



Vilas County Public Health Department

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New Tobacco Sales Training Website for Retailers

Wisconsin Wins checks will soon begin in our community. WI Wins is a science-based 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.

For the past decade, Smokecheck.org has been the site tobacco retailers used for training on how to avoid illegal tobacco sales and hefty fines. There is now a new site:

www.WITobaccoCheck.org. The training continues to be free but includes new features like the ability to create a store account, monitor employee training progress, and download employee training certificates.

The reason for the new URL was to include other tobacco types beyond cigarettes that are increasingly popular with young people. In Wisconsin, 13% of Wisconsin high school students report smoking e-cigarettes, compared to 8.1% who report smoking cigarettes.

The site is designed to help retailers comply with Wisconsin State Statute 134.66, which forbids the sale of tobacco products to anyone under the age of 18. The consequences for not following Wisconsin tobacco sales law can be severe, including fines up to \$500 or suspension of license.

“We would like to thank all retailers that check ID’s and don’t sell tobacco products to minors,” stated Tammi Boers, Vilas County Public Health Department. “We encourage all tobacco retailers to visit www.WITobaccoCheck.org to learn more and train their staff in order to make a difference in our community.”

For more information on tobacco prevention and control activities in Vilas County, please contact Tammi Boers, Community Health Coordinator, Vilas County Public Health Department, at 715-479-3757 or taboer@vilascountywi.gov

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The mission of the Vilas County Public Health Department is to promote health, protect the environment, and prevent disease and injury.