

# SHISHA USE AMONG YOUNG PEOPLE IN THE COMMUNE OF ABOBO: PSYCHOSOCIAL DETERMINANTS OF INTOXICATION BEHAVIOR

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## **Abstract**

*The objective of this study is to identify the psychosocial determinants that influence young peoples in the using of shisha. Shisha has become a fashion in public and open's places frequented by young peoples in Côte d'Ivoire. Although the 2019 law banning the consumption of tobacco in all her forms in public places. Why young Ivorian's peoples consume Shisha, which is ranked among the causes of avoidable morality? To answer of this question, we used a guide of semi-direct's interview to interview 30 young peoples in Abobo's municipality on the basis of purposive sampling. From the datas collected, it emerged that young peoples use shisha because they are fascinated by the consumption rituals of their peers, which they imitate with great ease, since the consumption establishments are opened. Consumers are exhilarated because shisha provides pleasure in a setting of sociability, conviviality and exchange. To reduce shisha consumption, the government and social players could focus on raising awareness and effectively enforcing the anti-smoking law.*

**Keywords :** *Chicha, consumption, Fascination, imitation, intoxication*

## **Résumé**

*L'objectif de cette étude vise à connaître les déterminants psychosociaux qui influencent les jeunes dans la consommation de la chicha. La chicha est devenue une mode dans les lieux publics et ouverts fréquenté par les jeunes en Côte d'Ivoire, malgré la loi de 2019 qui interdit la consommation du tabac sous toutes ses formes dans les lieux publics.*

*Pourquoi les jeunes consomment-ils la chicha qui est classée parmi les causes de mortalité évitable ? Pour y répondre, nous avons interviewé avec un guide d'entretien semi-direct 30 jeunes de la commune d'Abobo sur la base de l'échantillonnage par choix raison. Il ressort des données recueillies que les jeunes consomment la chicha parce qu'ils sont fascinés par les rites de consommation des pairs ; ce qu'ils imitent avec beaucoup d'aisance puisque les établissements de consommations sont ouverts. Les consommateurs sont exaltés car la chicha procure du plaisir dans un cadre de sociabilité, de convivialité et d'échanges. Pour réduire la consommation de la chicha, le gouvernement et les acteurs sociaux pourraient mettre l'accent sur la sensibilisation et l'application effective de la loi anti-tabac.*

**Mots clés :** Chicha, consommation, Fascination, imitation, intoxication

## Introduction

Shisha is a pipe to water with various sizes, destiner mainly for smoking tobacco or fruit essence (Bassolé, 2021). In general, It contains 28% tobacco, 70% molasses (a syrupy liquid containing sugar) and 2% flavoring. It's originally of Asia and has been around since the 4th century (World, Health Organisation, 2015). The consumption of Shisha in ancient times was the prerogative of elderly men and an expression of high social status (their nobility). Clearly, shisha was reserved for a certain social class, and those who smoked it reserved this privilege for themselves. Even if, from the outset, the history of shisha seems controversial in terms of her origins, young peoples were reluctants to use this tobacco because it was so strong (Chaouachi, 2007). The author describes shisha as an epidemic today, having spread throughout the world with the introduction of flavored tobacco from Egypt in the 1990s. Bouquet (2019) adds that shisha is a real phenomenon, even a plague among young peoples. In modern times, shishas consumption is on the increase, and the age of initiation is among increasingly precocious teenagers (between 14 and 16), according to Mansouri (2020). According to the W.H.O (Dembega, 2022), the number of teenagers is in the tens of millions. Clearly, it is during

adolescence that smoking's habits are developed, as numerous studies have shown (Roche, 2004; Le Cain and Piquet, 2016)).

Authors who have addressed the subject of shisha among adolescents and young peoples have emphasized its harmful nature. Indeed, the heightened toxicity of shisha ranks it among the most important causes of avoidable death in the world, with carcinogenic components (Torres-Medina and Zhou-Zhou, 2020). Shisha is also reputed to be more dangerous than cigarettes, due to the quantity of puffs it produces during smoking sessions lasting from 20 minutes to an hour. A study conducted by France's Institut National du Cancer (2011) reveals that shisha releases nearly 4,000 chemical substances during combustion, most of which are toxic, irritating and/or carcinogenic. Shishas consumption is equivalent to smoking 15 to 52 cigarettes, and the smoke released is 7 times greater than that of a cigarette (Lewandowski, 2019). These large fumes during combustion multiply the risk of disease due to inhaled carbon monoxide (Crips îles de France, 2020). Lewandowski (2019) reports that shisha presents a high risk of cancer, chronic bronchitis and cardiovascular problems. A W.H.O report adds tuberculosis and/or hepatitis to this long list of shishas induced diseases (Dembega, 2022).

In studies carried out in Benin by Wachinoua et al. (2018), the emergence of certain pathologies such as chronic obstructive respiratory failure, respiratory or haemorrhagic complications, cardiac comorbidities was observed among shisha consumers. Bême (2018) observes that in addition to lung problems and various types of cancer, shisha can lead to strokes in consumers or others exposed to the smoke. Even though chicha is a water pipe, it remains harmful and toxic (Akamba, 2022). These authors have also shown a correlation between shisha and poly-drug use among students. Indeed, in addition to shisha use, students also consume alcohol, tobacco and cannabis, multiplying the harmful effects of shisha.

However, the authors note that consumers are not sufficiently informed about the risks involved in burning the substances used in shisha. Young peoples believe that passing shisha smoke through water reduces the harmfulness and dangerousness of the components. Peiffer et al (2020) explain that young peoples continue to smoke shisha because they are unaware of the damage caused and believe that shisha is less harmful than other forms of tobacco; whereas, in reality, it is a delusion to think that shisha is not dangerous. In other words, the addition of sweet flavours and the myth of water filtration do not make it any less toxic. It is all the more noxious and dangerous for the cigarettes consumed, and its inhalation is accompanied by 150 to 200 inhalations of 2 to 3 seconds and a volume of 500 milliliters. Ignorance of the effects of shisha is highlighted in the work of Yéo (2022), Rigaud, Basset and Lecas (2017), who argue that the perception of shisha is often mistaken insofar as young peoples inhale large quantities of toxic puffs for several minutes, or even hours in groups.

These authors also note the lack of hygiene among shisha users during smoking sessions. Each user takes puffs from the mouthpiece and passes the device to the person next to him, who does the same. In the end, several peoples can take turns connecting to the same consumption instrument. According to the WHO (2015) sharing the mouthpiece should be able to draw the attention of young peoples to the sharing of diseases also by oral transmission: respiratory pathologies and carcinogenic diseases especially in the case of consumption at an early age.

For young peoples, the consumption of shisha is a way of adhering to a fashion effect through its mundane nature and the influence of peers (Bassolé (2021); Koné and Bakayoko, 2024). Thus, in terms of explanatory determinants, consumers evoke the search for pleasure through the smoke, which gives off a pleasant scent flavored with fruit essences. Curiosity is also an important element in the integration of consumers into peer groups in order to benefit from the bewitching and hypnotizing flavours (Morris,

1992; Demba, 2022). Indeed, the tobacco industry adds flavourings to the substances that are highly prized by young peoples (WHO, 2007). As Sané et al. (2022) assert, this consumption is also a matter of imitation. According to these authors, age is no longer a barrier (early initiation) to tobacco consumption, as only the spirit of the group is important. For some young peoples and teenagers, shisha smoking is a means of asserting their personality, or a way of freeing themselves from social constraints. These young peoples often smoke to assert their maturity by joining groups, or to show their independence from the family (Aanyu et al., 2019). Now, They have access to this form of tobacco, which they consume in large quantities because it has a mirror effect on them (Torres-Medina and Zhou-Zhou, 2020). Through shisha, they discover a sociability that brings young peoples together. These authors point out that consumers use it in peer groups, including boys and girls, and influence each other.

In short, WHO (2007) notes that smoking tobacco, and specifically shisha, gives pleasure, hence the desire of some young peoples and teenagers to imitate it. In most cases, there are several reasons why young peoples smoke shisha. There's a kind of reproduction of consumption behaviors due to the fashion effects, resentments and the conviviality aspects generated by shisha consumption. Some find it appealing because of its organizational aspects (consumption takes place as part of an overall movement). Others indulge in consumption because it brings them ecstasy due to the addition of aromas and good scents, which do not leave an odor on the consumer, unlike ordinary cigarettes with strong odors. Dembega (2022) concludes that the factors that explain young peoples use of shisha are curiosity, followerism, fashion, thrill-seeking and a feeling of well-being or relief.

shisha appears to be a passion for young Ivorians, as it is gaining ground among this segment of the population (Kouamé, 2021). He cites a report by the National's Plan of Fight Against Tobacco

(NPFAT), which states that in Côte d'Ivoire, 5,000 peoples die from smoking every year. In the Ivorian capital, teenagers and young peoples are discovering shisha at an early age thanks to his tools, advertising, restaurants, bars and nightclubs (Génération Sans Tabac, 2020). The non-governmental organization reports show that many young peoples in the municipalities of the Abidjan's district are not only use shisha in snack bars, but it also seems to be an unavoidable part of organized drinking parties in Abidjan. This phenomenon affects all social strata, including schoolchildren, where some pupils in the 5th grade (aged 13 or over) imitate their friends by consuming shisha, without hiding (Bamba, 2021). Most studies show that young peoples are genuinely involved in shisha consumption, under the impetus of their peers. This is reflected in the imitation and reproduction of smoking behavior in open-air venues, despite the ban on tobacco consumption. The gloomy picture of shisha consumption presented by the authors for Côte d'Ivoire (the new youth craze according to the non-governmental organization Génération Sans Tabac (2020)) is food for thought. Indeed, reducing shisha consumption is equivalent to protecting smokers and non-smokers from pathological consequences (health and psychosocial risks), having a population and future managers in good health (living in a healthy environment), reducing juvenile marginality and delinquency, as chicha consumption corresponds to non-compliance with the law in force.

No study of shisha consumption has been carried out in the municipality of Abobo, where 85% of the population is young (INS, 2021). If nothing is done, a large proportion of these young peoples could be involved in shisha consumption. So, what are the psychosocial reasons why young peoples in Abobo use shisha? In other words, why do young people in the commune of Abobo consume shisha to excess?

The aim of this study is to identify the psychosocial motivations that influence young peoples to use shisha. To this end,

Bandura's (1977) theory of social learning or vicarious learning applies well to the case of smoking in general and shisha in particular among young peoples, as it shows that young peoples acquire shisha-drinking behaviors as a result of what they observe in their surroundings: individuals learn new behaviors by observing and imitating the actions of others. The peer group in particular has an important role to play in young peoples behaviors, as peer consumers are likely to influence positively or negatively and condition the behaviors observed. The author describes the entourage as a social group made up mainly of family and friends who are a reference for the individual. Learning theory explains the learning process by observation, modeling and reproduction, i.e., individuals imitate the behaviors, attitudes and emotional reactions of peers by looking at a model and either reproducing it or modifying their own behavior. In this work, young users who frequent shisha consumption environments reproduce the behaviours of other young users in their environment. In other words, there is a high probability that a young person exposed to the smoke of others in his or her immediate environment will imitate and become a consumer. Clearly, a person appropriates a habit or behavior by copying it from what he or she observes in his or her environment.

## **Methodology**

The survey took place in the autonomous district of Abidjan, specifically in the Abobo's municipality. This place is one of the most densely populated in the Abidjan district, with around 1,340,083 inhabitants according to the general population and housing census (National's Institut of Statistic, 2021). The study focused on this municipality, as it is one of the places in the Abidjan's district where shisha consumption has reached his peak, according to Kouamé (2021), who also noted serious dangers for consumers of Shicha products and non-smokers. The survey

population was made up of young peoples (boys and girls aged between 18 and 25) who use shisha. They were interviewed in places where consumption was high (bars, ice-cream parlors, restaurants, etc.). In all, we were able to gather information from 30 shisha smokers (24 boys and 06 girls). The sample was obtained on the basis of reasoned choice, insofar as the respondents had specific typical characteristics. To this sample, we added 03 shisha dispensary managers.

This study is part of a qualitative approach to identifying the determinants of shisha consumption among young peoples. It focuses on the real underlying reasons for this consumption, linked to the influence of peer groups. A guide of semi-direct's interview with opened questions was used to collect field data from respondents. The questions focused on respondents social characteristics, reasons for shisha consumption, perceptions of shisha and its consequences. Respondents were asked to meet at places where shisha was consumed (restaurants, bars and shisha areas) to answer the questions. The questions were opened and semi-directed, to encourage respondents to develop their different points of view and to argue their points of view. The focus groups were the preferred method of data collection. Individual interviews were also carried out with shisha shop managers and respondents to reinforce the group information.

Analysis of the datas collected was based on thematic content analysis, with particular emphasis on verbatim. This method enabled us to process data on young peoples opinions, attitudes, experiences and relationships in relation to shisha consumption. In addition, this method enabled us to capture themes relating to shisha consumption in peer groups.

## **Results**

The results of this research concerned the socio-cultural characteristics of the respondents, the determinants of consumption and the consequences.



## I- Socio-cultural characteristics of respondents

### *1 -Distribution of young shisha smokers by age*

<div>Number and percentage  Year</div>	Number	Percentage
18 years old	04	13.33 %
21 years old	16	53.33 %
22 years old	1	3.33 %
25 years old	9	30 %
Total	30	100%

This table shows that of the 30 young peoples surveyed, the 21 and 25 year-olds are more numerous. However, most of the young peoples say that the age of initiation is around 12 to 15. It emerges that the peoples who started smoking in their early teens are generally children in difficulty, who when the shisha phenomenon arrived in Côte d'Ivoire were using "leftovers or water pipe bottoms" from older consumers. During the survey, we also met teenager's users of Shisha, who are children in difficulty (living on the streets). Interviewees informed us that some teenager's consumers are specifically driven by the desire to discover, as they are fascinated by adults who use shisha.

Concentration at the age of 21 shows that at this age, young peoples are leaving adolescence behind and are fully into youth, so they believe that anything goes (smoking, drugs and delinquency). At the age of 25, shisha consumption persists, indicating a problem of addiction or dependence. Respondents said that most users were in their twenties and thirties; older players smoke in private clubs or at one another's homes.

## **2- Breakdown of young shisha smokers by gender**

Most of the consumers we interviewed were boys. However, there are also girls who smoke shisha and attend parties. In this study, we interviewed 24 boys and 6 girls. The propensity of boys is higher than that of girls, according to KS: "A lot of girls smoke shisha, but not like us men. They can't stand the smoke; it's the fruity taste that attracts them". VO supports this idea, but thinks that: "Generally, girls take a few puffs and escape, because society condemns those who smoke. So, they prefer to hide. Here, the girls who smoke are those who love the shows or parties and aren't afraid of prejudices".

According to the information provided by the interviewees, the smaller number of girls than boys is justified by sociological considerations. Society stigmatizes girls who use tobacco. This discrimination leads them to "consume tobacco or shisha in private homes or private clubs so as not to expose themselves to the stigmatizing gaze of "accusing" society, according to VO. This means that society's perception of female junta shisha consumption may be a deterrent for this segment of the population.

## **3-Place and mode of shisha consumption**

Bars, restaurants and ice-cream parlors are the preferred places for young peoples in Abobo to smoke shisha. Despite the Ivorian government's 2019 ban on shisha consumption in public places, consumers continue to smoke shisha in these crowded settings. Consumption takes place in groups (the preferred means of consumption). YV explains that "maquis, bars and ice cream parlors are the best places to enjoy the taste of shisha flavors". These places follow group consumption of shisha, sometimes sharing the mouthpiece between 4 to 6 peoples, or even more, in order to strengthen friendships: "It's the group spirit that motivates us to smoke shisha, because shisha strongly consolidates the bonds between friends", according to YV.

Young peoples declare that smoking shisha in a group is more enjoyable, and increases the emotions felt tenfold. AV says: "It's too sweet and we're happier when we smoke in a group, rather than smoking alone".

### **III-Determinants of shisha consumption among young peoples**

According to the datas collected from participants, there are a many reasons to smoke shisha. Firstly, adherence to a new form of tobacco consumption that fascinates young peoples through his consumption's rituals; secondly, shisha consumption fits into a framework of sociability and exchanges between consumers; and thirdly, the search for strong sensations linked to pleasure.

#### ***1-Fascination and imitation of public shisha-drinking behaviour***

Shisha is available over the counter in Abobo. Consumption sites are open spaces that welcome many young consumers. They are observed from the outside, and some young peoples take advantages of the opportunities to demonstrate their mastery of the art of shisha consumption. In this way, the regular consumption of peers fascinates young peoples who observe them and express the desire to reproduce what they see. According to KV, "When we used to see our friends smoking shisha, it was like a dance we all wanted to join in. But now, we're the ones who make people want to watch us". SA adds that "smoking like everyone else is great to see. It makes you young hipsters who keep up with current events and trends". These young peoples rely on the spectacle that takes place during shisha sessions. These sessions show not only the reproduction of mass smoking behavior, but also the agility and ballet of consumers around the mouthpiece. FR notes that "when it's your turn to smoke, after each of your friends has taken his or her share, it's like being the winner of a prize. You consume with pleasure and show off, sometimes to the applause of your smoking friends". Some consumers stress that

they were influenced and attracted to shisha consumption by "the racket that was going on around the shisha", as RT puts it. Indeed, he says he became involved in the fascinating spectacle of shisha consumption thanks to a consumer friend he used to frequent regularly. Here, consumers seek to impress observers; it's this fact that attracts more and more young peoples to shisha consumption.

## ***2- Communication and exchange around shisha***

Generally, shishas parties are held in peer groups, with a multitude of interactions. DT maintains that "I'd rather drink shisha with my friends and feel good than do anything else, because with shisha, you don't see the time passing". shisha time is the best time for : "communications to spend time with friends talking about all life's problems", observes GG. Another respondent (KY) adds that shisha strengthens friendships. Clearly, some of our respondents use shisha to spend quality time together, rehashing their lives: "We meet here practically every evening to smoke shisha. During the day, everyone goes about their business, and in the evenings we get together to talk about life and have a smoke. It takes the stress out of the day," says B K. And so, for their own pleasure, the consumers keep repeating the shisha parties, which are the only opportunities they have to exchange ideas and communicate. KN says, "Since I discovered shisha, I've cut down on cigarettes. I prefer to smoke shisha in the company of friends. I've been smoking shisha for two years now and I get more pleasure from this instrument, which enables me to communicate better with other friends".

When it comes to socializing, shisha allows users to share opinions and messages between puffs. According to HY: "We exchange best when we consume shisha, it's also a moment to share our experiences. While the pipe goes round the table, you can exchange information about anything you like. What's more, great resolutions are made over shisha".

QG explains that sometimes friends explain math exercises to him while they are smoking shisha. For him, " shisha develops intelligence, because I understand the exercises better when I smoke a little shisha ". He is supported by another of his friends (SK) who believes that " shisha opens up intelligence because the exchanges that take place are of a high level".

### ***3- Sharing cheerful sensations***

Consumers recognize shisha as an instrument that brings pleasure to users. It is said to secrete more dopamine, making users happier. ER explains that: "smoking shisha makes us feel more at ease than other substances or drugs because, with shisha, sensations of pleasure and happiness are guaranteed". With regard to the hobby element, the interviewees explained that shisha smoking enabled them to occupy a large part of their time living in gaiety. LK explains that shisha is consumed to better "feel the joy of living on earth". Indeed, shisha helps him not only to feel better, but also to be more relaxed during his moments of difficulty. So he prefers to feel the fruity taste and pleasant smell going through his mind. AD believes that "the more you smoke shisha, the happier you feel. So I don't miss a single opportunity to have one whenever I feel the need.

Today, shisha is a must for these young peoples, and has become a fashion statement for them. Some of those polled say it's their generation's best find. As Ab puts it: "the taste of shisha is too delicious; anyone who doesn't smoke shisha is out of touch with the world". Young peoples who are addicted to shisha and to frequenting the places where it is consumed have made it known that this substance is the "best of all substances to consume". This is one of the reasons (fragrant and pleasant aromas) that attracts more and more young peoples. Some participants also drew our attention to the odorless factor of shisha, unlike ordinary cigarettes.

All these data reveal aspects relating to the observation of consumer behavior, imitation and vicarious learning, as consumption provides pleasure and helps reinforce convivial moments between friends, according to young peoples. However, shisha consumption has consequences for users.

### **III-Consequences of shisha consumption**

The data present a bleak picture, showing risks for consumers. Respondents emphasize the pleasurable effects felt to continue their consumption. This information highlights young peoples lack of awareness of the dangers of shisha. In terms of statistics, the majority of those interviewed (93.33%) displayed a total lack of knowledge of the harmful consequences of shisha, and only 6.66% said they had heard of any harmful effects. So, when asked whether shisha is dangerous, most of those surveyed put things into perspective, believing that the refreshing liquid in the products used has a reductive impact on the risks. "I'm not sure... but I do know that the water through which the shisha products pass changes the chemical composition and neutralizes the dangerous particles, so the smoke becomes less harmful to health", says J-M, in a tone of hesitation. In terms of consequences identified by the 6.66% of respondents, we have problems of dependence, poly-drug use, failure at school and health.

#### ***1-Emotional dependence on the product***

Young shisha users' lives are influenced by their consumption of the product. They are driven by memories of the pleasure the substance gives them during and after consumption. They want to use again and again to experience the same pleasures. Here, most users have gone through the phases of habituation, tolerance and

dependence, as the interviewees are regular shisha users. Some are compulsive users who swear by shisha on a daily basis.

### ***2-poly-drug use***

shisha smoking is said to encourage the consumption of alcohol, cigarettes and e-cigarettes, as illustrated by respondent JF, for whom: "Shisha smoking makes you want to use alcoholic substances and cigarettes". This explains why a person who develops an addiction to shisha will develop an addiction to alcohol as quickly as possible, and vice versa.

Another respondent (SK) points out that, as he can't walk around with all the shisha equipment, he has taken to using electronic cigarettes, whose "container is easy to carry around". In fact, his addiction to shisha leads to a constant desire to consume smoking products.

### ***3-school failure***

Some young peoples explain that, over time, shisha reinforces learning difficulties during schooling, which can also disrupt schooling. As a result, there is a high rate of school failure among users who desert school to work in shisha clubs. This was confirmed by PL, who said: "I quit school because I couldn't concentrate at school. I have a friend who failed his exam because of shisha. But since it's sweet, we're still into it, and now we work in the marketing of shisha products".

### ***4-health problems***

The pleasant, fragrant sensation of shisha is deceptive," explains a shisha dispensary manager, "because smokers have no idea of the quantity of toxic products inhaled and their harmful long-term effects on health. In other words, beyond the pleasure they derive from shisha smoking, this substance can have harmful

long-term effects on their health. In fact, tobacco consumption via shisha has an influence on the development of numerous pathologies, due to the collective use of the same mouthpiece that passes into the mouth of each consumer in turn. As a result, shisha may well be a source of transmission and contamination of certain diseases that consumers are unaware of. Young peoples are often unaware that they are vulnerable to certain contagious diseases such as coughs and tuberculosis, which can be transmitted through the collective use of consumption equipment. Three respondents admitted to coughing regularly, but made no connection with shisha. They were adamant that shisha was not responsible for their condition.

Another ice-cream shop manager noted that "the best customers for shisha are teenagers, because they think it's non-toxic and has no harmful elements, so it's safe". This information reveals that consumers are ill-informed about the products they consume that damage their health.

## **Discussion**

This research was carried out on the "Use of shisha among young peoples in the commune of Abobo: psychosocial determinants of intoxication behaviour". Our aim was to identify the psychosocial determinants that lead young peoples in Abobo to use shisha. To this end, we conducted a qualitative study using a semi-directive interview guide to gather the necessary information from 30 young shisha users. They were selected on the basis of reasoned choice, coupled with an act of informed consent. The information gathered from the respondents was cross-checked and analyzed using thematic content analysis (verbatim reports were used to support the data).

In this study, we note a strong presence of young male shisha users, 24 of whom were selected. However, some girls are also shisha users (6 participants in this study). At this level, girls who



use shisha find it difficult to display their consumption because of stereotypes and the weight of African tradition, which stigmatizes tobacco users. So, unlike men, they smoke in private clubs or enclosed spaces.

The reasons for shisha consumption among the respondents relate to the appeal of the components of shisha to young peoples: consumption is guided by the observation, imitation and reproduction of the behavior of peers. This influence of friends generates a massive adherence to shisha among young peoples, who are fascinated by the consumption rituals of their young friends. This information from our research was developed in the work of Sané et al. (2022). Indeed, the influence of groups is a decisive criterion in shisha consumption, because at the same time as young peoples copy the consumption behaviors of their fellow students, they reproduce them in the same setting. This is also the point made by Dembega (2022), who asserts that shisha consumption among young peoples is the result of curiosity, followerism and fashion.

Young peoples also smoke shisha because the ingredients are, in their opinion, very tasty, with intoxicating fragrances; this multiplies the sensations of euphoria, power and perfect happiness. Our data confirm those of Morris (1992), who observed that the flavours of shisha are bewitching and hypnotizing.

The data's froms of this study show that the shisha consumption setting is not only one of conviviality and information exchange, but also one of poly-drug consumption (young peoples associate the consumption of other drugs with shisha sessions, or consume shisha while consuming other drugs (alcohol, stem cigarettes and electronic cigarettes)).

However, young peoples are often unaware that shisha smoking seriously damages their health. They rely on the fact that passing the shisha pipe through water attenuates the harmful effects on health. The health situation of shisha users has been discussed by

authors who speak about the consequences of shisha (Bême, 2018; Akamba, 2022; Wachinoua and al., 2018).

Several limitations emerge from our study. They are mainly related to the risks of shisha consumption and to the sample. Our study does not clearly highlight the risks associated with shisha consumption, since consumers did not make any link between shisha use and probable illnesses. Indeed, as we are not in the health field, we can't assess the extent of some of the effects described by the respondents. However, we did note that some consumers coughed strongly. The toxic elements (carbon monoxide, tar, nicotine) contained in the ingredients of shisha are downplayed by young peoples, as are the various illnesses it can cause (Bassolé, 2022).

Our study sample also has its limitations. It is small, so the data cannot be generalized. In addition, this study is limited to a few bars, ice cream shops and pharmacies in the commune of Abobo (3 pharmacies).

In 2019, the government passed a law against the use of tobacco, shisha and e-cigarettes in public places. However, in reality, no penalties are applied, as consumers get drunk without being bothered, and shisha merchants fill their coffers without worrying about the dangers of the products for consumers and non-consumers alike. Other studies could look at the short, medium and long-term health risks for passive smokers, as well as the environmental risks associated with the abundance of shisha smoke, given that smoke kills smokers and non-smokers alike.

## **Conclusion**

This study took place in Abobo, in the district of Abidjan. It shed light on the consumption of shisha among 30 young peoples subjected to a guide of semi-direct's interview. The reasons for this consumption are various and stem from the observation of

peer consumption behaviors in open spaces in Abobo, despite the law banning tobacco consumption in public places. This fascination of young peoples leads to vicarious learning and the adoption of similar behaviors by young peoples who are looking for sensations of pleasure, euphoria and affirmation of their personality through shisha. Moreover, shisha consumption takes place within a framework of communication, conviviality and exchange. The data reveal that shisha consumption is a gateway to poly-drug use (stem and electronic cigarettes, alcohol, hard drugs). However, the harmful effects on consumers' health are poorly understood, exposing them to a potential risk of disease. As a result, we need to ensure effective enforcement of the 2019 in Côte D'Ivoire anti-smoking laws, which bans the consumption of tobacco in all its forms in public places. A program to raise awareness among parents and young peoples, with the involvement of specialized social players, is imperative.

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