

2016 Wisconsin Wins Tobacco & Nicotine Compliance Report

DANE COUNTY-EXCLUDING 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).

In 2016, 208 compliance checks were conducted within Dane 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 40 sales of tobacco or nicotine products to youth for a compliance rate of 81% or a 19% 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	112	21	19	81
Liquor	22	6	27	73
Grocery	28	7	17	83
Pharmacy	13	0	0	100
Department Store	14	1	7	93
Bar/Restaurant	8	1	13	87
Tobacco Shop	3	0	0	100
Golf Course/ Country Club	2	2	100	0
Campground	2	2	100	0
Vape Shop	4	0	0	100
Total	208	40	19	81

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.



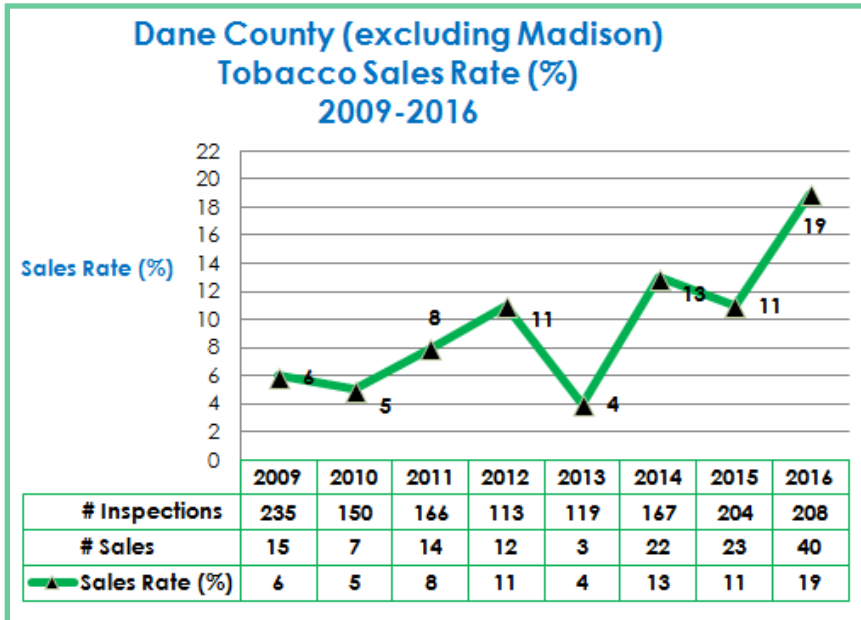
HISTORICAL TRENDS AND CONCERNS

In Dane County, the sales rate for 2016 increased by 8 percentage points from 2015 (Figure 1). Of the 208 completed compliance checks, youth inspectors were able to purchase tobacco products 40 times. This sharp rise in tobacco/nicotine sales to minors is worrisome because Dane 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. Additionally, nicotine addiction costs Dane County an estimated \$290 million each year!

ESTABLISHMENTS WITH MULTIPLE VIOLATIONS

In 2016, it was found that 8 out of 181 establishments inspected had two or more violations in 2016. This is concerning because owners/managers are not ensuring staff are properly trained in correctly checking IDs and selling tobacco. We make this assumption because we encourage clerks who sell during the first inspection of the year to complete the required smoke check training—95% of the time, proof of completion is sent back to the local Wins coordinator. In addition to this, a letter is sent to retailers promoting the free and required smoke check training at the beginning of every year, as well as after a violation has occurred.

Figure 1



TREND: MAJORITY OF IDs ARE CHECKED

During many of the unsuccessful inspections in 2016, our youth inspectors' IDs were asked for and checked by retail clerks. We saw similar outcomes in 2015. Of the 40 inspections that resulted in a sale, 29 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*

LOOKING TO THE FUTURE

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

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