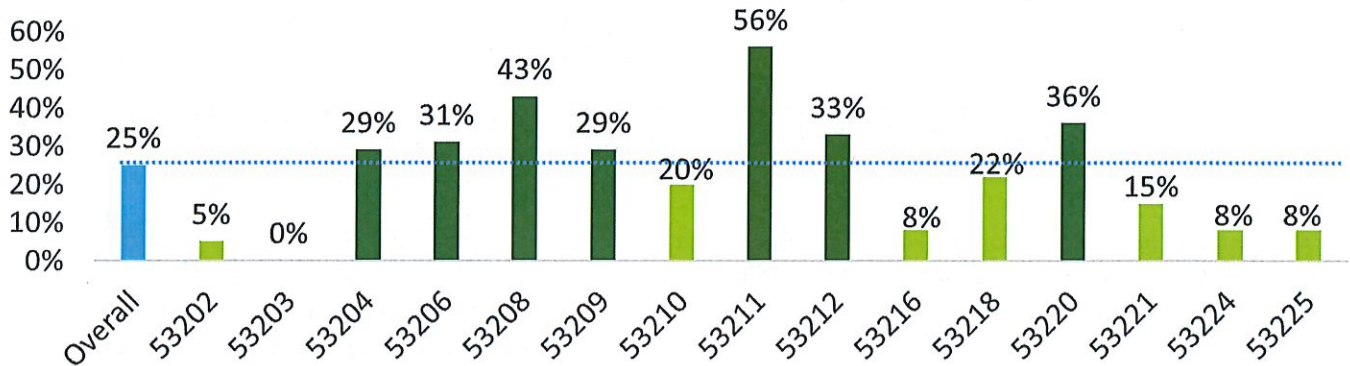
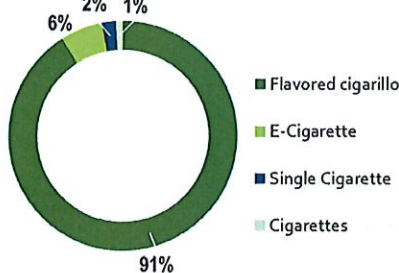


### Milwaukee Youth Access Rate by zip code, 2018



### Product type, all inspections

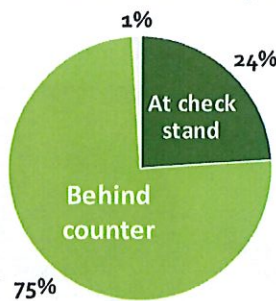
**Note:** Milwaukee compliance checks started including single cigarette and e-cigarette attempts in 2018



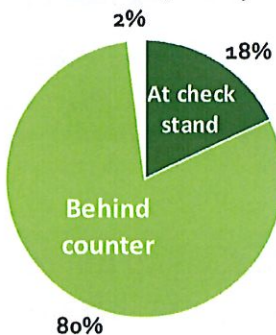
### Tobacco sales to minors, by zip code



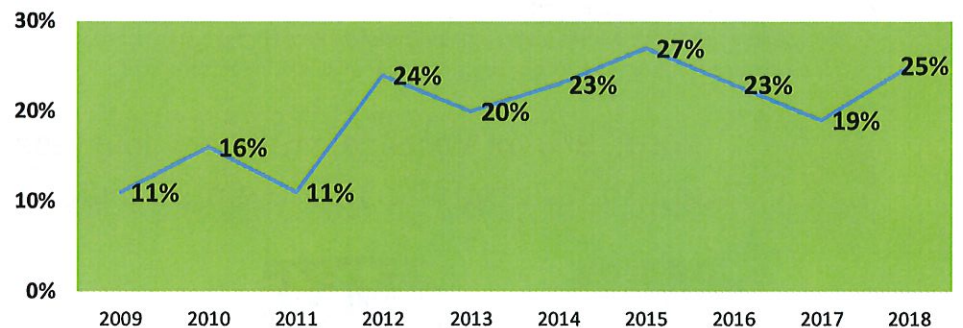
### Product Placement, underage sales



### Product Placement, all inspections



### Milwaukee Youth Access Rate Trend Data 2009-2018





# 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 2018, there were **818 stores** selling tobacco products in Milwaukee.
- Of **487 inspections**, there were **120 underage sales** (25%)
- **81%** of the time retailers **checked ID**; of these, 15% (58) still sold to youth
- **98%** of underage sales were for **cheap, flavored cigars**
- **24%** of retailers that sold to youth 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 the Milwaukee License Division Pivot Program to promote free resources like [www.witobaccocheck.org](http://www.witobaccocheck.org) and [FDA Age Calculator](#).



**25%** of retailers sold to minors during compliance checks in Milwaukee in 2018.

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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