



Western Wisconsin Working for Tobacco-Free Living
Clean air. Healthy communities.
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For Immediate Release: February 5th, 2018
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More Area Retailers Prevent Kids from Buying Tobacco in 2017

Thank you to the 223 area retailers who did not sell tobacco to minors during the 2017 tobacco age compliance checks! Checks took place in Barron, Burnett, Pierce, Polk, Rusk, and St. Croix counties. Western Wisconsin Working for Tobacco-Free Living (W3TFL) carried out these checks through the statewide program, WI Wins.

Wisconsin state law prohibits the sale of tobacco to people under the age of 18. Tobacco age compliance checks take place each year to ensure that retailers follow the law and youth cannot buy tobacco. In 2017, 223 area retailers did not sell tobacco to minors during 247 checks. This means 90% of local retailers followed the law!

Specifically, the number of retailers that refused to sell tobacco to minors in 2017:

- Barron County: 47 out of 49 retailers - 96% followed the law!
- Burnett County: 22 out of 24 retailers - 92% followed the law!
- Pierce County: 24 out of 30 retailers - 80 % followed the law!
- Polk County: 54 out of 59 retailers - 92% followed the law!
- Rusk County: 8 out of 8 retailers - 100% followed the law!
- St. Croix County: 68 out of 77 retailers – 88% followed the law!

This is an improvement for our area. In 2016, only 85% of local retailers did not sell tobacco to minors. While this progress is encouraging, the local compliance rate is lower than the state rate. Statewide, 92% of retailers followed the law and refused to sell tobacco to minors in 2017.

“We are proud of the increase in local retailers who keep tobacco out of our kids’ hands!” states Elizabeth Hagen of W3TFL. “We are working to grow the number of retailers who correctly check IDs and refuse to sell tobacco to minors. All retailers are encouraged to train their employees on how to follow the law. Free training is available at WITobaccoCheck.org.”

More information about the Wisconsin Wins program and the data presented: www.WiWins.org

More information on local tobacco prevention control efforts:

- W3TFL website: www.W3TFL.org
- W3TFL Facebook: <https://www.facebook.com/W3TFL>

Free training and more information on stopping the sale of tobacco to youth: www.WiTobaccoCheck.org

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