

WISCONSIN WINS KEEPS OUR KIDS TOBACCO-FREE.

HOW IT WORKS

The Wisconsin Wins program uses an effective mix of education and oversight to keep kids away from tobacco products by:

- Conducting unannounced inspections at local tobacco retail outlets to track retailer compliance with Wisconsin's tobacco sales laws.
- Providing free training and educational resources that help retailers understand and comply with the law.
- Engaging in community outreach and education to communicate the importance of preventing youth access to tobacco.

MAKING AN IMPACT

Wisconsin Wins has delivered measurable results since the beginning:

- In 2001, 34% of Wisconsin retailers sold tobacco products to minors. Today, that number is in the single digits.
- Retailers in 70 of Wisconsin's 72 counties have completed training at SmokeCheck.org, an online tool that teaches retailers and their employees how to comply with Wisconsin's tobacco sales law.

AN ONGOING NEED

As long as Wisconsin's youth continue to gain illegal access to tobacco products, Wisconsin Wins remains a crucial component of our state's tobacco prevention and control efforts.

- Sales to Wisconsin's minors increased from 5.4% in 2012 to 7.3% in 2013.
- Every year in Wisconsin, 7,400 new kids under the age of 18 become daily smokers, according to the Campaign for Tobacco-Free Kids.

5.6 MILLION

OF TODAY'S CHILDREN WILL DIE EARLY FROM SMOKING

IF WE DO NOT DO MORE TO REDUCE CURRENT SMOKING RATES.*

TOBACCO USE STARTS YOUNG.

88% OF DAILY SMOKERS TRIED

THEIR FIRST CIGARETTE

BEFORE TURNING 18.**



*The CDC, Surgeon General's Report on Smoking and Health, 2014

**According to the United States Department of Health and Human Services, 2012

WHAT'S HAPPENING LOCALLY:

Wisconsin Wins prevents tobacco sales to minors by:

- Conducting four retailer education activities annually.
- Promoting SMOKECHECK.ORG training. A total of 129 tests were taken by Eau Claire County retailer employees in 2014.
- Partnering with all Eau Claire County law enforcement agencies to conduct ongoing unannounced inspections.

County	Inspections	Sales	Sales %
Eau Claire County	62	6	10%



WisconsinWins.com



Eau Claire City-County
Health Department

Contact us:

