

2018 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 2018, 168 compliance checks were conducted in Dane County (excluding Madison) for the sales of tobacco and nicotine products to minors. The inspections resulted in six 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.

Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/Convenience	88	3	4	96
Liquor	17	2	12	88
Grocery	25	0	0	100
Pharmacy	11	0	0	100
Department Store	9	0	0	100
Bar/Restaurant	10	1	0	100
Tobacco/Vape Shop	4	0	0	100
Campground/Resort	2	0	0	100
Golf/Country Club	2	0	0	100
Total	168	6	4	96



HISTORICAL TRENDS AND CONCERNS

After reaching an all-time low rate of 4% in 2017, the 2018 remained the same at 4%. This means the 96% of tobacco/nicotine retailers for Dane County (excluding Madison) did not sell to minors. This is a great accomplishment after seeing all time high sales rates in 2016. 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.

RETAIL CLERKS

Retail clerks are considered the first line of defense when it comes to youth access to tobacco products and should be asking to see an ID and checking it correctly. State and federal laws require that retail clerks check identification of anyone trying to purchase tobacco and nicotine products who look under the age of 27

ASK FOR ID

During two of the six sales, the clerk did not ask for or check an ID. The first thing a clerk should do is ask for an ID or ask the youth their age. This protocol is outlined in the free retailer training found at <https://witobaccocheck.org>

**Dane County (excluding Madison)
Tobacco Sales Rate (%)
2008-2018**



FREE RETAILER TRAINING

Tobacco retail owners and clerks can take the free retailer training by going to:

<https://witobaccocheck.org>

Ten minutes is all it takes to complete the state-approved training and learn how to avoid underage tobacco sales.