



Vilas County Public Health Department

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ILLEGAL TOBACCO SALES ENFORCED BY WISCONSIN WINS PROGRAM

Did you know that nearly 9 out of 10 cigarette smokers' first tried smoking by age 18? The Center for Disease Control and Prevention (CDC) estimates that, "If smoking continues at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 will die early from a smoking-related illness."

To the Northwoods Tobacco-Free Coalition (NWTFC), these numbers are incredibly alarming! Every youth deserves a healthy future. That's why NWTFC conducts Wisconsin Wins compliance checks throughout our six county coalition (Florence, Forest, Lincoln, Price, Oneida, and Vilas). Wisconsin Wins is a science-based tobacco control program sponsored by the Wisconsin Department of Health Services. This program strives to prevent youth access to tobacco through compliance checks, local outreach and free training for tobacco retailers. Through this program and Wisconsin State Statute 134.66, both owners and clerks who sell tobacco to minors are subject to fines up to \$1,000 and even the loss of their tobacco license.

Retailers also have to refuse the sale of "other tobacco products" such as chewing tobacco, snus, cigars, little cigars, cigarillos, electronic cigarettes and hookah products to minors. These products come in a variety of flavors such as cherry, chocolate, cotton candy and gummy bear. Unfortunately, the use of these products is increasing among youth, and that is why it's crucial clerks are trained on them as well.

If any tobacco retailer is in need of training on the laws that govern Wisconsin tobacco sales and the consequences of selling tobacco to minors NWTFC recommends using this FREE training tool: www.SmokeCheck.org. When employees are finished, they'll be able to print the necessary, state-approved training certificate. For more information on illegal tobacco sales and the WI Wins program contact Tammi Boers at 715-479-3757 or taboer@co.vilas.wi.us

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