

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.



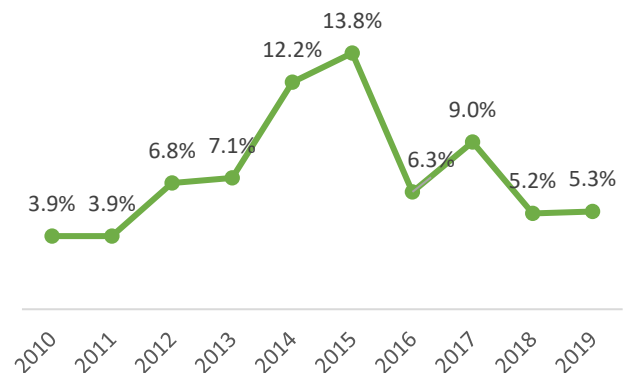
Compliance Checks

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

- Of the 95 retailers checked through WI Wins compliance checks in Winnebago County in 2019, 5 retailers sold tobacco to our volunteer minors.
- In 2019, checks were conducted in the City of Menasha, City of Neenah, City of Oshkosh, and Village of Fox Crossing.
- Congratulations to retailers in the City of Menasha and Village of Fox Crossing for their 0% sales rate!

Tobacco compliance check sales rate remains low in Winnebago County.



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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January 2020