

Clinical perspectives for addressing waterpipe smoking

- x Unique features of waterpipe smoking that make it different to other types of tobacco smoking: deeply embedded in the social life of smokers, smoking sessions last for one hour and involves sharing with friends and family members leading to high exposure to second hand smoke, waterpipe smokers often do not perceive cessation services
- x Waterpipe smoking dependence is multidimensional (waterpipe smoking delivers the dependence producing drug nicotine) emotional (as

- o Advertising online and on social media shisha is easily purchased via Facebook pages and online ads, which is in violation of the [Tobacco Advertising Prohibition \(TAP\) Act & Rules, 2002](#) that bans promotion of tobacco products
 - o Health warnings on packaging: waterpipe-specific warnings have been developed
 - o Mass media campaigns scope for innovative use of media to target this specific type of tobacco use
- x Key purpose of interventions a comprehensive approach to erode the social acceptability Mass media campaigns:

- x Minimal change in proportion of people who intended to reduce or quit shisha smoking before vs after the project. This is unsurprising as objective of the project was to raise awareness of the harms, whereas changes in behavioural intention would more likely require longer exposure to such messages and support through interventions
- x Sustained community engagement and integration with other intervention strategies will be required to ensure this translates into behavioural change and population health gains

Participant feedback

- x The online forum was well attended with 68 participants
- x Participants described the forum as informative and comprehensive providing information about the harms of waterpipe smoking
- x Participants expressed interest in related topics for future events including vaping, and reducing tobacco use in vulnerable communities

Follow up actions

- x Disseminate summary document to participants and others; make slides and videos of presentations available through the UNSW CPHO website