

Wisconsin WINS Dane County

Ensuring Compliance with Tobacco Age Restrictions



Wisconsin WINS decreases youth's access to tobacco products.

- **We 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).
- **We use positive reinforcement** to create healthier communities by congratulating clerks who don't sell tobacco to youth and educating those who do.
- **All retailers should only sell to people 21 and older.** According to federal laws, people must be 21 years old to purchase tobacco/nicotine products. Wisconsin is one of only 8 states that has not passed a state Tobacco 21 law. This causes confusion among retailers, the public, and law enforcement.



Flavored tobacco is marketed toward young people.

- **The most common product** purchased by our youth inspectors are flavored tobacco products, like little cigars/cigarillos, vapes, nicotine pouches, and chewing tobacco.
- **Tobacco companies' market flavored products to young people.** Studies show that 90% of teens would not use a non-flavored nicotine product.



Learn the data and get trained on the Wisconsin WINS website.

- Visit [WIWins.org](https://www.wiwins.org) to get the latest info on Dane County inspection results and compare our sale rate to other counties.
- Visit [WITobaccoCheck.org](https://www.witobaccocheck.org) to get more facts and training about how to prevent sales to underage people in Wisconsin.