



BMJ Open is committed to open peer review. As part of this commitment we make the peer review history of every article we publish publicly available.

When an article is published we post the peer reviewers' comments and the authors' responses online. We also post the versions of the paper that were used during peer review. These are the versions that the peer review comments apply to.

The versions of the paper that follow are the versions that were submitted during the peer review process. They are not the versions of record or the final published versions. They should not be cited or distributed as the published version of this manuscript.

BMJ Open is an open access journal and the full, final, typeset and author-corrected version of record of the manuscript is available on our site with no access controls, subscription charges or pay-per-view fees (<http://bmjopen.bmj.com>).

If you have any questions on BMJ Open's open peer review process please email info.bmjopen@bmj.com

BMJ Open

Pleasure and practice: The individual and social underpinnings of shisha use. Word Count: 3046

| | |
|---------------------------------|---|
| Journal: | <i>BMJ Open</i> |
| Manuscript ID | bmjopen-2017-018989 |
| Article Type: | Research |
| Date Submitted by the Author: | 05-Sep-2017 |
| Complete List of Authors: | Mugenyi, Ambrose; Infectious Diseases Institute, Haberer, Jessica; Massachusetts General Hospital/ Harvard Medical School |
| Primary Subject Heading: | Public health |
| Secondary Subject Heading: | Smoking and tobacco |
| Keywords: | PUBLIC HEALTH, QUALITATIVE RESEARCH, Health policy < HEALTH SERVICES ADMINISTRATION & MANAGEMENT |
| | |

SCHOLARONE™
Manuscripts

Pleasure and practice: The individual and social underpinnings of shisha use

Corresponding author: Ambrose Evarls K Mugenyi

C/O Infectious Disease Institute

P.O.Box. 22418

Kampala

E-mail: omugenyia@yahoo.com

Jessica E Haberer. MD.MS

Massachusetts General Hospital/ Harvard Medical School

Boston, MA, USA

Email: jhaberer@partners.org

Funding: Commonwealth Scholarship

Word Count: 3088

Disclosures: A version of this paper was submitted in partial fulfilment for the requirement of MSc. Public Health- Health Promotion, Leeds Beckett University- September 2015

Key Words: shisha cafes, young people, socialisation, peer influence, alternative for non-tobacco products

Abstract

Objectives: To explore 1) the social function of shisha cafés for young people living in the UK and 2) other alternative activities (existing or potential) that do not involve tobacco smoking.

Methods: We conducted qualitative interviews with young adults (age 18- 30) in Leeds, UK. Snowballing sampling was used in selecting the participants. Interviews were audio-recorded and explored the perspectives and experiences of young people in as well as potential alternative activities. Data were transcribed and analysed thematically.

Results: Shisha use plays a central role in social interactions. Youth described using shisha because of emotional and sensory pleasure. Shisha use was implicitly endorsed by respected professionals, such as doctors and university lecturers, who were seen smoking it. Most, but not all, shisha smokers acknowledged that shisha use is harmful. Suggestions for reducing shisha use included use of non- tobacco alternatives, legislation to reduce access, and alternative means for socialising, such as sports.

Conclusion: For young people in the UK, the known health dangers of shisha are outweighed by its social benefits and shisha is perceived as acceptable. Interventions to reverse the increase in shisha cafes should focus on both individual smoker, as well as the community, without sacrificing the importance of social interactions.

ARTICLE SUMMARY

Article focuses

- To explore the social function of shisha cafes for young people living in the UK.
- To explore other alternative activities (existing or potential) that do not involve tobacco smoking.

Key messages

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

- Waterpipe smoking is becoming popular among young people because it plays a central role in social interactions.
- Shisha use is endorsed by respected professionals like doctors and university lecturers who were seen smoking it.
- Shisha smokers acknowledge that shisha use is harmful.
- Use of non- tobacco alternatives like legislation to reduce access and alternative means for socialising such as sports can contribute in reducing shisha use.

Strength and limitations of the study:

- This study is one of the few studies done in UK with an aim of exploring the use of niche tobacco, a case of young people’s perception of shisha cafes.
- All the participants recruited were found to be students and yet the study aimed at including even those young people that were not in school. The results may not necessarily represent the views of young people that were not in school.

Introduction

Shisha is a tobacco product that is smoked communally in a water pipe, narghile or hookah. Shisha smoking has origins in the Middle East, South East Asia and Northern Africa. [1] It commonly takes place in a cafe setting or other social gathering over one or more hours. Like any tobacco smoking, shisha contains harmful materials such as carbon monoxide, nicotine, and lead among others. [2, 3,4] According to the first international conference on water pipe tobacco research held in 2013, shisha smoking is a worldwide epidemic that needs urgent public health attention. [5] Shisha smoking is a particularly widespread practice among young people. [6,7] Studies from two universities in America found that the prevalence of any life time hookah use was 25- 28% among university students, [8,9] while studies from the UK indicated that shisha smoking was between 11-18% among university students and 8% among secondary school students.[10,11]

Research to date suggests that shisha use among young people is promoted primarily through peer influence [12,11,13] as well as perceived benefits, such as reduced anxiety and entertainment.[14,15,16] Many young people learn to smoke from friends, especially in high school or university .[14] Youth are either taken to shisha cafes by their friends to smoke or they watch their friends smoke at their homes or at school .[14] Shisha use is also promoted through flavoured tobacco products, [4,6,17,7] use of the internet [18,19,20,8,21] and gaps in implementation of smoke free policies. Cases of non-compliance with smoke free legislation among the owners of shisha cafes has been reported .[19,22] Interventions targeting these reasons for shisha use have not been successful to date. Additional approaches are needed.

Shisha is well known to carry important meaning socially and among families, [23,6,24,25] yet little research has explored how this meaning could inform shisha cessation interventions. We therefore conducted qualitative interviews of young people in the UK to explore the social functions ascribed to shisha cafes with a goal of identifying areas of intervention.

Methods

Participants

Inclusion criteria for this study were being 18-30 years of age, speaking English, smoking shisha in a shisha cafe at least once a week in the last one month, having lived in Leeds UK

for more than one year, and being willing to provide signed informed consent. To recruit participants, one shisha smoker was initially identified from a shisha café in an inner city neighbourhood of Leeds (Harehills), who then identified friends for potential recruitment. These friends also identified their respective friends for potential recruitment (snowball sampling). Recruitment was performed with the help of community engagement officers at a local community centre (Hamara Health Living Centre).

Data Collection

After obtaining informed consent, socio-demographic information was collected and a single face-to-face semi-structured interview was conducted with each participant. The interview consisted of open-ended questions aimed at exploring young people’s perceptions of shisha cafés in Leeds, UK. The interview guide was piloted to help in testing the adequacy of the questions [26] and modified accordingly. Interviews were audio-recorded. The primary questions asked were: “How do you feel when you visit this café?”, “What would you say has changed in your life when you started coming to this shisha café or any other?”, “What would you say is the significance that you attach to going to a shisha café?” and “If there was to be an alternative to shisha, what would that be and why?” Additional questions were probes to further explore responses to the primary questions.

Data Analysis

Recorded interviews were transcribed and the generated textual data was analysed using thematic approach. [27,28] In brief, codes were initially identified from the first eight interviews. Following an iterative process with additional interviews, the codes were refined and formalised as a codebook. All interviews were then coded. Themes were generated and supported with illustrative quotations from the interviews. Participants were enrolled until thematic saturation was achieved.

Ethical approval

Ethical approval was obtained from Leeds Beckett University and the local community centre (Hamara Health Living Centre).

Results

Participants

A total of 48 participants were identified and screened. Of these, 31 enrolled in the study. Eight people declined due to lack of time for interviews, five did not give any reason and four people were not comfortable to be interviewed by a stranger. Participant socio- demographic characteristics are shown in Table 1. The majority were single, male, students in their 20s. Approximately half were South Asian, with the remainder split between blacks and whites.

Table 1. Participant socio- demographic characteristics

| Characteristic | | N (%) or Mean (SD) |
|-----------------|-------------|--------------------|
| Age (Years) | | 24.8 |
| Gender: | Male | 21 |
| | Female | 10 |
| Race/ethnicity | South Asian | 16 |
| | Whites | 8 |
| | Black | 7 |
| Marriage status | Single | 26 |
| | Married | 5 |
| Occupation | Student | 27 |
| | Working | 4 |

SD= Standard Deviation

Themes

The following themes were identified: 1) Shisha use plays a central role in social interactions, 2) Shisha cafes are pleasurable, 3) Shisha cafes are implicitly sanctioned when used by respected professionals, 4) Most, but not all, acknowledge that shisha cafes are harmful, and 5) Shisha cafe use could be reduced through efforts aimed at the individual and the community.

Shisha use plays a central role in social interactions

Most participants used shisha in cafés, which served as a place where young people could meet to socialise.

“I like going to shisha cafés because I meet different people while I am there. We share different issues including school, friendship and even families” - Male, 27 years

Some female participants of South Asian origin highlighted that shisha cafes are the only places they can socialise with boys. One of the participants said;

“My father does not allow boys to come to visit me. The only place I can meet the boys is a shisha café because my father allows me to go there. This makes me interact with the boys and even share contacts. If you do not interact with boys, where do you get a man to marry you in future? So, cafés do it well for me” - Female, 20 years

Many participants said that shisha cafes are relaxing settings where they can meet with friends and enjoy time together. They emphasised the ability to develop their social networks through patronage of different cafes. One participant said;

“I sometimes travel a far distance from my home to meet up with my friends in different cafes. It’s good to visit other shisha cafes that I am not used to as this increases on the network of friends which relaxes my mind” - Male, 18 years

This network of friends, however, can have negative influence as well. Other participants stated that they used shisha out of peer pressure, rather than a personal desire to use it. They go to shisha cafes to be with their friends and end up smoking while there.

“I have friends who smoke shisha in shisha cafes and I go with them too. When I reach these cafes, I have to take shisha as well because all my friends are taking shisha” - Female, 18 years

Some participants used shisha outside of cafés. For instance, shisha may be served at important functions like wedding functions or burial functions. It functions as a signal of welcoming, complementing other activities like watching TV or having a drink. In these settings, participants viewed shisha smoking as a show of respect.

“If my friends come to visit me, I have to prepare them shisha. When preparing food, I have to prepare shisha as well such that we as a family share with the visitors” - Male, 20 years

“..... Sometimes just to change home environment, my dad takes us out to shisha cafés where we catch up with other friends and peers”- Male, 24 years

Shisha cafés are pleasurable

In addition to enabling social interaction, shisha cafés brought participants pleasure. Participants described the emotional benefits derived from the experience. One participant stated:

“When I am stressed, I go to a shisha café. When I am there, I meet with my friends and I share with them my problems and I become psychologically fine”- Female, 19 years

Participants also found sensory pleasure through use of shisha. They stated that different flavours put in shisha and the soothing noise of bubbling water coming out of shisha apparatus enticed them to frequent shisha cafés.

“I like different flavours in the shisha. I cannot even take a single day without going to a shisha café because of this flavour. Pineapple flavour is my favourite but there are different flavours”- Male, 25 years

“You can imagine the kind of sound that come from bubbling water in the shisha machine, very relaxing, the sweet smell coming out while smoking. A very sweet smell indeed. I enjoy that all the time”- Female, 18 years

Shisha cafés are implicitly sanctioned when used by respected professionals.

Some participants reported that professionals including doctors, public health officers and university lecturers smoke shisha. Participants expressed respect for these individuals and felt that shisha must be acceptable if they were using it. One participant said:

“I have friends who are doctors and lecturers who smoke shisha with me. If a doctor can smoke shisha, who am I not to take shisha? These are respected people and we have to believe in what they do”- Male, 25 years

This implicit endorsement of shisha remained even when participants acknowledged the negative health effects of smoking shisha. The behaviour of these respected professionals was seen as an endorsement of safety and/or acceptability of many participants.

“Doctors always tell us not to smoke but they smoke, they tell us not to take alcohol but they take it. Some of them even take shisha too. I know all these risks are there but I will keep taking my shisha as doctors and other professionals do”- Male, 20 years

Most, but not all, shisha smokers acknowledge that shisha cafes are harmful

Many participants clearly stated that shisha smoking has many negative consequences to their physical health. One participant said:

“A few months ago, I started experiencing sleepless nights and increased heart rate when I am climbing a steep slope. This started months after start of shisha use.”- Male, 20 years

Another participant said;

“I used to be a footballer and before I began using shisha, I used to run without any problem but when I began using shisha, my ability to run began to decrease”- Male, 21 years

Many participants specifically felt that shisha puts them at risk of getting cancer, dental problems and cardiovascular diseases.

“I have read from different sources that shisha smoking predisposes people who use it to different diseases including cancer of the lungs and cancer of the mouth” Male, 23 years

Shisha café use could be reduced through efforts aimed at the individual and the community

When asked about potential ways to reduce shisha use, participants felt that non-tobacco alternatives could be offered in shisha cafés that preserved the ritual of shisha smoking.

1
2
3 *“I would use any alternative without tobacco comfortably if the alternatives were*
4 *served in shisha caf  s, share it as we do with shisha but more safety measures should*
5 *be put to avoid possible cross infections from one person to the other while sharing*
6 *the mouthpiece” - Male, 22 years*
7
8
9

10 However, other participants believed that non-tobacco alternatives would not be helpful.
11 Rather, cigarette cessation programs should be adapted to help with quitting smoking of any
12 kind.
13
14

15
16
17 *“I am a shisha smoker but I want to stop smoking completely. Alternatives should not*
18 *be a priority to any person. I believe that smoking shisha is not good and to all people*
19 *who smoke should be supported to stop smoking completely” Female, 19 years*
20
21

22 Some participants also advocated for laws to reduce shisha access.
23
24

25 *“I smoke because I have a right to do anything I want. I propose that excessive rights*
26 *especially those that make people vulnerable should be reduced so as to have a*
27 *healthy society. Otherwise, it becomes hard to convince people not to take shisha.”*
28 *Male, 24 years*
29
30
31

32 Regulations, however, would have to be specific to shisha, and some participants did not
33 think general tobacco legislation applied.
34
35

36
37 *“In UK, there is a general regulation about tobacco use but i think specific*
38 *regulations should be adopted so as to reduce shisha use in our communities.”*
39 *Female, 19 years*
40
41
42

43 Another participant believed that use of their peers to pass on information that would help
44 peers to change their behaviour would be of help.
45
46

47 *“Use of people who previously used shisha in their life in giving information about*
48 *the effects of shisha to fellow youth would be of help.” Female, 21 years*
49
50
51

52 Finally, other participant suggested that alternative forms of socialising like sports and drama
53 would help reduce shisha smoking.
54
55
56
57
58
59
60

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

“Instead of going to shisha cafes as a socialising setting, we young people should get involved in sports like playing football, volleyball and netball or even get involved dance and drama aimed at educating other young people” -Male, 21 years

“It’s more healthy for us as young people to get involved in sports than smoking shisha.” –Female, 20 years

Discussion

This study found that shisha cafés provide a place for people to come together and find pleasure. Shisha use is voluntary, but also influenced by peers and other cultural expectations. Despite being pleasurable, many participants recognised the harm that can arise through shisha smoking and suggested various individual and community level interventions to reduce it. Several promising interventions based on recommendations found on this study include peer-based interventions, alternative social events, and informed legislation.

Peer-based interventions may be appealing as they have been shown to be acceptable, feasible, and low cost in other settings, especially in comparison to more formal interventions that rely on professional health care providers. Peers share common characteristics, circumstances, and experiences- all of which are thought to facilitate their acceptability to target populations and increase their influence and authenticity.[29] Prior research has shown that people are more likely to hear and internalize messages, and thus to change their attitudes and behaviours, if they believe the messenger is similar to them and faces the same concerns and pressures that they face .[30,31] Importantly, peer-based interventions have been successful in projects aimed at reducing the incidence of cigarette smoking among young people .[32] A study involving an informal, school-based, peer-led intervention for smoking prevention in adolescents showed a reduction of 22% in the odds of being regular smoker compared with a control .[33] These types of interventions could be readily adapted for use with shisha smoking.

Promotion of alternative social events is another promising intervention approach to reduce shisha smoking among young people. Examples include sports, music, dance, and drama among others. The mechanism of effect may lie in the fact that social events enable people of compatible backgrounds to come together to achieve a common goal .[34] For example, some studies on sports show that participants are linked by shared perspectives, language, and

activities, thus creating a shared network and bonds that go beyond a desire to compete .[35] Other studies on sport participation also place emphasis on the value of shared experiences and linkages to others .[36] Sports may also be used to pass on information in different areas. Educative sessions for instance, may be provided during or after sport events. Coaches, teammates, and other respected persons may serve as guest speakers to engage the audience. This approach was taken in India where sexual and reproductive health including HIV/AIDS and life skills to empower youth has been integrated with sports. [37]Drama has been widely employed in prevention of HIV/AIDS through community mobilisation and raising awareness in Uganda and South Africa. [38] Also in a study from India, use of information, education and communication (IEC) activities in form of drama and folk dances have shown success in increasing awareness about HIV/AIDS from 58% to 70% ($P<0.01$) and in increasing knowledge regarding prevention of HIV by using condoms increased from 42% to 61% .[39]

Informed legislation specific to shisha maybe a third avenue for reducing use of shisha. Major breakthroughs regarding public health policies in tackling cigarette smoking have been seen in many countries of the world, including the UK. Some examples are smoking bans in public places, tax policies, and limits on smoking advertisements .[40] Several studies aimed at reducing tobacco use globally have shown that increasing taxes on tobacco products can be used as a tobacco control strategy as long as this strategy is well implemented .[41] High prices can greatly reduce tobacco use .[42] Studies from high income countries finds that an increase of 10% price will reduce the overall use of tobacco by 4% on average [42] compared to low and middle income countries where the results are even higher. However, most of the regulations and policies are focused on cigarettes rather than other types of tobacco products like shisha .[43,6] In many countries including UK, shisha is exempted from tobacco policies including reduced means of enforcing relevant policies to control tobacco. This situation has led to the explosion of shisha cafes and restaurants across the globe. [43,6] Lessons learned from anti-cigarette campaigns need to be applied to shisha smoking as well.

Two aspects of shisha warrant unique legislation. The first is related to packaging and associated warning labels. [44] Globally, the packaging of cigarettes is nearly uniform with the same number of cigarettes in the similarly sized packs and cartons. In contrast, shisha is packaged in various amounts and in differently shaped containers. Moreover, shisha is often used communally and individuals may not see the packaging. Shisha users may therefore be unaware of the risks related to the tobacco, burning charcoal, or even the infections that

would spread through sharing of the waterpipe; [6,45,46] non-removable labelling may be needed for the waterpipes specifically. Recently, some countries have started to implement policies for warning labels on shisha packaging. In Turkey, for instance, legislation dictates that these labels should be placed on all the shisha packaging, covering at least (65%) of the package. [47] Secondly, flavoured shisha has a small amount of tobacco relative to the profit margin ;[22] policies aimed specifically at tobacco only may therefore be inadequate and specific legislation aimed at flavoured shisha may be needed to be effective.

Conclusion

Shisha use is rising and may pose significant health risks for those who smoke it and those who are exposed to it. This study provides informative perspectives on the role shisha plays in social interactions, factors influencing shisha use, and potential means for reducing it. Future work should focus on intervention development to prevent the negative individual and public health consequences of shisha use without sacrificing the importance of social interactions.

Author’s Contribution: Being the first author, AEKM, designed, collected, analysed and interpreted the data. AEKM also drafted the manuscript. JEH provided procedural support including detailed modification of the document for intellectual content.

Acknowledgements: I would like to acknowledge Hamara Health Living centre, a local community centre in UK for the support while collecting data, Asiimwe Caroline for support and guidance while writing this report, and lastly, Commonwealth commission for the scholarship that made this study a success.

Data sharing statement: No additional data available

References

1. Akl E, Ward K, Bteddini D et al. The allure of the waterpipe: a narrative review of factors affecting the epidemic rise in waterpipe smoking among young persons globally. *Tobacco Control* 2015, tobaccocontrol-2014-051906.

2. Al Rashidi M, Shihadeh A, Saliba N. Volatile aldehydes in the mainstream smoke of the narghile waterpipe. *Food and Chemical Toxicology* 2008;46:3546-3549.
3. Shihadeh A, Saleh R. Polycyclic aromatic hydrocarbons, carbon monoxide, "tar", and nicotine in the mainstream smoke aerosol of the narghile water pipe. *Food and Chemical Toxicology* 2005;43(5):655-61.
4. Rastam S, Ward K D, Eissenberg T et al. Estimating the beginning of the waterpipe epidemic in Syria. *BMC Public Health* 2004;4(1):32.
5. World Health Organisation. WHO global report on mortality attributable to tobacco. World Health Organisation; 2012.
6. Maziak W, Taleb Z B, Bahelah R et al. The global epidemiology of waterpipe smoking. *Tobacco Control* 2014;tobacco control-2014.
7. Martinasek M P, Mcdermott R J, Martini, L. Waterpipe (hookah) tobacco smoking among youth. *Current problems in pediatric and adolescent health care* 2011;41:34-57.
8. Brockman LN, Pumper MA, Christakis DA et al. Hookah's new popularity among US college students: a pilot study of the characteristics of hookah smokers and their Facebook displays. *BMJ open* 2012;2(6):e001709.
9. Smith JR, Edland SD, Novotny TE et al. Increasing hookah use in California. *American Journal of Public Health* 2011;101(10): 1876-9.
10. Jackson D, Aveyard P. Waterpipe smoking in students: prevalence, risk factors, symptoms of addiction, and smoke intake. Evidence from one British university. *BMC Public Health* 2008;8(1):174.
11. Jawad M, Wilson A, Lee JT et al. Prevalence and predictors of water pipe and cigarette smoking among secondary school students in London. *Nicotine & Tobacco Research* 2013;15(12):2069-75.
12. Habibullah S, Ashraf J, Javed R et al. Prevalence of Shisha Smoking in College, University and Madarsa Students Aged 20-25 Years in Pakistan. *Pakistan Journal of Medical Research* 2013; 52:3.
13. Al-Turki YA. Smoking habits among medical students in Central Saudi Arabia. *Saudi Medical Journal* 2006; 27:700-703.
14. Sharma E, Clark P I, Sharp K E. Understanding psychosocial aspects of waterpipe smoking among college students. *American Journal of Health Behavior* 2014;38(3):440-7.

15. Hammal F, Mock J, Ward K et al. A pleasure among friends: how narghile (waterpipe) smoking differs from cigarette smoking in Syria. *Tobacco Control* 2008; 17(2), e3-e3.

16. Anjum Q, Ahmed F, Ashfaq T. Knowledge, attitude and perception of water pipe smoking (Shisha) among adolescents aged 14-19 years. *JPMA. The Journal of the Pakistan Medical Association* 2008; 58: 312.

17. Sutfin EL, Song EY, Reboussin BA et al. What are young adults smoking in their hookahs? A latent class analysis of substances smoked. *Addictive Behaviors* 2014;39(7):1191-6.

18. Nakkash RT, Khalil J, Afifi RA. The rise in narghile (shisha, hookah) waterpipe tobacco smoking: a qualitative study of perceptions of smokers and non smokers. *BMC Public Health* 2011;11(1):315.

19. Salloum R G, Osman A, Maziak W et al. How popular is waterpipe tobacco smoking? Findings from internet search queries. *Tobacco Control* 2015;24(5):509-13.

20. Carroll MV, Shensa A, Primack, BA. A comparison of cigarette-and hookah-related videos on YouTube. *Tobacco Control* 2012;tobaccocontrol-2011-050253.

21. Saitta D, Ferro G A, Polosa R. Achieving appropriate regulations for electronic cigarettes. *Therapeutic Advances in Chronic Disease* 2014;5(2):50-61.

22. Maziak W, Nakkash R, Bahelah R et al. Tobacco in the Arab world: old and new epidemics amidst policy paralysis. *Health Policy and Planning* 2014;29(6):784-94.

23. Maziak W, Ward KD, Eissenberg T. Interventions for waterpipe smoking cessation. *The Cochrane Library*. 2007

24. Carroll MV, Chang J, Sidani JE et al. Reigniting tobacco ritual: waterpipe tobacco smoking establishment culture in the United States. *Nicotine & Tobacco Research* 2014;16: 1549-1558.

25. Afifi R, Khalil J, Fouad F et al. Social norms and attitudes linked to waterpipe use in the Eastern Mediterranean Region. *Social Science and Medicine* 2013;98:125-134.

26. De Vaus D. *Surveys In Social Research* 2013; Routledge.

27. Attride-Stirling J. Thematic networks: an analytic tool for qualitative research. *Qualitative Research* 2001;1:385-405.

28. Ryan GW, Bernard HR. Techniques to identify themes. *Field methods*. 2003;15(1):85-109.

29. Kerrigan DJ. Peer education and HIV/AIDS: Concepts, users and challenges.UNAIDS; 1999.

30. Sloane BC, Zimmer CG. The power of peer health education. *Journal of American Colleague Health* 1993;41(6):241-5.
31. Milburn K. A critical review of peer education with young people with special reference to sexual health. *Health Education Research* 1995; 10:407- 420.
32. Abernathy TJ, Bertrand DB. Preventing cigarette smoking among children: Results of the 4 year evaluation of the PAL program. *Canadian Journal of PH* 1992; 83: 226-229.
33. Campbell R, Starkey F, Holliday J et al. An informal school-based peer- led intervention for smoking prevention in adolescence (ASSIT): a cluster randomised trial. *The lancet* 2008;371:1595-1602.
34. Recours RA, Souville M, Griffet J. Expressed motives for informal and club/association-based sports participation. *Journal of leisure research*. 2004;36(1):1.
35. Maffesoli M. The time of the tribes: The decline of individuals in mass society. Sage; 1995
36. Andrews DI, Loy JW. British Cultural- Studies and sport- Past encounters and future possibilities. *Quest*. 1993; 45(4): 255-76
37. Dudfield O, editor. Strengthening Sport for Development and Peace: National Policies and Strategies. Commonwealth Secretariat; 2014 May 16.
38. Mwansa D, Bergman P. Drama in HIV/AIDS prevention: Some strength and Weaknesses: A study in Botswana, Tanzania, South Africa, Kenya, Ethiopia and Uganda. *Swedish International Development Cooperation Agency* 2003;10:2011.
39. Bhatia V, Swami HM, Kaur AP. An intervention study to enhance AIDS awareness among underprivileged population in Chandigarh. *Indian Journal of Dermatology, Venereology, and Leprology*. 2004;70(2):87.
40. Note WT. Waterpipe tobacco smoking: health effects, research needs and recommended actions by regulators. *Geneva:World Health Organization*. 2005.
41. Ross HZ, Sharrieff S, Gilmore A. Economics of tobacco taxation in Russia. Paris: *International Union Against Tuberculosis and Lung Disease*. 2008:4-5.
42. Smith K, Gilmore A, Chaloupka F et al. IARC Handbooks of cancer prevention: Tobacco control Volume14: Effectiveness of tax and price policies for control of tobacco. Lyon, France. *International Agency for Research on Cancer* 2011; 31- 90.
43. Salloum RG, Nakkash RT, Myers AE et al. Point-of-sale tobacco advertising in Beirut, Lebanon following a national advertising ban. *BMC Public Health* 2013;13(1):534.

44. Bahelah R. Waterpipe tobacco labeling and packaging and World Health Organization Framework Convention on Tobacco Control (WHO FCTC): a call for action. *Addiction* 2014;109:333-333.

45. Sepetdjian E, Shihadeh A, Saliba NA. Measurement of 16 polycyclic aromatic hydrocarbons in narghile waterpipe tobacco smoke. *Food and chemical toxicology* 2008;46(5):1582-90.

46. Knishkowsky B, Amitai Y. Water-pipe (narghile) smoking: an emerging health risk behavior. *Pediatrics* 2005;116(1):e113-9.

47. Barnoya J, Navas-Acien A. Protecting the world from secondhand tobacco smoke exposure: where do we stand and where do we go from here? *Nicotine & Tobacco Research* 2013;15(4):789-804.

BMJ Open

Pleasure and practice: A qualitative study of the individual and social underpinnings of shisha use in cafes among youth in the United Kingdom

| | |
|---------------------------------|---|
| Journal: | <i>BMJ Open</i> |
| Manuscript ID | bmjopen-2017-018989.R1 |
| Article Type: | Research |
| Date Submitted by the Author: | 16-Feb-2018 |
| Complete List of Authors: | Mugenyi, Ambrose; Infectious Diseases Institute, Haberer, Jessica; Massachusetts General Hospital/ Harvard Medical School O'Neil, Ivy |
| Primary Subject Heading: | Public health |
| Secondary Subject Heading: | Smoking and tobacco |
| Keywords: | PUBLIC HEALTH, QUALITATIVE RESEARCH, Health policy < HEALTH SERVICES ADMINISTRATION & MANAGEMENT |
| | |

SCHOLARONE™
Manuscripts

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

Pleasure and practice: A qualitative study of the individual and social underpinnings of shisha use in cafés among youth in the United Kingdom

Corresponding author: Ambrose Evarls K Mugenyi. MSc.

C/O Infectious Disease Institute

P.O.Box. 22418

Kampala

E-mail: omugenyia@yahoo.com

Jessica E Haberer. MD.MS

Massachusetts General Hospital/ Harvard Medical School

Boston, MA, USA

Email: jhaberer@partners.org

Ivy O'Neil

Principal Lecturer (Retired)

Leeds Beckett University- UK

Email: i.oneil@leedsbeckett.ac.uk

Funding: Commonwealth Scholarship

Word Count: 3088

Disclosures: A version of this paper was submitted in partial fulfilment for the requirement of MSc. Public Health- Health Promotion, Leeds Beckett University- UK, September 2015

Key Words: shisha cafes, young people, socialisation, peer influence, alternative for non-tobacco products

Abstract

Objectives: To explore 1) the social function of shisha cafés for young people living in the UK and 2) other alternative activities (existing or potential) that do not involve tobacco smoking.

Methods: We conducted qualitative interviews with young adults (age 18- 30) in Leeds, UK. Snowballing sampling was used in selecting the participants. Interviews were audio-recorded and explored the perspectives and experiences of young people in as well as potential alternative activities. Data were transcribed and analysed thematically.

Results: Shisha use plays a central role in social interactions. Youth described using shisha because of emotional and sensory pleasure. Shisha use was implicitly endorsed by respected professionals, such as doctors and university lecturers, who were seen smoking it. Most, but not all, shisha smokers acknowledged that shisha use is harmful. Suggestions for reducing shisha use included use of non- tobacco alternatives, legislation to reduce access, and alternative means for socialising, such as sports.

Conclusion: For young people in the UK, the known health dangers of shisha are outweighed by its social benefits and shisha is perceived as acceptable. Interventions to reverse the increase in shisha cafes should focus on both individual smoker, as well as the community, without sacrificing the importance of social interactions.

ARTICLE SUMMARY

Article focuses

- To explore the social function of shisha cafes for young people living in the UK.
- To explore other alternative activities (existing or potential) that do not involve tobacco smoking.

Strength and limitations of the study:

- This study is one of the few studies done in UK with an aim of exploring the use of niche tobacco, a case of young people’s perception of shisha cafes.
- All the participants recruited were found to be students; results may not reflect the views of young people who were not in school.
- Majority of participants were South Asians; results may not necessarily represent the views of all young people in UK.

Introduction

Shisha is a tobacco product that is smoked communally in a water pipe, narghile or hookah. Shisha smoking has origins in the Middle East, South East Asia and Northern Africa. [1] It commonly takes place in a cafe setting/restaurant [2] or other social gathering over one or more hours. Like any tobacco smoking, shisha contains harmful materials such as carbon monoxide, nicotine, and lead among others. [3,4,5] According to the first international conference on water pipe tobacco research held in 2013, shisha smoking is a worldwide epidemic that needs urgent public health attention. [6] Shisha smoking is a particularly widespread practice among young people. [7,8] Studies from two universities in America found that the prevalence of any life time hookah use was 25- 28% among university students, [9,10] while studies from the UK indicated that shisha smoking was between 11-18% among university students and 8% among secondary school students.[11,12] Other studies have shown that shisha smoking is more in the general population than in University students, [13,14] and shisha smoking starts at a mean age of 18.7 years,[2] meaning that interventions to prevent the usage of shisha should start at an early age.

Research to date suggests that shisha use among young people is promoted primarily through peer influence, [12,15,16] as well as perceived benefits, such as reduced anxiety and entertainment. [17,18,19] Many young people learn to smoke from friends, especially in high school or university. [17] Youth are either taken to shisha cafes by their friends to smoke or they watch their friends smoke at their homes or at school. [17] Shisha use is also promoted through flavoured tobacco products, [5,7,8,20] use of the internet, [9,21,22,23,24] and gaps in implementation of smoke free policies. Cases of non-compliance with smoke free legislation among the owners of shisha cafes has been reported. [22,25] Interventions targeting these reasons for shisha use have not been successful to date; additional approaches are needed.

Shisha is well known to carry important meaning socially and among families, [7,26,27,28] yet little research has explored how this meaning could inform shisha cessation interventions. Given the high prevalence of shisha use among youth, we conducted qualitative interviews of people aged 18-30 years in the UK to explore the social functions ascribed to shisha cafes with a goal of identifying areas of intervention.

Methods

Participants

Inclusion criteria for this study were being 18-30 years of age, speaking English, smoking shisha in a shisha cafe at least once a week in the last one month, having lived in Leeds UK for more than one year, and being willing to provide signed informed consent. To recruit participants, one shisha smoker was initially identified from a shisha cafe in an inner city neighbourhood of Leeds who then identified friends for potential recruitment. These friends also identified their respective friends for potential recruitment (snowball sampling). Recruitment was performed with the help of community engagement officers at a local community centre.

Data Collection

After obtaining informed consent, an interviewer trained in qualitative methodology collected socio-demographic information and conducted a single face-to-face semi-structured interview with each participant that lasted 30-40 minutes. The interview consisted of open-ended questions aimed at exploring young people's perceptions of shisha cafes in Leeds, UK. The interview guide was piloted to help in testing the adequacy of the questions [29] and modified accordingly. Data was collected at the office of the local community centre. Interviews were audio-recorded. The primary questions asked were: "How do you feel when you visit this café?", "What would you say has changed in your life when you started coming to this shisha café or any other?", "What would you say is the significance that you attach to going to a shisha café?" and "If there was to be an alternative to shisha, what would that be and why?" Additional questions were probes to further explore responses to the primary questions.

Data Analysis

Recorded interviews were transcribed and the generated textual data was analysed using thematic approach. [30,31] In brief, codes were initially identified from the first eight interviews. Following an iterative process with additional interviews, the codes were refined and formalised as a codebook. All interviews were then coded. Themes were generated and supported with illustrative quotations from the interviews. Participants were enrolled until thematic saturation was achieved.

Ethical approval

Ethical approval was obtained from Leeds Beckett University and the local community centre.

Results

Participants

A total of 48 participants were identified and screened. Of these, 31 enrolled in the study. Eight people declined due to lack of time for interviews, five did not give any reason and four people were not comfortable to be interviewed by a stranger. Participant socio- demographic characteristics are shown in Table 1. The majority were single, male, students in their 20s. Approximately half were South Asian, with the remainder split between blacks and whites.

Table 1. Participant socio- demographic characteristics

| Characteristic | | N (%) or Mean (SD) |
|-----------------|-------------|--------------------|
| Age (Years) | | 24.8 |
| Gender: | Male | 21 |
| | Female | 10 |
| Race/ethnicity | South Asian | 16 |
| | Whites | 8 |
| | Black | 7 |
| Marriage status | Single | 26 |
| | Married | 5 |
| Occupation | Student | 27 |
| | Working | 4 |

SD= Standard Deviation

Themes

The following themes were identified: 1) Shisha use plays a central role in social interactions, 2) Shisha cafes are pleasurable, 3) Shisha cafes are implicitly sanctioned when used by respected professionals, 4) Most, but not all, acknowledge that shisha cafes are harmful, and 5) Shisha cafe use could be reduced through efforts aimed at the individual and the community.

Shisha use plays a central role in social and cultural interactions

Most participants used shisha in cafés, which served as a place where young people could meet to socialise.

“I like going to shisha cafés because I meet different people while I am there. We share different issues including school, friendship and even families”- Male, 27 years

Some female participants of South Asian origin highlighted that shisha cafes are the only places they can socialise with boys. One of the participants said;

“My father does not allow boys to come to visit me. The only place I can meet the boys is a shisha café because my father allows me to go there. This makes me interact with the boys and even share contacts. If you do not interact with boys, where do you get a man to marry you in future? So, cafés do it well for me”- Female, 20 years

Many participants said that shisha cafes are relaxing settings where they can meet with friends and enjoy time together. They emphasised the ability to develop their social networks through patronage of different cafes. One participant said;

“I sometimes travel a far distance from my home to meet up with my friends in different cafes. It’s good to visit other shisha cafes that I am not used to as this increases on the network of friends which relaxes my mind”- Male, 18 years

This network of friends, however, can have negative influence as well. Other participants stated that they used shisha out of peer pressure, rather than a personal desire to use it. They go to shisha cafes to be with their friends and end up smoking while there.

“I have friends who smoke shisha in shisha cafes and I go with them too. When I reach these cafes, I have to take shisha as well because all my friends are taking shisha”- Female, 18 years

Some participants used shisha outside of cafés. For instance, shisha may be served at important cultural functions like wedding functions or burial functions. It functions as a signal of welcoming, complementing other activities like watching TV or having a drink. In

these settings, participants viewed shisha smoking as a show of respect. This was more common in South Asians compared to other cultures.

“If my friends come to visit me, I have to prepare them shisha. When preparing food, I have to prepare shisha as well such that we as a family share with the visitors”- Male, 20 years

“..... Sometimes just to change home environment, my dad takes us out to shisha cafés where we catch up with other friends and peers”- Male, 24 years

Shisha cafés are pleasurable

In addition to enabling social interaction, shisha cafés brought participants pleasure. Participants described the emotional benefits derived from the experience. One participant stated:

“When I am stressed, I go to a shisha café. When I am there, I meet with my friends and I share with them my problems and I become psychologically fine”- Female, 19 years

Participants also found sensory pleasure through use of shisha. They stated that different flavours put in shisha and the soothing noise of bubbling water coming out of shisha apparatus enticed them to frequent shisha cafés.

“I like different flavours in the shisha. I cannot even take a single day without going to a shisha café because of this flavour. Pineapple flavour is my favourite but there are different flavours”- Male, 25 years

“You can imagine the kind of sound that come from bubbling water in the shisha machine, very relaxing, the sweet smell coming out while smoking. A very sweet smell indeed. I enjoy that all the time”- Female, 18 years

Shisha cafés are implicitly sanctioned when used by respected professionals.

Some participants reported that professionals including doctors, public health officers and university lecturers smoke shisha. Participants expressed respect for these individuals and felt that shisha must be acceptable if they were using it. One participant said:

1
2
3 *“I have friends who are doctors and lecturers who smoke shisha with me. If a doctor*
4 *can smoke shisha, who am I not to take shisha? These are respected people and we*
5 *have to believe in what they do”* - Male, 25 years

6
7
8
9 This implicit endorsement of shisha remained even when participants acknowledged the
10 negative health effects of smoking shisha. The behaviour of these respected professionals was
11 seen as an endorsement of safety and/or acceptability of many participants.

12
13
14 *“Doctors always tell us not to smoke but they smoke, they tell us not to take alcohol*
15 *but they take it. Some of them even take shisha too. I know all these risks are there but*
16 *I will keep taking my shisha as doctors and other professionals do”* - Male, 20 years

17
18
19
20
21 ***Most, but not all, shisha smokers acknowledge that shisha cafes are harmful***

22
23 Many participants clearly stated that shisha smoking has many negative consequences to their
24 physical health. One participant said:

25
26
27 *“A few months ago, I started experiencing sleepless nights and increased heart rate*
28 *when I am climbing a steep slope. This started months after start of shisha use.”*
29 Male, 20 years

30
31
32
33 Another participant said;

34
35
36 *“I used to be a footballer and before I began using shisha, I used to run without any*
37 *problem but when I began using shisha, my ability to run began to decrease”* - Male,
38 21 years

39
40
41
42 Many participants specifically felt that shisha puts them at risk of getting cancer, dental
43 problems and cardiovascular diseases.

44
45
46 *“I have read from different sources that shisha smoking predisposes people who use*
47 *it to different diseases including cancer of the lungs and cancer of the mouth”* Male,
48 23 years

Shisha café use could be reduced through efforts aimed at the individual and the community

When asked about potential ways to reduce shisha use, participants felt that non-tobacco alternatives could be offered in shisha cafés that preserved the ritual of shisha smoking.

“I would use any alternative without tobacco comfortably if the alternatives were served in shisha cafés, share it as we do with shisha but more safety measures should be put to avoid possible cross infections from one person to the other while sharing the mouthpiece” - Male, 22 years

However, other participants believed that non-tobacco alternatives would not be helpful. Rather, cigarette cessation programs should be adapted to help with quitting smoking of any kind.

“I am a shisha smoker but I want to stop smoking completely. Alternatives should not be a priority to any person. I believe that smoking shisha is not good and to all people who smoke should be supported to stop smoking completely” Female, 19 years

Some participants also advocated for laws to reduce shisha access.

“I smoke because I have a right to do anything I want. I propose that excessive rights especially those that make people vulnerable should be reduced so as to have a healthy society. Otherwise, it becomes hard to convince people not to take shisha.” Male, 24 years

Regulations, however, would have to be specific to shisha, and some participants did not think general tobacco legislation applied.

“In UK, there is a general regulation about tobacco use but i think specific regulations should be adopted so as to reduce shisha use in our communities.” Female, 19 years

Another participant believed that use of their peers to pass on information that would help peers to change their behaviour would be of help.

“Use of people who previously used shisha in their life in giving information about the effects of shisha to fellow youth would be of help.” Female, 21 years

Finally, other participant suggested that alternative forms of socialising like sports and drama would help reduce shisha smoking.

“Instead of going to shisha cafes as a socialising setting, we young people should get involved in sports like playing football, volleyball and netball or even get involved dance and drama aimed at educating other young people” -Male, 21 years

“It’s more healthy for us as young people to get involved in sports than smoking shisha.” -Female, 20 years

Discussion

This study found that shisha cafés provide a place for people to come together and find pleasure. Shisha use is voluntary, but also influenced by peers and other cultural expectations. Despite being pleasurable, many participants recognised the harm that can arise through shisha smoking and suggested various individual and community level interventions to reduce it. Several promising interventions based on recommendations found on this study include peer-based interventions, alternative social events, and informed legislation.

Peer-based interventions may be appealing as they have been shown to be acceptable, feasible, and low cost in other settings, especially in comparison to more formal interventions that rely on professional health care providers. Peers share common characteristics, circumstances, and experiences- all of which are thought to facilitate their acceptability to target populations and increase their influence and authenticity. [32] Prior research has shown that people are more likely to hear and internalize messages, and thus to change their attitudes and behaviours, if they believe the messenger is similar to them and faces the same concerns and pressures that they face. [33,34] Importantly, peer-based interventions have been successful in projects aimed at reducing the incidence of cigarette smoking among young people. [35] A study involving an informal, school-based, peer-led intervention for smoking prevention in adolescents showed a reduction of 22% in the odds of being regular smoker compared with a control. [36] These types of interventions could be readily adapted for use with shisha smoking.

Promotion of alternative social events is another promising intervention approach to reduce shisha smoking among young people. Examples include sports, music, dance, and drama

among others. The mechanism of effect may lie in the fact that social events enable people of compatible backgrounds to come together to achieve a common goal. [37] For example, some studies on sports show that participants are linked by shared perspectives, language, and activities, thus creating a shared network and bonds that go beyond a desire to compete. [38] Other studies on sport participation also place emphasis on the value of shared experiences and linkages to others. [39] Sports may also be used to pass on information in different areas. Educative sessions for instance, may be provided during or after sport events. Coaches, teammates, and other respected persons may serve as guest speakers to engage the audience. This approach was taken in India where sexual and reproductive health including HIV/AIDS and life skills to empower youth has been integrated with sports. [40] Drama has been widely employed in prevention of HIV/AIDS through community mobilisation and raising awareness in Uganda and South Africa. [41] Also in a study from India, use of information, education and communication activities in form of drama and folk dances have shown success in increasing awareness about HIV/AIDS from 58% to 70% and in increasing knowledge regarding prevention of HIV by using condoms increased from 42% to 61%. [42]

Informed legislation specific to shisha maybe a third avenue for reducing use of shisha. Major breakthroughs regarding public health policies in tackling cigarette smoking have been seen in many countries of the world, including the UK. Some examples are smoking bans in public places, tax policies, and limits on smoking advertisements. [43] Several studies aimed at reducing tobacco use globally have shown that increasing taxes on tobacco products can be used as a tobacco control strategy as long as this strategy is well implemented. [44] High prices can greatly reduce tobacco use. [45] Studies from high income countries finds that an increase of 10% in price will reduce the overall use of tobacco by 4% on average; [45] results were even more pronounced in low and middle income countries. However, most of the regulations and policies are focused on cigarettes rather than other types of tobacco products like shisha. [7,46] In many countries including UK, shisha is exempted from tobacco policies including reduced means of enforcing relevant policies to control tobacco. This situation has contributed to the explosion of shisha cafes and restaurants across the globe. [7, 46] Lessons learned from anti-cigarette campaigns need to be applied to shisha smoking as well.

Two aspects of shisha warrant unique legislation. The first is related to packaging and associated warning labels. [47] Globally, the packaging of cigarettes is nearly uniform with the same number of cigarettes in the similarly sized packs and cartons. In contrast, shisha is packaged in various amounts and in differently shaped containers. Moreover, shisha is often

used communally and individuals may not see the packaging. Shisha users may therefore be unaware of the risks related to the tobacco, burning charcoal, or even the infections that would spread through sharing of the waterpipe; [7,48,49] non-removable labelling may be needed for the waterpipes specifically. Recently, some countries have started to implement policies for warning labels on shisha packaging. In Turkey, for instance, legislation dictates that these labels should be placed on all the shisha packaging, covering at least (65%) of the package. [50] Secondly, flavoured shisha has a small amount of tobacco relative to the profit margin ;[25] policies aimed specifically at tobacco only may therefore be inadequate and specific legislation aimed at flavoured shisha may be needed to be effective.

Conclusion

Shisha use is rising and may pose significant health risks for those who smoke it and those who are exposed to it. This study provides informative perspectives on the role shisha plays in social interactions, factors influencing shisha use, and potential means for reducing it. Future work should focus on intervention development to prevent the negative individual and public health consequences of shisha use without sacrificing the importance of social interactions.

Author's Contribution: Being the first author, AEKM, designed, collected, analysed and interpreted the data. AEKM also drafted the manuscript. JEH provided significant support for analysis and manuscript preparation. IO supervised and guided the first author throughout the whole process of coming up with the paper.

Acknowledgements: I would like to acknowledge a local community centre in UK for the support while collecting data, Asimwe Caroline for support and guidance while writing this report, and lastly, Commonwealth commission for the scholarship that made this study a success.

Data sharing statement: No additional data available

References

1. Akl E, Ward K, Bteddini D et al. The allure of the waterpipe: a narrative review of factors affecting the epidemic rise in waterpipe smoking among young persons globally. *Tobacco Control* 2015; tobaccocontrol-2014-051906.
2. Al –Naggar R A, Bobryshev Y V, Anil S. Pattern of shisha and cigarette smoking in the general population in Malaysia. *Asian Pac J Cancer Prev* 2014; 15(24), 10841-10846
3. Al Rashidi M, Shihadeh A, Saliba N. Volatile aldehydes in the mainstream smoke of the narghile waterpipe. *Food and Chemical Toxicology* 2008;46:3546-3549.
4. Shihadeh A, Saleh R. Polycyclic aromatic hydrocarbons, carbon monoxide, “tar”, and nicotine in the mainstream smoke aerosol of the narghile water pipe. *Food and Chemical Toxicology* 2005;43(5):655-61.
5. Rastam S, Ward K D, Eissenberg T et al. Estimating the beginning of the waterpipe epidemic in Syria. *BMC Public Health* 2004;4(1):32.
6. World Health Organisation. WHO global report on mortality attributable to tobacco. World Health Organisation; 2012.
7. Maziak W, Taleb Z B, Bahelah R et al. The global epidemiology of waterpipe smoking. *Tobacco Control* 2014;tobacco control-2014.
8. Martinasek M P, Mcdermott R J, Martini, L. Waterpipe (hookah) tobacco smoking among youth. *Current problems in pediatric and adolescent health care* 2011;41:34-57.
9. Brockman LN, Pumper MA, Christakis DA et al. Hookah's new popularity among US college students: a pilot study of the characteristics of hookah smokers and their Facebook displays. *BMJ open* 2012;2(6):e001709.
10. Smith JR, Edland SD, Novotny TE et al. Increasing hookah use in California. *American Journal of Public Health* 2011;101(10): 1876-9.
11. Jackson D, Aveyard P. Waterpipe smoking in students: prevalence, risk factors, symptoms of addiction, and smoke intake. Evidence from one British university. *BMC Public Health* 2008;8(1):174.

12. Jawad M, Wilson A, Lee JT et al. Prevalence and predictors of water pipe and cigarette smoking among secondary school students in London. *Nicotine & Tobacco Research* 2013;15(12):2069-75.

13. Al-Naggar R A, Saghir FSA. Waterpipe (Shisha) smoking and associated factors among Malaysian University students. *Asian Pac J Cancer Prev* 2011; 3041-7

14. Al-Naggar R A, Bobryshev Y V. Shisha smoking and associated factors among medical students in Malaysia. *Asian Pac J Cancer Prev* 2012; 13:5627-32

15. Habibullah S, Ashraf J, Javed R et al. Prevalence of Shisha Smoking in College, University and Madarsa Students Aged 20-25 Years in Pakistan. *Pakistan Journal of Medical Research* 2013; 52:3.

16. Al-Turki YA. Smoking habits among medical students in Central Saudi Arabia. *Saudi Medical Journal* 2006; 27:700-703.

17. Sharma E, Clark P I, Sharp K E. Understanding psychosocial aspects of waterpipe smoking among college students. *American Journal of Health Behavior* 2014;38(3):440-7.

18. Hammal F, Mock J, Ward K et al. A pleasure among friends: how narghile (waterpipe) smoking differs from cigarette smoking in Syria. *Tobacco Control* 2008; 17(2), e3-e3.

19. Anjum Q, Ahmed F, Ashfaq T. Knowledge, attitude and perception of water pipe smoking (Shisha) among adolescents aged 14-19 years. *JPMA. The Journal of the Pakistan Medical Association* 2008; 58: 312.

20. Sutfin EL, Song EY, Reboussin BA et al. What are young adults smoking in their hookahs? A latent class analysis of substances smoked. *Addictive Behaviors* 2014;39(7):1191-6.

21. Nakkash RT, Khalil J, Afifi RA. The rise in narghile (shisha, hookah) waterpipe tobacco smoking: a qualitative study of perceptions of smokers and non smokers. *BMC Public Health* 2011;11(1):315.

22. Salloum R G, Osman A, Maziak W et al. How popular is waterpipe tobacco smoking? Findings from internet search queries. *Tobacco Control* 2015;24(5):509-13.

23. Carroll MV, Shensa A, Primack, BA. A comparison of cigarette-and hookah-related videos on YouTube. *Tobacco Control* 2012;tobaccocontrol-2011-050253.

24. Saitta D, Ferro G A, Polosa R. Achieving appropriate regulations for electronic cigarettes. *Therapeutic Advances in Chronic Disease* 2014;5(2):50-61.

25. Maziak W, Nakkash R, Bahelah R et al. Tobacco in the Arab world: old and new epidemics amidst policy paralysis. *Health Policy and Planning* 2014;29(6):784-94.
26. Maziak W, Ward KD, Eissenberg T. Interventions for waterpipe smoking cessation. *The Cochrane Library*. 2007
27. Carroll MV, Chang J, Sidani JE et al. Reigniting tobacco ritual: waterpipe tobacco smoking establishment culture in the United States. *Nicotine & Tobacco Research* 2014;16: 1549-1558.
28. Afifi R, Khalil J, Fouad F et al. Social norms and attitudes linked to waterpipe use in the Eastern Mediterranean Region. *Social Science and Medicine* 2013;98:125-134.
29. De Vaus D. *Surveys In Social Research* 2013; Routledge.
30. Attride-Stirling J. Thematic networks: an analytic tool for qualitative research. *Qualitative Research* 2001;1:385-405.
31. Ryan GW, Bernard HR. Techniques to identify themes. *Field methods*. 2003;15(1):85-109.
32. Kerrigan DJ. Peer education and HIV/AIDS: Concepts, users and challenges. *UNAIDS*; 1999.
33. Sloane BC, Zimmer CG. The power of peer health education. *Journal of American Colleague Health* 1993;41(6):241-5.
34. Milburn K. A critical review of peer education with young people with special reference to sexual health. *Health Education Research* 1995; 10:407- 420.
35. Abernathy TJ, Bertrand DB. Preventing cigarette smoking among children: Results of the 4 year evaluation of the PAL program. *Canadian Journal of PH* 1992; 83: 226-229.
36. Campbell R, Starkey F, Holliday J et al. An informal school-based peer- led intervention for smoking prevention in adolescence (ASSIT): a cluster randomised trial. *The lancet* 2008;371:1595-1602.
37. Recours RA, Souville M, Griffet J. Expressed motives for informal and club/association-based sports participation. *Journal of leisure research*. 2004;36(1):1.
38. Maffesoli M. *The time of the tribes: The decline of individuals in mass society*. Sage; 1995
39. Andrews DI, Loy JW. British Cultural- Studies and sport- Past encounters and future possibilities. *Quest*. 1993; 45(4): 255-76
40. Dudfield O, editor. *Strengthening Sport for Development and Peace: National Policies and Strategies*. Commonwealth Secretariat; 2014 May 16.

41. Mwansa D, Bergman P. Drama in HIV/AIDS prevention: Some strength and Weaknesses: A study in Botswana, Tanzania, South Africa, Kenya, Ethiopia and Uganda. *Swedish International Development Cooperation Agency* 2003;10:2011.

42. Bhatia V, Swami HM, Kaur AP. An intervention study to enhance AIDS awareness among underprivileged population in Chandigarh. *Indian Journal of Dermatology, Venereology, and Leprology*. 2004;70(2):87.

43. Note WT. Waterpipe tobacco smoking: health effects, research needs and recommended actions by regulators. *Geneva:World Health Organization*. 2005.

44. Ross HZ, Sharriff S, Gilmore A. Economics of tobacco taxation in Russia. Paris: *International Union Against Tuberculosis and Lung Disease*. 2008:4-5.

45. Smith K, Gilmore A, Chaloupka F et al. IARC Handbooks of cancer prevention: Tobacco control Volume14: Effectiveness of tax and price policies for control of tobacco. Lyon, France. *International Agency for Research on Cancer* 2011; 31- 90.

46. Salloum RG, Nakkash RT, Myers AE et al. Point-of-sale tobacco advertising in Beirut, Lebanon following a national advertising ban. *BMC Public Health* 2013;13(1):534.

47. Bahelah R. Waterpipe tobacco labeling and packaging and World Health Organization Framework Convention on Tobacco Control (WHO FCTC): a call for action. *Addiction* 2014;109:333-333.

48. Sepetdjian E, Shihadeh A, Saliba NA. Measurement of 16 polycyclic aromatic hydrocarbons in narghile waterpipe tobacco smoke. *Food and chemical toxicology* 2008;46(5):1582-90.

49. Knishkowsky B, Amitai Y. Water-pipe (narghile) smoking: an emerging health risk behavior. *Pediatrics* 2005;116(1):e113-9.

50. Barnoya J, Navas-Acien A. Protecting the world from secondhand tobacco smoke exposure: where do we stand and where do we go from here? *Nicotine & Tobacco Research* 2013;15(4):789-804.

Manuscript: Clinicians' perspectives of parental decision-making following diagnosis of a severe congenital anomaly: qualitative study.

Consolidated criteria for reporting qualitative studies (COREQ): 32-item checklist

Developed from:

Tong A, Sainsbury P, Craig J. Consolidated criteria for reporting qualitative research (COREQ): a 32-item checklist for interviews and focus groups. *International Journal for Quality in Health Care*. 2007. Volume 19, Number 6: pp. 349 – 357

| No. Item | Guide questions/description | Reported on Page # |
|--|--|--------------------|
| Domain 1: Research team and reflexivity | | |
| <i>Personal Characteristics</i> | | |
| 1. Inter viewer/facilitator | Which author/s conducted the inter view or focus group? | Page 2 |
| 2. Credentials | What were the researcher's credentials? E.g. PhD, MD | Cover page |
| 3. Occupation | What was their occupation at the time of the study? | Cover page |
| 4. Gender | Was the researcher male or female? | |
| 5. Experience and training | What experience or training did the researcher have? | Cover page |
| <i>Relationship with participants</i> | | |
| 6. Relationship established | Was a relationship established prior to study commencement? | Page 2 |
| 7. Participant knowledge of the interviewer | What did the participants know about the researcher? e.g. personal goals, reasons for doing the research | Page 2 |
| 8. Interviewer characteristics | What characteristics were reported about the inter viewer/facilitator? e.g. Bias, assumptions, reasons and interests in the research topic | Page 3 |

| | | |
|--|--|--------|
| Domain 2: study design | | |
| <i>Theoretical framework</i> | | |
| 9. Methodological orientation and Theory | What methodological orientation was stated to underpin the study? e.g. grounded theory, discourse analysis, ethnography, phenomenology, content analysis | Page 2 |
| <i>Participant selection</i> | | |
| 10. Sampling | How were participants selected? e.g. purposive, convenience, consecutive, snowball | Page 2 |
| 11. Method of approach | How were participants approached? e.g. face-to-face, telephone, mail, email | Page 2 |
| 12. Sample size | How many participants were in the study? | Page 3 |
| 13. Non-participation | How many people refused to participate or dropped out? Reasons? | Page 3 |
| <i>Setting</i> | | |
| 14. Setting of data collection | Where was the data collected? e.g. home, clinic, workplace | Page 2 |
| 15. Presence of non-participants | Was anyone else present besides the participants and researchers? | Page 2 |
| 16. Description of sample | What are the important characteristics of the sample? e.g. demographic data, date | Page 3 |
| <i>Data collection</i> | | |
| 17. Interview guide | Were questions, prompts, guides provided by the authors? Was it pilot tested? | Page 2 |
| 18. Repeat interviews | Were repeat inter views carried out? If yes, how many? | |
| 19. Audio/visual recording | Did the research use audio or visual recording to collect the data? | Page 2 |
| 20. Field notes | Were field notes made during and/or after the inter view or focus group? | |
| 21. Duration | What was the duration of the inter views or focus group? | Page 2 |
| 22. Data saturation | Was data saturation discussed? | Page 2 |
| 23. Transcripts returned | Were transcripts returned to participants for comment and/or correction? | |

| | | |
|--|---|----------|
| Domain 3: analysis and findings | | |
| <i>Data analysis</i> | | |
| 24. Number of data coders | How many data coders coded the data? | Page 2 |
| 25. Description of the coding tree | Did authors provide a description of the coding tree? | Page 2 |
| 26. Derivation of themes | Were themes identified in advance or derived from the data? | Page 2 |
| 27. Software | What software, if applicable, was used to manage the data? | |
| 28. Participant checking | Did participants provide feedback on the findings? | |
| <i>Reporting</i> | | |
| 29. Quotations presented | Were participant quotations presented to illustrate the themes/findings? Was each quotation identified? e.g. participant number | Page 2-8 |
| 30. Data and findings consistent | Was there consistency between the data presented and the findings? | Page 8-9 |
| 31. Clarity of major themes | Were major themes clearly presented in the findings? | Page 2-8 |
| 32. Clarity of minor themes | Is there a description of diverse cases or discussion of minor themes? | Page 8-9 |