reach the target audience (18-24). 2. FY 11-12 Develop hookah media messages appropriate for the target audience and integrate into the statewide marketing strategy.