



Western Wisconsin Working for Tobacco-Free Living
Clean air. Healthy communities.
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Area Retailers Prevent Kids from Buying Tobacco in 2018

Thank you to the 210 area retailers who did not sell tobacco to minors during the 2018 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 2018, 210 area retailers did not sell tobacco to minors during 258 checks. This means 81.4% of local retailers followed the law!

Specifically, the number of retailers that refused to sell tobacco to minors in 2018:

- Barron County: 32 out of 40 retailers - 80% followed the law!
- Burnett County: 18 out of 27 retailers - 67% followed the law!
- Pierce County: 30 out of 34 retailers – 88.2% followed the law!
- Polk County: 47 out of 61 retailers - 77% followed the law!
- Rusk County: 15 out of 20 retailers - 75% followed the law!
- St. Croix County: 68 out of 76 retailers – 89.5% followed the law!

This is worse than last year. In 2017, 90% of local retailers did not sell tobacco to minors. While this progress is discouraging, W3TFL will continue to work hard to keep tobacco out of the hands of our youth.

“We are proud of the 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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