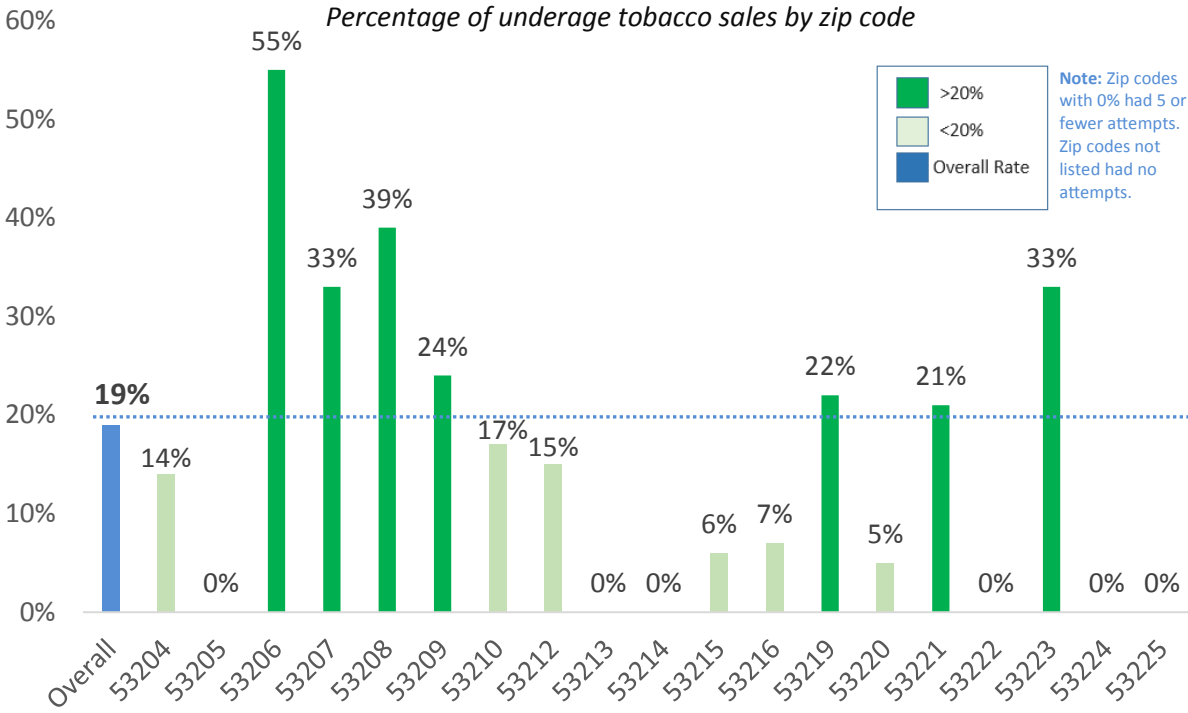
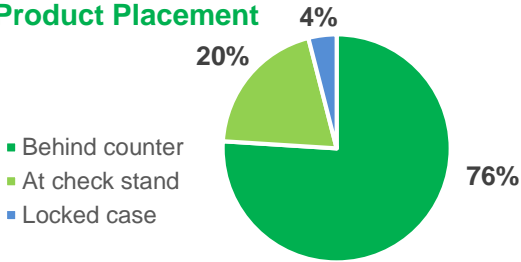


HELPS KEEP OUR KIDS TOBACCO-FREE

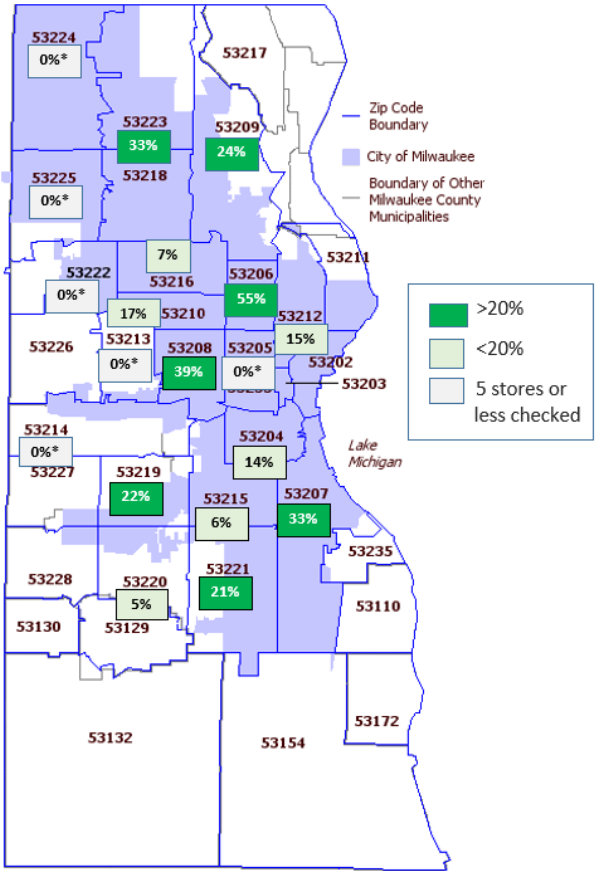
City of Milwaukee Youth Access Rate, 2017



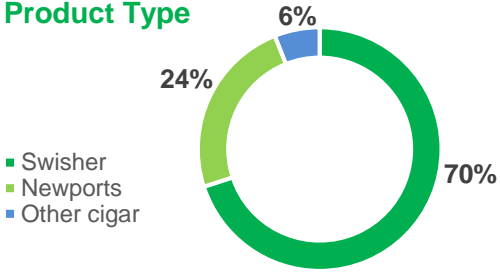
Product Placement



Tobacco sales to minors, by zip code

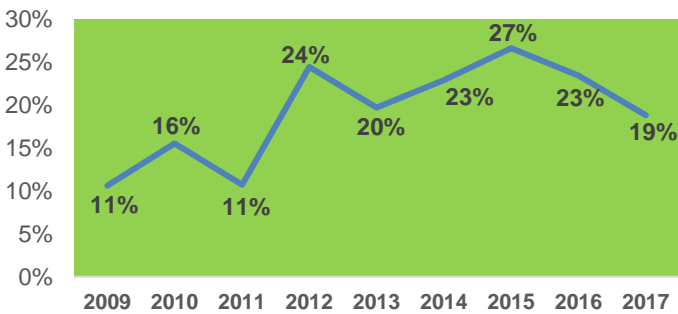


Product Type



Note: Milwaukee compliance checks have not yet expanded to include e-cigarettes

Youth Access Rate Trend Data 2009-2017



WISCONSIN WINS

HELPS KEEP OUR KIDS TOBACCO-FREE

Wisconsin Wins is dedicated to keeping tobacco out of the hands of youth and stopping tobacco addiction before it ever starts.



Nearly **9 out of 10** daily smokers tried their first cigarette **before the age of 18**.*

Statewide Approach

The Wisconsin Wins program uses a strategic approach to achieve success.



Community Partnerships

Working with law enforcement and businesses to make our communities healthier.



Retailer Training

Providing free online training to retailers so they can prevent underage tobacco sales and avoid costly fines.



Compliance Checks

Congratulating retailers and employees who protect minors from the unhealthy effects and reminds retailers who sell tobacco of the law and possible consequences.

Local Look

- In 2017, there were **845 stores** selling tobacco products in Milwaukee.
- Out of **378 inspections**, there were **71 underage sales** (19%)
- Some zip codes had much higher underage sales rates
- **82%** of the time retailers **checked ID**; of these, 8% (24) still sold to youth
- **70%** of underage sales were for **cheap, flavored cigars**
- **20%** of retailers had tobacco products **easily accessible**
- Checks are conducted through a partnership between:
 - City of Milwaukee Tobacco-Free Alliance at Community Advocates;
 - Neu-Life Community Development;
 - Wisconsin African American Tobacco Prevention Network; and
 - MPD's License Investigation Unit.
- We also partnered with the Milwaukee License Division Pivot trainings for licensed retailers to promote free resources including www.witobaccocheck.org and the [FDA Age Calculator](#).



19% of retailers sold to minors during compliance checks in Milwaukee in 2017.

In 2002, 34% of Wisconsin retailers sold tobacco products to minors. Today, that number is in the single digits. **Wisconsin Wins works!**



wiwins.org



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