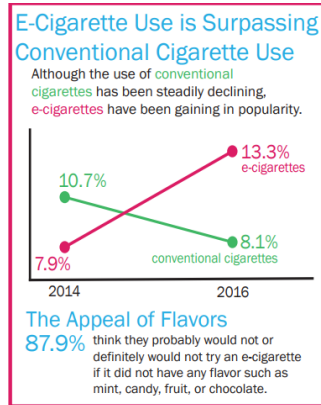


Youth Access to E-Cigarettes in Milwaukee

Problem

In recent years, e-cigarettes have become increasingly popular among youth, with usage nearly doubling among Wisconsin high school students from 2014 to 2016.¹



This sharp increase in usage is due to a variety of factors, including:

- **Flavors:** “E-juice” and JUUL pods come in a wide variety of candy and fruit flavors like gummy bear, cotton candy, and creme brûlée. Most youth (nearly 90%) say they would not try an e-cigarette if it did not have a flavor.^{1,2}
- **Availability:** E-cigarettes and e-juice are not required to be behind the counter, and can be found near other products that appeal to youth, like candy, snacks, or toys.
- **Marketing:** These products 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 USB flash drive, has become increasingly popular in Milwaukee-area schools as it can be mistaken for a school supply.²



In addition to the known health effects of e-cigarettes and exposure to their secondhand aerosol^{3,4,5}, there have been numerous reports of personal injury and fire hazards due to e-cigarette explosions and numerous reports of poisoning due to ingesting the e-juice.^{6,7}

Preventing Youth Access to Tobacco Products through Wisconsin Wins

You make helping our kids look easy.

Maybe that's because checking IDs every time you sell tobacco products is easy. Verifying somebody's age only takes a second, but it makes a lasting difference in the lives of Wisconsin's kids. So thanks for following the law and helping protect kids' health.

WI WINS WITobaccoCheck.org

Sponsored by the Wisconsin Tobacco Prevention and Control Program, part of the Wisconsin Department of Health Services.

The City of Milwaukee Tobacco-Free Alliance, in partnership with the Milwaukee Police Department License Investigation Unit, the Wisconsin African American Tobacco Prevention Network, and Neu-Life Community Development, conducts roughly 500 compliance checks each year through Wisconsin Wins. Through this program, youth who are 16-17 attempt to purchase tobacco products to ensure retailers are checking ID and not selling to youth.

Although Wisconsin Wins has an established protocol for purchasing e-cigarettes and e-juice, Wins checks in Milwaukee have not yet expanded to include these products due to a concern from MPD that there is not a local citation number for the underage sale of e-cigarettes and e-juice.

The current local ordinances have not been updated to reflect the state statute.

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.

Sources

- ¹ Wisconsin Department of Health Services. 2016 Youth Tobacco Survey: High School Fact Sheet.
- ² Hatcher, C (2018). JUULing is the new teen vaping fad taking over school bathrooms. *Milwaukee Journal Sentinel*.
- ³ Rutledge, R (2015). Gasping for action: A Watchdog Report. *Milwaukee Journal Sentinel*.
- ⁴ U.S. Department of Health and Human Services (2016). *E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General*.
- ⁵ Chun et al (2017). Pulmonary toxicity of e-cigarettes. *Am J Physiology Lung Cell Mol Physiol*.
- ⁶ FEMA (2017). Electronic cigarette fires and explosions in the United States, 2009-2016.
- ⁷ Weiss et al. (2016). Electronic cigarette exposure: Calls to Wisconsin Poison Control Centers, 2010-2015. *Wisconsin Medical Journal*.