

Wisconsin Wins Tobacco & Nicotine Compliance Trend Report

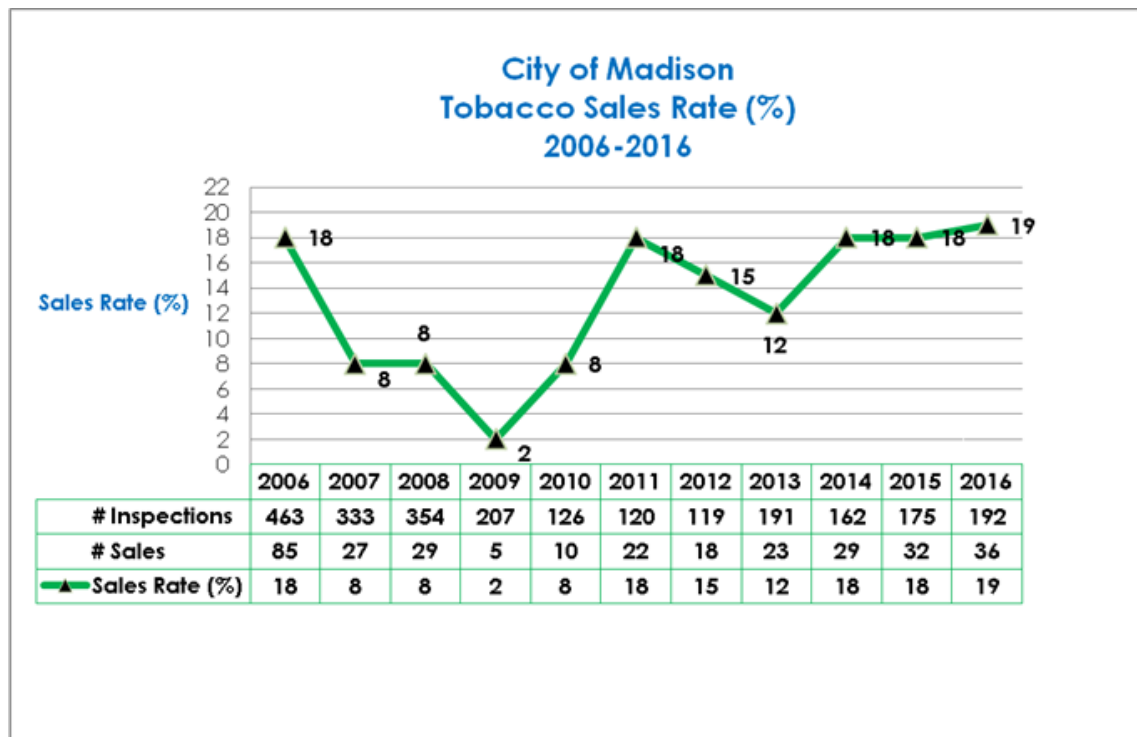
CITY OF MADISON

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).

HISTORICAL TRENDS AND CONCERNS

Although the sales rate for the City of Madison increased by only one percentage point in 2016, it is the highest sales rate Madison has experienced since 2006, when the sales rate hovered around 20% (see Figure 1). The high sales rates are worrisome because Madison youth could potentially succumb to a lifelong addiction to nicotine and tobacco use. In fact, the Campaign for Tobacco Free Kids estimates about 2,900 kids under the age of 18 in Wisconsin become new daily smokers every year. Additionally, tobacco use caused by nicotine addiction costs Dane County an estimated \$290 million each year.

Figure 1



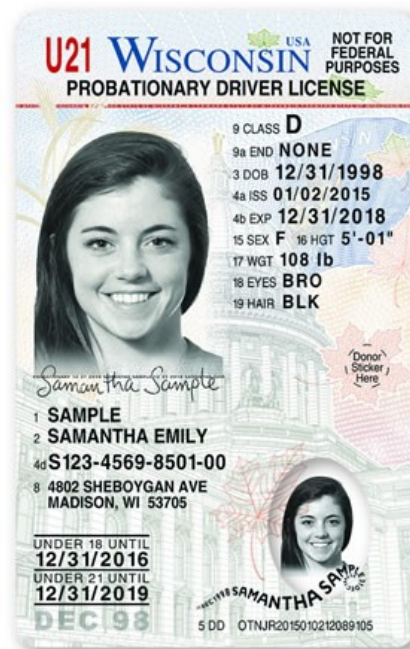


HISTORICAL TRENDS AND CONCERNS

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 Dane County 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.SmokeCheck.org. This simple web training tool makes meeting the state's training requirement easy.



TREND: MAJORITY OF IDs ARE CHECKED WHEN SOLD

During many of the inspections that resulted in a sale in 2016, our youth inspectors' IDs were asked for and checked by retail clerks. We saw similar outcomes in 2015. Of the 36 inspections that resulted in a sale, 28 of those inspections an ID was asked for, and subsequently checked, by the clerk working.

Again, this reveals that clerks are going through the motions of checking an ID, but not paying attention to the actual date of birth.

**It should be noted that our youth inspectors use their actual IDs*



SALES TO MINOR FORFEITURE

Municipality	Citation (1 st Offense)
Madison	\$73.60 (Base \$10)
Dane County (excluding Madison)	\$232.00 (Base \$75)
Poynette	\$124.00
Portage	\$187.00
Columbia County (excluding cities/villages)	\$175.30
Rio	\$124.00
Wisconsin Dells	\$142.90
Lodi	\$155.50



Tobacco sales generate nearly

\$1.2 billion per year

from cigarettes consumed by kids.



LOOKING TO THE FUTURE

TFCDC will continue to educate retail owners and clerks about the importance of eliminating youth access to tobacco and nicotine products. TFCDC will also work closely with local leaders to ensure these policies are being enforced and prioritized.

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.