

# Wisconsin Wins Retailer Education Protocol

The Wisconsin Wins program is an evidence-based tobacco control program funded by the Wisconsin Department of Health Services and gives Public Health Madison and Dane County 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).

## How Compliance Checks Work

1

PHMDC sends a letter to all tobacco retailers announcing the start of the program and free resources available including online training.

2

Conduct tobacco retailer compliance checks.

3

If **No Sale to Minor** - Issue 'Thank You' card.

If **Sale to Minor** - Issue citation and remind clerk and/or owner of free training resources.

4

Conduct additional inspections at retailers that sell to a minor during first inspection. If a second sale occurs, further education is conducted.