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Free Training Aims to Prevent Alcohol and Tobacco Sales to Youth

Eau Claire, WI – November 22, 2016 – Sellers and servers of alcohol and tobacco are the “first line of defense” in keeping underage people from getting their hands on these products. The Eau Claire City-County Health Department and the Alliance for Substance Abuse Prevention will again partner with the Eau Claire Police Department to provide a free training for local alcohol and tobacco sellers. The next training will be held on **Tuesday, November 29th**.

The 2016 compliance check rate for businesses selling alcohol was 84% and 90% for tobacco. We are hoping that 2017 will be the year that 100% compliance is reached! Alcohol and tobacco compliance checks are conducted in collaboration with local law enforcement agencies to ensure that retailers are following alcohol and tobacco sale laws.

We have found that employees are doing an excellent job asking for an IDs, but skills need to be improved in accurately read IDs. Typically, when a sale is made to an underage buyer during a compliance check, it is after the ID is requested and checked.

The main goal of the training is to improve public health and safety by giving sellers and servers information and tools to avoid making illegal sales. Topics covered in the training will include:

- Reading identification cards correctly
- How to spot a false identification card
- Tips on how to refuse an illegal sale
- Increasing awareness of the importance of responsible sales of alcohol and tobacco products
- The dangers of underage use of tobacco and alcohol
- The effect of underage use on our community



Underage use of alcohol and tobacco is a public health issue in Eau Claire County, where the average age of first use of both products is 13. This is concerning because youth who begin to drink alcohol before age 15 are six times more likely to develop alcohol dependence or abuse later in life than those who begin drinking at or after age 21. We also know that 80% of current adult tobacco users started before the age of 18.

Providing education and training for employees is good for both the retailer and the community. By not selling to an underage person, employees will avoid costly citations and will also be helping prevent the problems that come with underage drinking and tobacco use. Sergeant Brian Schneider from the Eau Claire Police Department says, “We want to help retailers enhance these skills because we want businesses to be successful in not selling to minors. This helps keep young people and communities safe.”

For registration, training, and compliance check information visit the compliance check section of the Alliance website at www.getinvolvedasap.org. When kids have a hard time getting tobacco and alcohol, they use less. Preventing youth use will reduce negative health consequences and the cost to our community in the future.

