



## Vilas County Public Health Department

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### Vilas County Lowered the Number of Illegal Tobacco Sales in 2017!

The Northwoods Tobacco-Free Coalition (NWTFC) once again completed tobacco compliance checks through the WI Wins program this summer. The purpose of WI Wins program is to check any retailer that has a tobacco license in Vilas County to make sure tobacco products are not being sold to youth under the age of 18.

37 random checks were completed for retailers in Vilas County holding a tobacco license; 3 of these retailers sold tobacco to a minor. The current illegal sale rate is 10.5%. This has gone down from the last 2 years (2015, 2016) which was at 22.9%!

All kids deserve a healthy future and tobacco retailers play a big role in keeping kids tobacco-free. And this year, Vilas County retailers helped keep tobacco products out of kids' hands by not selling tobacco products. The Campaign for Tobacco-Free Kids reports that nearly 7,000 Wisconsin kids become new daily smokers each year and more than 80% of adults report that they started smoking before the age of 18. By reaching youth and young adults before they start using tobacco products, we can prevent future death and disease from tobacco use.

Vilas County Public Health Department and the Wisconsin Wins program 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 Tammi Boers, Vilas County Public Health Department at 715-479-3757 or [taboer@vilascountywi.gov](mailto:taboer@vilascountywi.gov)

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