

# 2017 Wisconsin Wins Tobacco & Nicotine Compliance Report

## Dane County (excluding Madison)

The Wisconsin Wins program is an evidence-based tobacco control program funded by the Wisconsin Department of Health Services and gives the Tobacco Free Columbia-Dane County Coalition the authority to conduct unannounced tobacco and nicotine compliance checks at retailers selling these products. During compliance checks, an underage person will attempt to purchase tobacco and/or nicotine products from the retailer, even if the business is intended for only adults (e.g. liquor stores, bars, tobacco shops).

In 2017, 182 compliance checks were conducted in Dane County (excluding Madison) for the sales of tobacco and nicotine products to minors. The inspections resulted in seven sales of tobacco/nicotine products to youth for a compliance rate of 96% or an 4% sales rate. Inspections are stratified for vendor type below.

### STATE STATUTES 134.66 & 254.92

Prohibits the sale of tobacco and nicotine products, such as e-cigarettes and e-juice, to anyone under the age of 18. Retailers who sell to minors in Madison can receive fines up to \$500. Both the retailer and the clerks who make the illegal sales are subject to citation fines.

Under the same statutes, it is REQUIRED that everyone who sells tobacco completes a state-approved tobacco training and has proof of completion on file at the business. Free training is available at [www.WITobaccoCheck.org](http://www.WITobaccoCheck.org). This simple web training tool makes meeting the state's training requirement easy.

Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/Convenience	96	5	5	95
Liquor	20	2	10	90
Grocery	21	0	0	100
Pharmacy	13	0	0	100
Department Store	14	0	0	100
Bar/Restaurant	9	0	0	100
Tobacco/Vape Shop	4	0	0	100
Campground/Resort	2	0	0	100
Bowling Alley	1	0	0	100
Golf/Country Club	2	0	0	100
<b>Total</b>	<b>182</b>	<b>7</b>	<b>4</b>	<b>96</b>



# HISTORICAL TRENDS AND CONCERNS

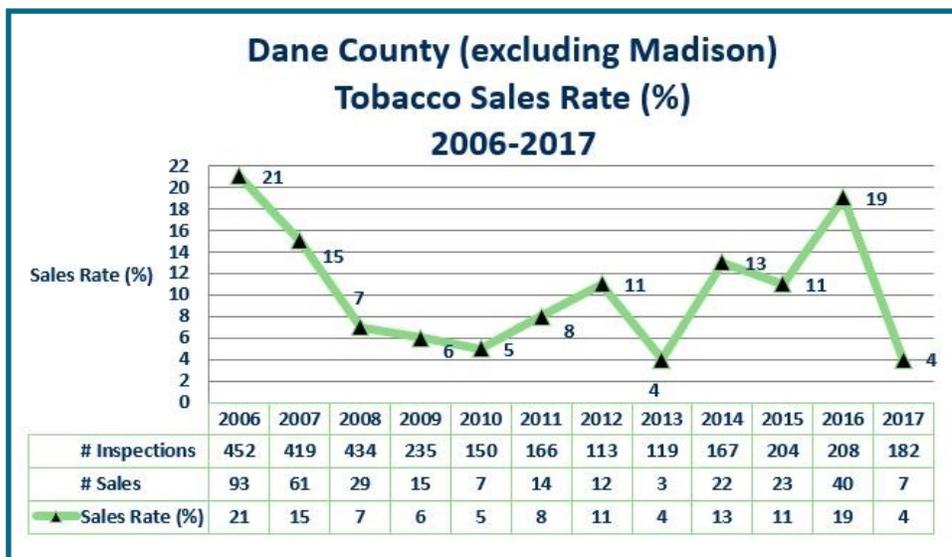
We saw all time low tobacco/nicotine sales rate in 2017 for Dane County (excluding Madison). This is a great accomplishment after seeing all time high sales rates last year. It should be noted, though, that about 2,600 kids under the age of 18 in Wisconsin still become new daily smokers every year, according to the Campaign for Tobacco-Free Kids.

## INSPECTORS DOB

This year, inspectors (aged 16-17) employed to conduct compliance checks were either born in 2000 or 2001. This may play a factor in why we saw a dramatic drop in sales this year. Even though an underage ID tells you when someone turns 18, the math involved to identify the age of those born in 2000 or 2001 wasn't too difficult to do this year. Also, the sheer fact that they are born in a different decade than the age for alcohol could be the first red flag for some retailers. We will continue to monitor in future years.

## INCREASED CLERK TRAINING

In response to the all time high sales rates last year, TFCDL conducted a lot of education and promotion of the Wisconsin Tobacco Check online training to ensure that rates wouldn't continue to rise. There was also a lot of media around the high rates last year. Since the release of the new Wisconsin Tobacco Check online training this past summer, almost one-third of all the Dane County (excluding Madison) retailers have logged on, activated their store, and have had staff complete the online training! TFCDL will continue to promote this free training until we start compliance checks, again, in 2018!



## LOOKING TO THE FUTURE

TFCDL will continue to educate retail owners and clerks about the importance of eliminating youth access to tobacco and nicotine products. TFCDL will also work closely with local leaders and law enforcement to ensure youth access laws are being enforced.

The majority of tobacco and nicotine retailers in the City of Madison should be congratulated for consistently checking identification and refusing to sell to minors.