



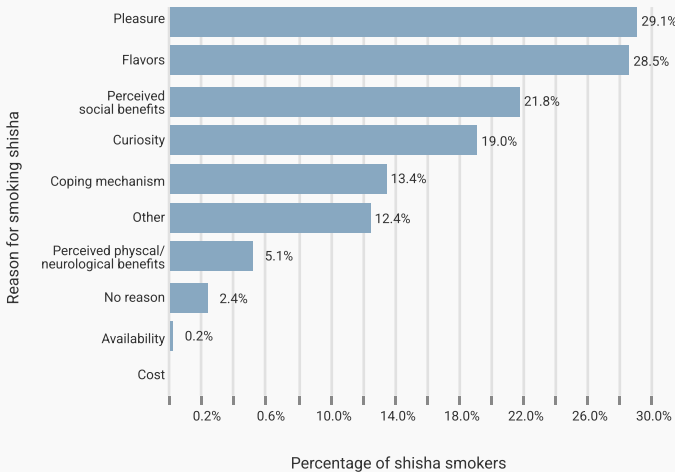
## Study Overview

The Nigeria Shisha Study was conducted by the Tobacco Control Data Initiative (TCDI) to investigate (1) the factors associated with shisha use, and (2) Shisha use patterns, attitudes, and behaviours among shisha smokers. A mixed-methods cross-sectional study was conducted among Nigerian adults (aged >18 years) in 13 states across the six geopolitical zones using the Theory of Planned Behavior (Azjen, 1991). In-depth qualitative interviews were conducted among 78 purposely sampled current shisha smokers between December 2021 and January 2022. This was followed by a quantitative survey among 1,278 participants (611 current shisha smokers and 667 shisha non-smokers) between July and September 2022.

## Findings

### Reasons for Shisha Smoking

- Positive attitudes towards shisha due to; shisha flavours, perceived pleasure from shisha smoking, curiosity about product attributes, beliefs about health benefits, limited knowledge on the health effects, and weak regulation.
- Friends and family members who smoke shisha.
- The need to belong, particularly during social gatherings.
- The availability of and ability to smoke shisha in many places makes it easy to access.
- Difficulties faced when trying to quit shisha smoking without support.



### Reasons for not Smoking Shisha

- Negative societal views towards shisha smoking.
- High costs of shisha.

### Co-consumption of Shisha with other Psychoactive Substances

#### Cigarettes

- 23.6% of current shisha smokers were also current cigarette smokers.
- 40.2% of those who were both current shisha and cigarette smokers reported always or sometimes combining shisha smoking with cigarettes.

#### Alcohol

- 67.3% of current shisha smokers were also current alcohol consumers.
- 62.9% of those who were both current shisha smokers and current alcohol consumers always or sometimes smoked shisha while drinking alcohol.

### Factors Associated with Increased Likelihood of being a Shisha Smoker

- A current cigarette smoker was 6 times more likely to be a current shisha smoker than a cigarette non-smoker.
- A current alcohol consumer was 3.5 times more likely to be a current shisha smoker than someone who did not drink alcohol.
- Those with at least one family member who smoked shisha were ~2 times more likely to be current shisha smokers compared to others.
- Those with one or more close friends who smoked shisha were ~21 times more likely to be current shisha smokers compared to those who did not have any close friends who smoked shisha.

### Factors Associated with Decreased Likelihood of being a Shisha Smoker

- An increase in age was associated with a decrease in the likelihood of being a current shisha smoker.
- Those who screened positive for possible generalised anxiety disorder were less likely to be current shisha smokers than those who screened negative.

### Age at initiation of shisha smoking

- Mean age at initiation: 22.6 years.

#### Age initiation of shisha smoking

9 out of every 10 current shisha smokers began smoking shisha when they were below 30 years old.





### Self-efficacy to Quit Shisha

Proportion of shisha smokers who were sure that they would be able to refrain from shisha smoking in specific situation:

- Feeling nervous: 36.3%
- Depressed: 36.9%
- Angry: 37.1%
- Very anxious: 34.9%
- Feeling the urge to smoke: 36.7%
- Thinking about a difficult situation: 38.3%
- Having a drink with friends: 35.5%
- In the presence of other smokers: 36.5%
- Celebrating something: 41.0%
- Drinking alcohol: 35.8%

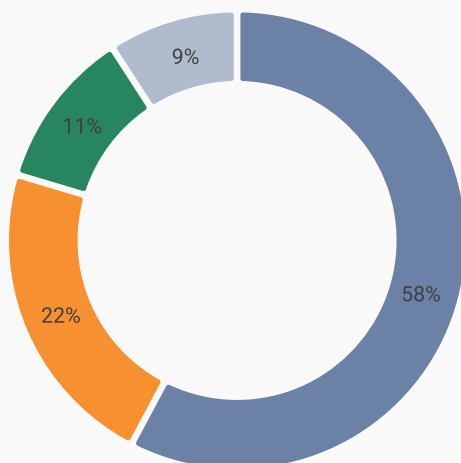
### Frequency, Duration, Volume, and Timing of Smoking for Current Shisha Smokers

- 13.5% were daily smokers; while 86.5% were less than daily smokers.
- 40.3% spent more than 1 hour in a typical shisha smoking session.
- 57.0% consumed between 2-5 pots of shisha in a typical smoking session.
- 90.1% mostly smoked shisha during the evening time.

### Most Common Locations for Shisha Smoking

- Most (58%) shisha smokers initiated and mostly smoked shisha at bars, clubs, lounges, cafés or restaurants.
- Approximately one quarter (25%) initiated and mostly smoked at home, while 11% did at other people’s homes.

Other places  Other people’s home  Home  Club; bar; lounge; cafe



### Economics

Expenditure on shisha per month:

- Mean: 13,560 Naira
- Median: 8,000 Naira

52% agreed/fully agreed that they spend too much money on shisha.

### Shisha Smoking Cessation

- 41.2% of current shisha smokers reported attempting to quit in the 12 months preceding the study.
- 50.5% had no interest in quitting shisha.
- 29.7% intended to quit someday but not in the next 12 months.
- 8% were thinking of quitting within the next 12 months.
- 5% were thinking of quitting within the next month.

### Recommendations

1. The following have the potential to minimise initiation and use, including among young people:
  - a. restrictions on flavours
  - b. awareness raising on the harmful health effects of shisha
  - c. providing interventions to help people stop smoking shisha
2. Compliance monitoring and enforcement of the existing tobacco control laws need to be strengthened, particularly in the following areas: 1) smoke-free environments in indoor and outdoor places; 2) health (both written and graphical) warnings in English on shisha products including the pots; 3) application of the specific tax; and 4) sale of shisha to minors.

The qualitative data is available [here](#)  
 The quantitative data is available [here](#)  
 For more information on Shisha use in Nigeria click [here](#)