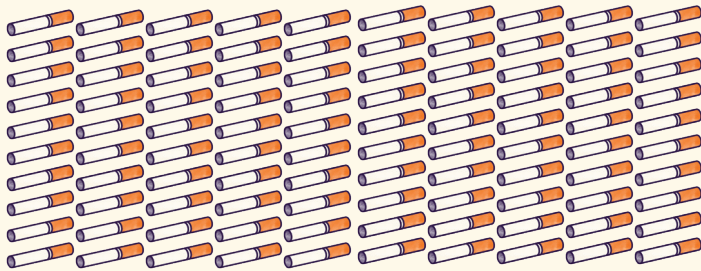


What is Hookah?

Hookah is a waterpipe that is used for smoking flavored tobacco called shisha, which is heated with charcoal to create smoke.

Individuals largely perceive hookah as less harmful than cigarettes. However, hookah smoke contains many of the same **harmful ingredients** found in cigarette smoke, such as nicotine, tar, and heavy metals.



An average hour-long hookah session can expose users to as much smoke as 100 cigarettes.

190,000 middle and high school students reported hookah use in 2024.

Black Americans are disproportionately impacted by hookah use as well as cigar, cigarillo, and little cigar use.

Current hookah smoking is higher among **lesbian, gay, and bisexual adults** than heterosexuals.

Daily and weekly hookah users are more often **younger (18 to 24 years old) and male**.

Hookah is largely exempted from state restrictions on flavored tobacco.

Empowering Black, Latino, and LGBTQ+ communities to achieve freedom from nicotine addiction

The **Culture + Cessation Collective** is rooted in cultural connection and community-driven support to provide actionable resources to help communities disproportionately impacted by tobacco break free from nicotine addiction. [Learn more at truthinitiative.org/collective.](https://truthinitiative.org/collective)

