

## The Truth about Tobacco products and Shisha

### Are You Tobacco Free?

The chances are that most people who don't smoke cigarettes will answer 'Yes' to the above question. Did you know that in the UK there are over 100 different types of products other than cigarettes which contain tobacco? Many are not adequately labeled with health warnings and many are sold to young people under 18.

Do you use?

- Gutkha, Zarda or Khaini?
- Nasal snuff?
- Biri or Beedi cigarettes?



cigarettes.

To raise awareness of the impact of using these tobacco products, and the harm caused to health, West Yorkshire Trading Standards is working alongside NHS Bradford & Airedale and NHS Kirklees to support the south Asian community to make informed health choices

Research has shown that amongst South Asian communities, smokeless and chewing tobacco is extremely popular, it is part of daily life and culture. It is of growing concern that children may be allowed to use these tobacco products due to a lack of knowledge regarding the harmful effects.

Mouth cancer has increased in the UK by a staggering 41% in the last 10 years. and the last decade has seen an increasing number of patients from Asian backgrounds being treated for various mouth related illnesses. The World Health



- Shisha or Hookah?

Many people don't realise that these products sometimes known as smokeless, chewing or niche contain tobacco. Just like smoking cigarettes, the use of such tobacco products is addictive and presents serious health risks. Holding one pinch of chewing tobacco in your mouth for 30 minutes delivers as much nicotine as 3-4

Organisation reports that the Sub Continent accounts for one third of the world's burden of mouth cancer. Further investigation has identified that many of these illnesses relate to the use of niche tobacco.

Niche tobacco products are easily available and cheap to buy. With very few shops limiting the sale to children the use and regulation of these products is of great concern to West Yorkshire Trading Standards and the NHS.

A new sensation which has grown in popularity rapidly amongst young is the smoking of "Shisha" or water pipe. It has become a social occasion like going to the movies or going out for a meal. Young people will plan and go out to cafes for a smoke and to relax. Parents may allow young children to participate as they think it is a safe alternative to cigarette smoking when in fact one full shisha session can contain the same amount of smoke as up to 100 cigarettes!

Graham Hebblethwaite, Chief Officer of West Yorkshire Trading Standards said "This is a growing concern in West Yorkshire as some people are under the impression that these niche tobacco products are a healthy alternative to cigarette smoking. It is essential that our communities are educated on the risks of using such products".

If you would like more information about specific niche tobacco products you can log on to

<http://www.ntpd.lacors.gov.uk/lacors/core/page.do?pagelId=154062>

[www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org)

<http://www.cancer.gov/cancertopics/factsheet/Tobacco/smokeless>

Contact Numbers -

All tobacco enquires - 0800 022 4 332

Urdu – 0800 169 0 881

Punjabi - 0800 169 0 882

Hindi - 0800 169 0 883

Gujarati - 0800 169 0 884

Bengali - 0800 169 0 885

If you would like more information or would like us to deliver training sessions or workshops regarding the effects of niche tobacco please contact Babul Hussain at Trading Standards on 0113 3441688.

Anyone wanting information on support to stop tobacco use should contact Kirklees Stop Smoking Service 01924 351498.

