

# 2016 Wisconsin Wins Tobacco & Nicotine Compliance Report

## COLUMBIA COUNTY

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 2016, 72 compliance checks were conducted within Columbia County for the sales of tobacco and nicotine products to minors. An additional five retailers weren't investigated due to the establishment not being open or that it no longer sells tobacco.**

**The inspections investigated resulted in 8 sales of tobacco or nicotine products to youth for a compliance rate of 89% or a 11% sales rate (Table 1). Inspections are stratified by vendor type below.**

Table 1

Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/Convenience	35	3	9	91
Liquor	4	2	50	50
Grocery	6	1	17	83
Pharmacy	3	0	0	100
Department Store	6	0	0	100
Bar/Restaurant	10	1	10	90
Tobacco Shop	2	0	0	100
Bowling Alley	1	0	0	100
Campground	4	1	25	75
Vape Shop	1	0	0	100
<b>Total</b>	<b>72</b>	<b>8</b>	<b>11</b>	<b>89</b>

### 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 Columbia 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](http://www.SmokeCheck.org). This simple web training tool makes meeting the state's training requirement easy.



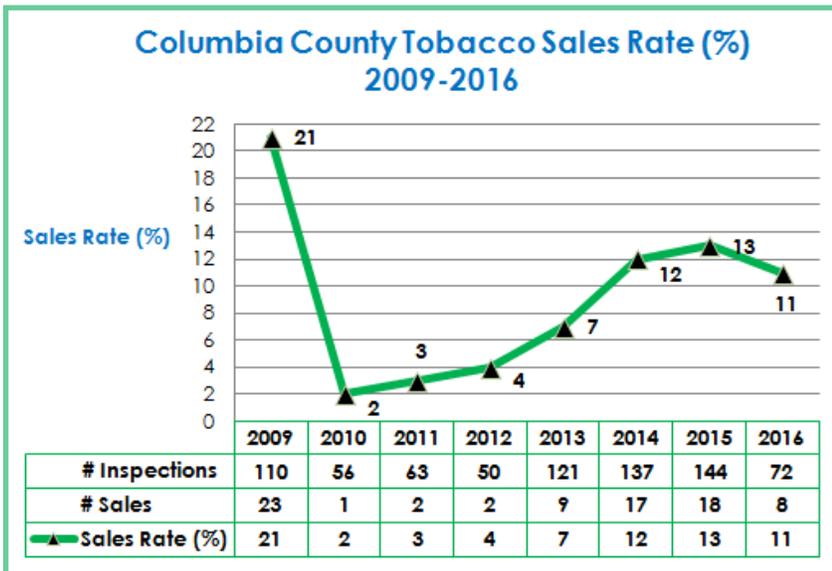
# HISTORICAL TRENDS AND CONCERNS

While the sales rate for 2016 dropped by two percentage points in 2016 (Figure 1), one in nine youth are able to purchase tobacco and/or nicotine products in Columbia County. According to 2015 census estimates, there are approximately 12,000 people under the age of 18 living in Columbia County. Based off of the compliance data, more than 1,300 Columbia County youth are able to get their hands on tobacco/nicotine products. This is worrisome because Columbia County youth could potentially succumb to a lifelong addiction to nicotine. 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.

## FUNDING CONSTRAINTS

Over the past few years, Columbia County Health and Human Services has been able to provide extra funding to do additional compliance investigations in Columbia County. Tobacco Free Columbia-Dane County Coalition’s state contract only allows for 56 compliance investigations in Columbia County each year. In 2016, there were 92 tobacco license holders in Columbia County. Due to county budget constraints, TFDCDC will not be able to check many of these license holders for compliance. A consequence of not being able to conduct investigations could result in a decreased compliance rate in the future.

Figure 1



## CONTRIDICTORY FROM 2015...

During the investigations that resulted in a sale to minor in 2016, an ID was requested to be seen only three times. In other words, five out of eight times an ID was NOT checked during our investigations. In 2015, quite the opposite happened: an ID was requested and checked for the majority of the investigations resulting in a sale.

This is problematic because state and federal laws require tobacco and nicotine retail clerks to check identification of anyone trying to purchase tobacco or nicotine products who look under the age of 27.

## LOOKING TO THE FUTURE

TFDCDC will continue to educate retail owners and clerks about the importance of eliminating youth access to tobacco and nicotine products. TFDCDC will also work closely with local leaders and law enforcement to ensure youth access laws are being enforced.

The majority of tobacco and nicotine retailers in Columbia County should be congratulated for consistently checking identification and refusing to sell to minors.