

# MONITORING YOUTH ACCESS TO TOBACCO: WISCONSIN WINS COMPLIANCE CHECKS

Presentation to City of Milwaukee Public Safety and Health Committee

May 17, 2018

Anneke Mohr, MPH, MSW

City of Milwaukee Tobacco-Free Alliance Coordinator



# WISCONSIN WINS

*Science-based, state-level initiative* designed to decrease youth access to tobacco products. WI Wins was launched in the spring of 2002.



# FREE EMPLOYEE TRAINING, TOBACCO-FREE KIDS

## 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.



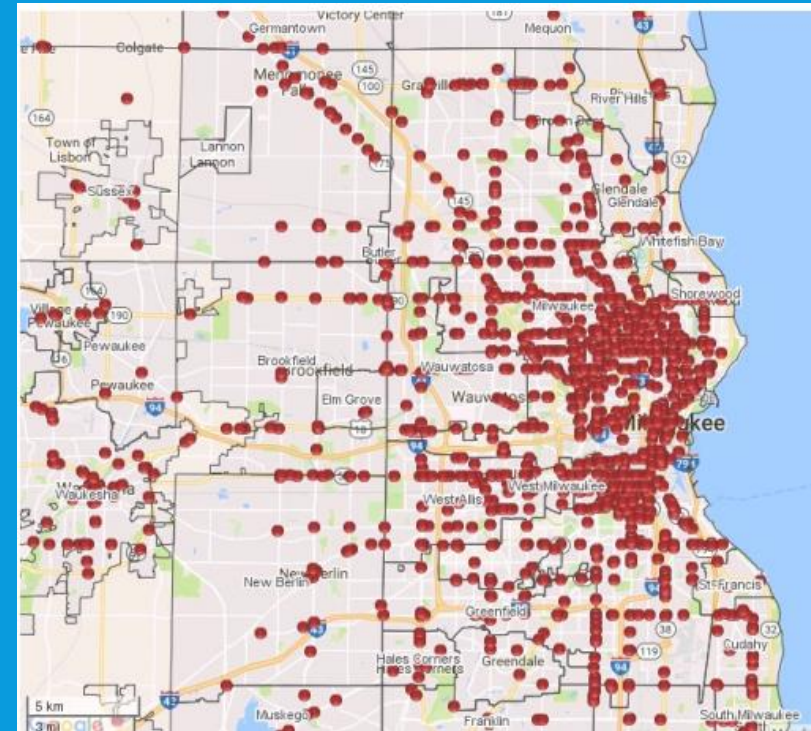
#### Compliance Checks

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



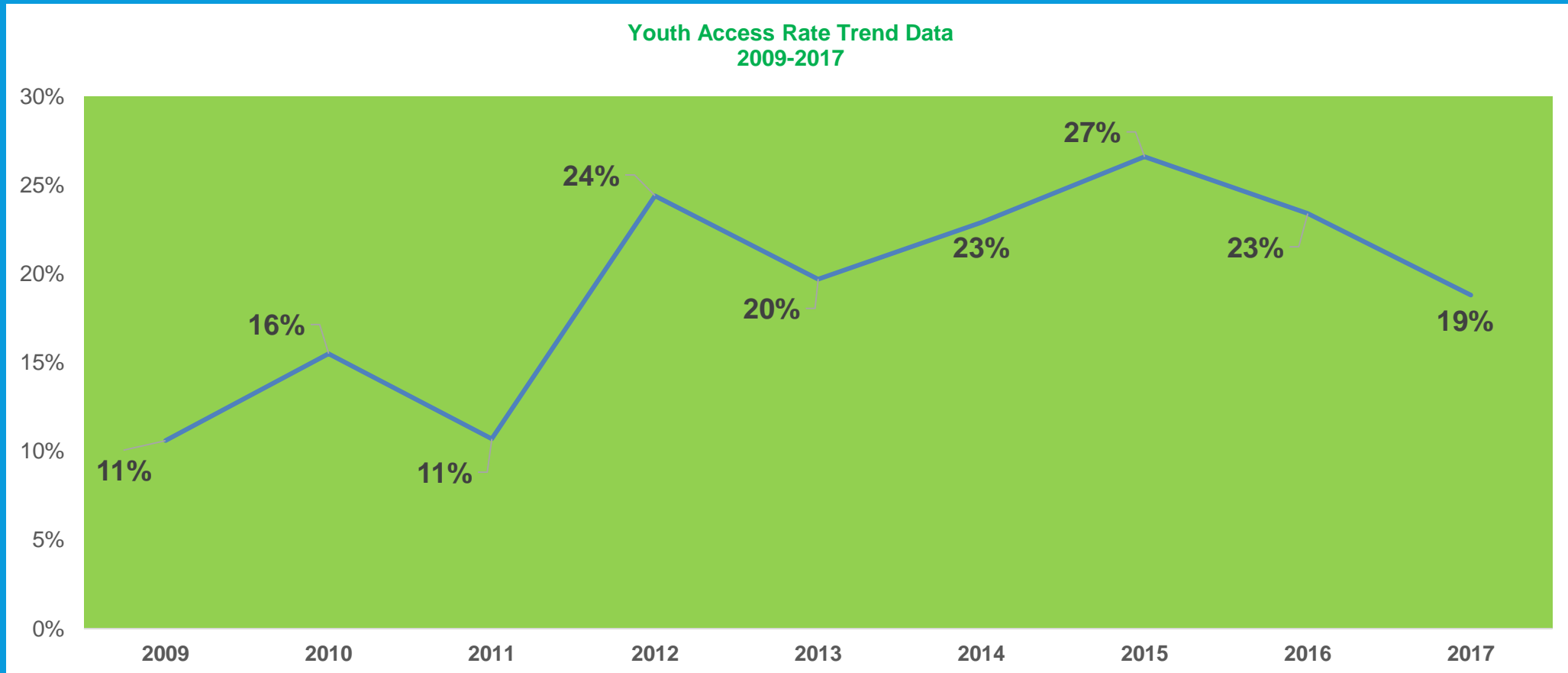
# OVERVIEW OF 2017 RESULTS

- There were **845 stores** selling tobacco products in Milwaukee
- Out of **378 inspections**, there were **71 underage sales** (19%)
- **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 partner with License Division Pivot Program retailer trainings to promote free resources to prevent underage tobacco sales



# YOUTH ACCESS TREND DATA

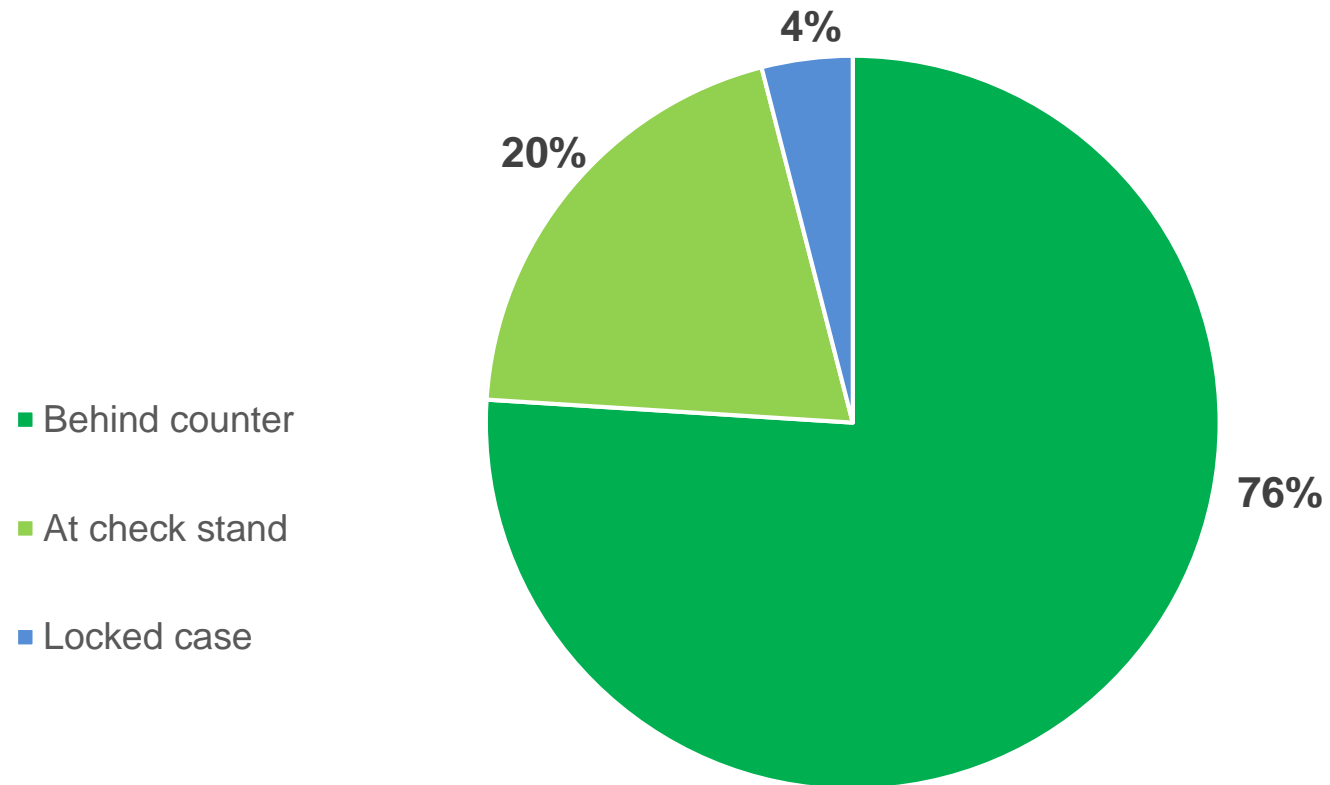
WISCONSIN WINS COMPLIANCE CHECKS IN THE CITY OF MILWAUKEE



# TOBACCO PRODUCT PLACEMENT

WISCONSIN WINS COMPLIANCE CHECKS IN THE CITY OF MILWAUKEE, 2017

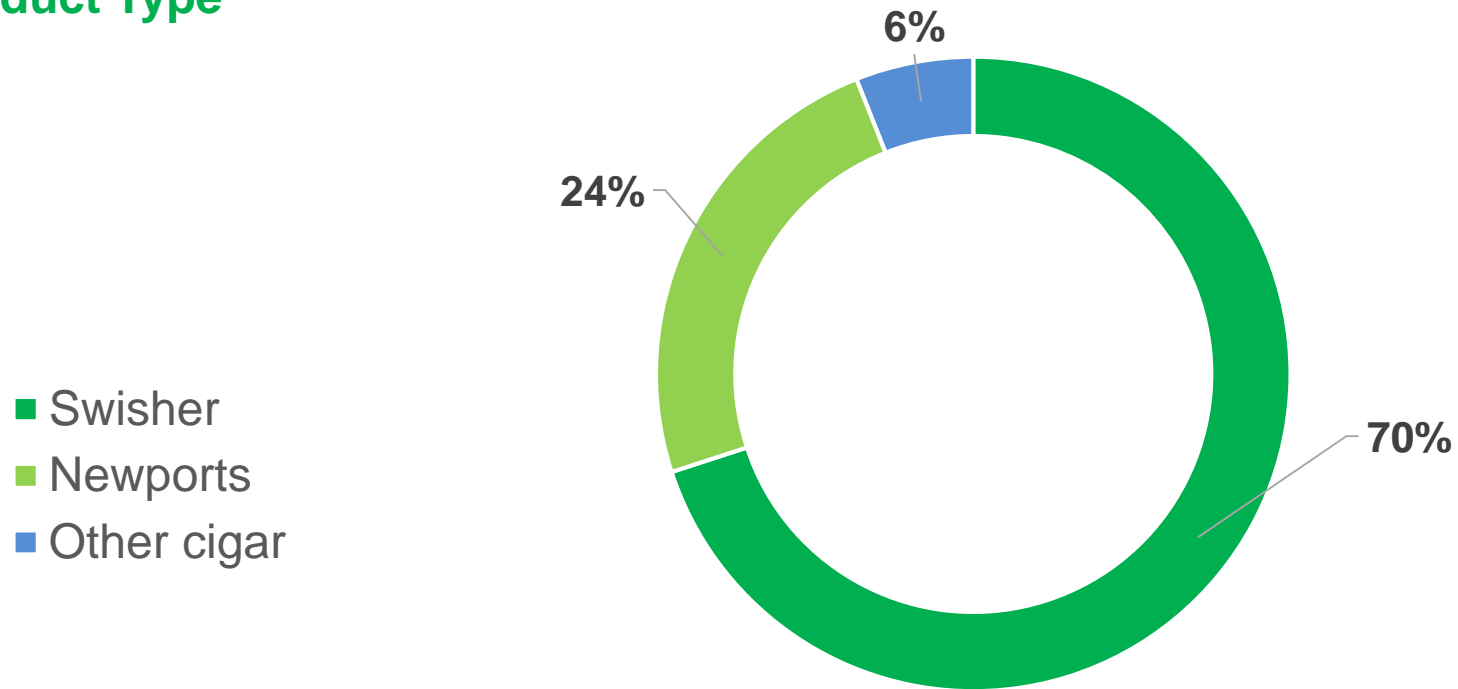
## Product Placement



# PRODUCT TYPE

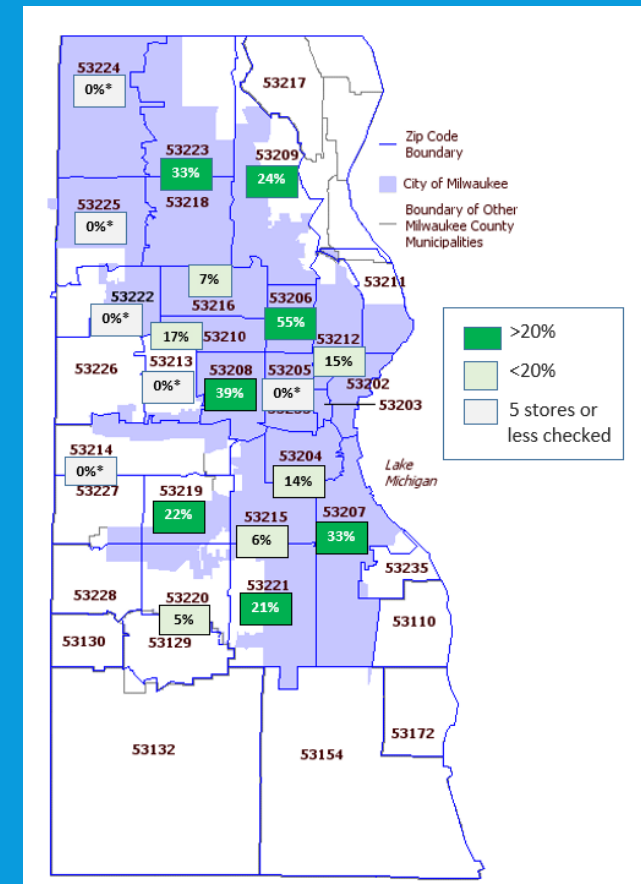
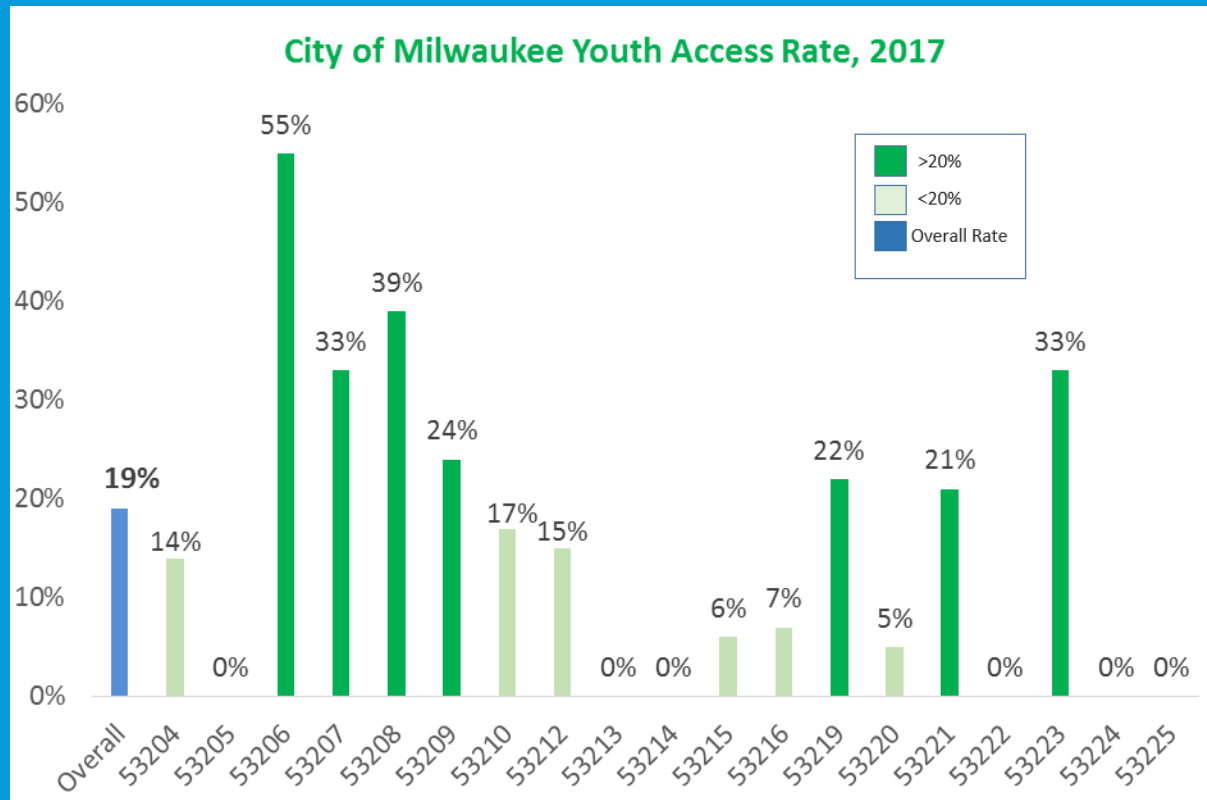
WISCONSIN WINS COMPLIANCE CHECKS IN THE CITY OF MILWAUKEE, 2017

Product Type



# YOUTH TOBACCO SALES BY ZIP CODE

WISCONSIN WINS COMPLIANCE CHECKS IN THE CITY OF MILWAUKEE, 2017

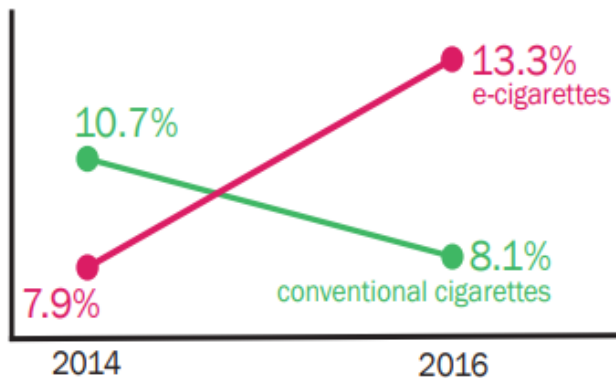




# E-CIGARETTE USE IS ON THE RISE AMONG YOUTH

## E-Cigarette Use is Surpassing Conventional Cigarette Use

Although the use of **conventional cigarettes** has been steadily declining, **e-cigarettes** have been gaining in popularity.



## The Appeal of Flavors

**87.9%** think they probably would not or definitely would not try an e-cigarette if it did not have any flavor such as mint, candy, fruit, or chocolate.

**Flavors:** Come in wide variety of candy and fruit flavors. Most youth say they would not try an e-cigarette if it did not have a flavor.

**Availability:** Not required to be behind the counter, and can be found near other products that appeal to youth, like candy, snacks, or toys.

**Marketing:** Come in a variety of shapes, styles, and colors to appeal to youth, with a heavy social media presence that promotes “vape culture.” The JUUL brand, designed to look like a flash drive, has become increasingly popular in Milwaukee-area schools as it can be mistaken for a school supply.



# EMERGING PRODUCTS – THE JUUL

**JUUL craze getting teens hooked on high levels of nicotine, health officials fear**

**Middle, high school students using 'easy to conceal' flash drive like vaping device**

POSTED 3:39 PM, FEBRUARY 12, 2018, BY CNN WIRE SERVICE

**Local doctor warns parents of dangers of Juul e-cigarettes**

Updated: Jul 3, 2017 - 7:24 PM

BIG CITY

**Cool-Looking and Sweet, Juul Is a Vice Teens Can't Resist**

**JUULing is the new teen vaping fad taking over school bathrooms**

Clara Hatcher, Milwaukee Journal Sentinel | Published 6:00 a.m. CT March 12, 2018 | Updated 3:10 p.m. CT March 12, 2018

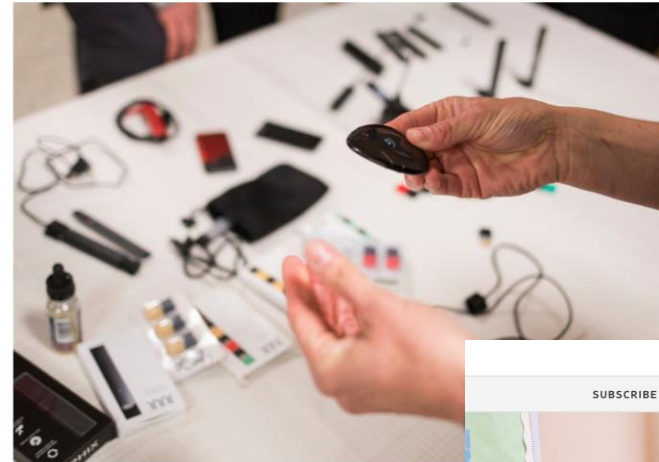
**Warning: Vaping teens becoming a new generation of nicotine addicts**

The Editorial Board, USA Today | Published 5:44 p.m. ET April 8, 2018 | Updated 7:46 p.m. ET April 8, 2018

Officials Concerned About Vaping Health Risks

CBS New York

**'I Can't Stop': Schools Struggle With Vaping Explosion**



Liz Blackwell, a school nurse in Boulder, Colo., showed a collection of vapes confiscated from students during a presentation at Nevin Platt Middle School. Nick Cote for The New York Times

By Kate Zernike  
April 2, 2018

The student had been caught vaping in school three times.

THE WALL STREET JOURNAL

SUBSCRIBE NOW

SIGN IN



**Schools and Parents Fight a Juul E-Cigarette Epidemic**

As illicit Juul use sweeps through high schools and middle schools, administrators and parents struggle to stem teens' access to the vaping device, which delivers a powerful dose of nicotine.

Steve Lehman, principal of Northern High School in Dillsburg, Pa., recently met with students on his advisory committee to discuss the rapid rise of Juul use at school. JEFF LAUTENBERGER FOR THE WALL STREET JOURNAL

# STATE STATUTE VS. LOCAL ORDINANCE

- **WI Statute 134.66 (2) (a)** prohibits retailers from selling cigarettes, nicotine products, or tobacco products to anyone under 18
- **WI Statute 254.92 (2)** prohibits anyone under 18 from purchasing or attempting to purchase a cigarette, nicotine product, or tobacco product unless they are conducting a Wins investigation
- **Milwaukee Ordinance 106-30.2** prohibits retailers from selling cigarette or tobacco products to anyone under 18
- **Milwaukee Ordinance 106-30.5** prohibits anyone under 18 from purchasing or possessing cigarettes or tobacco products unless conducting a Wins investigation under s. 254.916, Wis Stats.

# DATA FROM DANE AND COLUMBIA COUNTIES

SALES OF E-JUICE AND E-CIGS, 2015-2017

- **2015:** 8 sales out of 22 checks
- **2016:** 5 sales out of 20 checks
- **2017:** 1 sale out of 29 checks

“Compliance *is* getting better the more we are checking these products. The first year we were able to check for e-cigs/e-juice (2015), the majority of the time our youth were sold to, and clerks did not ask to check an ID.

Therefore, we did a lot of targeted outreach to those vape shops.”

-Nina Gregerson, Public Health Madison Dane County