

2017 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 2017, 55 compliance checks were conducted in Columbia County for the sales of tobacco and nicotine products to minors. The inspections resulted in six sales of tobacco/nicotine products to youth for a compliance rate of 89% or an 11% sales rate. Inspections are stratified for vendor type below.

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.WITobaccoCheck.org. This simple web training tool makes meeting the state's training requirement easy.

Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/ Convenience	28	1	4	96
Liquor	4	1	25	75
Grocery	6	1	17	83
Pharmacy	1	0	0	100
Department Store	6	1	17	83
Bar/ Restaurant	2	0	0	100
Tobacco/ Vape Shop	4	1	25	75
Bowling Alley	2	1	50	50
Campground	2	0	0	100
Total	55	6	11	89



HISTORICAL TRENDS AND CONCERNS

While the sales rate for 2017 remained steady at 11%, one in nine youth are still able to purchase tobacco/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 on 2017 compliance data, more than 1,300 Columbia County youth may be able to get their hands on tobacco/nicotine products. In fact, The Campaign for Tobacco Free Kids estimates about 2,600 kids under the age of 18 in Wisconsin become new daily smokers every year.

NOT ALL RETAILERS CHECKED

In 2017, there were 89 tobacco retail licenses issued in Columbia County. Additionally, two vaping establishments also exist, without the requirement of licensure. Tobacco Free Columbia-Dane County Coalition’s state contract only allows for 55 compliance investigations in Columbia County each year. This means that only 60% of retailers are able to be checked in a given year. A consequence of not being able to conduct investigations at all establishments could result in an increase in the sales rate in the future.

NO ID CHECKED FOR HALF OF ALL SALES

Half of the sales in 2017 occurred when the retail clerk did not ask for an ID from youth inspectors. This is problematic because state and federal laws require that retail clerks check identification of anyone trying to purchase tobacco and nicotine products who look under the age of 27. Retail clerks are considered the first line of defense when it comes to youth access to these products and should be asking to see an ID and checking it correctly.

Columbia County Tobacco Sales Rate (%) 2009-2017



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 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.