



Vilas County Public Health Department

Physical Address: 302 West Pine Street

Mailing Address: 330 Court Street • Eagle River, WI 54521

715-479-3656 • 866-845-2726 • Fax: 715-479-3741

For Immediate Release: February 21, 2017

Contact: Tammi Boers, Vilas County Public Health Department, 715-479-3757

WI Wins is Making Changes to Fines for Illegal Tobacco Sales in 2017

As the New Year starts, the Northwoods Tobacco-Free Coalition (NWTFC) will again be completing tobacco compliance checks through the WI Wins program. This means that any retailer in Vilas County that has a tobacco license is subject to a compliance check in 2017 to make sure tobacco products are not being sold to youth under the age of 18. This year WI Wins is making changes to lower Vilas County's current illegal sales rate of 22.8%.

All kids deserve a healthy future and tobacco retailers play a big role in keeping kids tobacco-free. Retailers can help kids avoid tobacco use by checking the ID of anyone that tries to buy a tobacco product. Wisconsin has several rules to help prevent tobacco sales to minors; State Statute 134.66 bans the sale of tobacco products to people under the age of 18 and requires that staff who perform tobacco sales be trained. Below you will find more information on training and fines for 2017:

- **If an employee is not trained on avoiding tobacco sales to youth under the age of 18 and a sale occurs this year that business will be given a fine**
- **If an employee is trained on avoiding tobacco sales to youth under the age of 18 and a sale occurs this year a fine will be given to the employee that sold and also to the business owner**
- **Any business who sells tobacco to minors is subject to a second compliance check within the same year**

NWTFC urges everyone to know the law to avoid the fines from illegal sales and help keep our youth safe! Wisconsin Wins thanks the many retailers and employees who protect minors from tobacco. If anyone would like more information on this program or training resources please contact your local health department at 715-479-3757.

###