



October 23, 2023

Dear Alderman Brostoff,

The American Lung Association is the oldest voluntary public health organization in the United States. One of our four strategic imperatives is to create a tobacco-free future, and smokefree air laws are vital to that effort.

We write with concern about the growing number of hookah lounges in the City of Milwaukee, which undermine Wisconsin's smokefree air law by allowing smoking indoors. Technically if the shisha that is smoked in the hookah contains tobacco, it is illegal under the state law, however this seems to be unenforced at this time.

Whether or not these products contain tobacco, we do not want kids inhaling products which are undoubtedly flavored and combusted. Given some of the research on flavorings in e-cigarettes, the flavorings themselves used in products like this could be dangerous for lung health when inhaled. In addition, people inhale the smoke from the charcoal directly into the lungs from the hookah regardless of whether the shisha used in the hookah contains tobacco.

As a practical matter, most shisha contains tobacco. However, the products being sold as so-called "healthier" alternatives to tobacco shisha that are claimed to be tobacco and nicotine free still carry potential health risks. The CDC concludes that there are still health harms from using non-tobacco hookah products: "Studies of tobacco-based shisha and "herbal" shisha show that smoke from both preparations contain carbon monoxide and other toxic agents known to increase the risks for smoking-related cancers, heart disease, and lung disease."ⁱ

Tobacco use is the leading cause of preventable death and disease in the United States, responsible for the deaths of 480,000 Americans annually.ⁱⁱ An additional 16 million Americans live with a disease caused by tobacco.ⁱⁱⁱ In Wisconsin, more than 13.3% of adults smoke and 22.2% of high school students use a tobacco product.^{iv} On top of that, smoking costs our state more than \$2.6 billion each year.

Even though these numbers are alarming, we have made significant progress in addressing tobacco addiction and youth initiation in our state.

Hookah bars and lounges are exploiting a significant loophole in clean indoor air protections and attracting youth and young adults to their establishments. Allowing more hookah bars and lounges to open weakens decades of progress in preventing exposure to secondhand smoke and reducing tobacco use and addiction. We should not go backwards.

Wisconsin's clean indoor air law is extremely popular,^v and has been good for health and good for business. I would be happy to be a resource to you on this issue, including by helping you to explore additional policy solutions. Feel free to contact me with any questions or concerns.

Sincerely,



Molly Collins
Advocacy Director for Wisconsin
262-395-1700 | Molly.Collins@Lung.org

¹ publichealthlawcenter.org/sites/default/files/inline-files/Hookah-Truths-Myths-Options-For-Local-Governments.pdf

² U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

³ U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

⁴ <https://www.lung.org/research/sotc/state-grades/wisconsin>

⁵ Wisconsin Tobacco Facts: Adults. February 2023.

https://www.cuph.org/uploads/2/5/8/5/25855930/tobacco_facts_adults_2023_february__1_.pdf

Melendez, Yadira

From: Cooney, Jim
Sent: Monday, November 6, 2023 10:59 AM
To: Melendez, Yadira
Subject: FW: Purple Lounge Hookah Bar application is up in Licensing committee this Tues, Nov. 7th
Attachments: 2023_10_CityofMkeHookahLetter.pdf

Please add

From: Zamarripa, JoCasta <JoCasta@milwaukee.gov>
Sent: Monday, November 6, 2023 9:29 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>
Subject: FW: Purple Lounge Hookah Bar application is up in Licensing committee this Tues, Nov. 7th

Good Morning ☺

Ald. Brostoff may have already added this to the file, but if not, I just wanted to make sure it was included – thanks!

Patty

Patty Doherty
Legislative Assistant
8th District
Alderwoman Zamarripa
(414) 286-3533

From: Mike Seilback <Michael.Seilback@lung.org>
Sent: Monday, November 6, 2023 8:26 AM
To: Zamarripa, JoCasta <JoCasta@milwaukee.gov>
Cc: Doherty, Patricia <pdoherty@milwaukee.gov>
Subject: RE: Purple Lounge Hookah Bar application is up in Licensing committee this Tues, Nov. 7th

Alderwoman-
Thanks for reaching out. Please see the attached note that Molly worked on. Please let me know if you have any further questions.
Thanks,
Mike

Michael Seilback
National Assistant Vice President | State Public Policy
American Lung Association
631-415-0946
He, Him, His

From: Doherty, Patricia <pdoher@milwaukee.gov>
Sent: Friday, November 3, 2023 5:04 PM
To: Zamarripa, JoCasta <JoCasta@milwaukee.gov>; Mike Seilback <Michael.Seilback@lung.org>
Subject: RE: Purple Lounge Hookah Bar application is up in Licensing committee this Tues, Nov. 7th

Here you go!

Patty Doherty
Legislative Assistant
8th District
Aldерwoman Zamarripa
(414) 286-3533

From: Zamarripa, JoCasta <JoCasta@milwaukee.gov>
Sent: Friday, November 3, 2023 2:49 PM
To: Michael.Seilback@lung.org
Cc: Doherty, Patricia <pdoher@milwaukee.gov>
Subject: FW: Purple Lounge Hookah Bar application is up in Licensing committee this Tues, Nov. 7th

Hi Michael-

I just got a bounce back from Molly Collins telling me I should reach out to you. Please take a look at the email below. My office phone is 414-286-3533, if you'd like to call and talk further. Would love to have you and/or your members in attendance this coming Tuesday.

Looking forward to hearing back from you.

Patty – can you be sure to send the info to Michael, instead, as Molly is out of the office?

Thanks!

JoCasta Zamarripa
Alderwoman
8th District

From: Zamarripa, JoCasta
Sent: Friday, November 3, 2023 2:43 PM
To: molly.collins@lung.org
Cc: Doherty, Patricia <pdoher@milwaukee.gov>
Subject: Purple Lounge Hookah Bar application is up in Licensing committee this Tues, Nov. 7th

Hi Molly Collins-

We wanted to let you know that the Purple Lounge Hookah Bar is up in licensing committee this Tues. Nov. 7th. Remember that this is directly adjacent to the Purple Have vape shop that this same applicant owns.

Patty is working on sending you a copy of their application for you to review. They are applying for class B tavern license and they, interestingly enough, indicate that they are both a "bar/tavern" premise, as well as a "cigarette/tobacco" premise.

I'm hoping you can be in attendance. Remember that you can participate virtually or in-person at City Hall, rm 301-B, third floor.

The hearing is this Tuesday, Nov. 7th. This item is up at 9:20A.

Patty- can you get Molly the link to participate, virtually, just in case that works better for her?

Looking forward to hearing back from you.

Sincerely,

JoCasta

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements. See City of Milwaukee full e-mail disclaimer at www.milwaukee.gov/email_disclaimer