

# 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 at least 4 public outreach activities to retailers each year
- Conducting at least 5 media outreach activities each year
- Partnering with local law enforcement officers and youth volunteers aged 16-17

County	Inspections	Sales	Sales %
Marathon	70	9	12.9%
Portage	38	5	13.2%
Wood	53	6	11.3%



WisconsinWins.com



Contact Us:

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