HOW IT WORKS
The Wisconsin Wins program uses an effective mix of education and oversight to keep kids away from tobacco products by:
- Conducting unannounced inspections at local tobacco retail outlets to track retailer compliance with Wisconsin’s tobacco sales laws.
- Providing free training and educational resources that help retailers understand and comply with the law.
- Engaging in community outreach and education to communicate the importance of preventing youth access to tobacco.

MAKING AN IMPACT
Wisconsin Wins has delivered measurable results since the beginning:
- In 2001, 34% of Wisconsin retailers sold tobacco products to minors. Today, that number is in the single digits.
- Retailers in 70 of Wisconsin’s 72 counties have completed training at SmokeCheck.org, an online tool that teaches retailers and their employees how to comply with Wisconsin’s tobacco sales law.

AN ONGOING NEED
As long as Wisconsin’s youth continue to gain illegal access to tobacco products, Wisconsin Wins remains a crucial component of our state’s tobacco prevention and control efforts.
- Sales to Wisconsin’s minors increased from 5.4% in 2012 to 7.3% in 2013.
- Every year in Wisconsin, 7,400 new kids under the age of 18 become daily smokers, according to the Campaign for Tobacco-Free Kids.

WHAT’S HAPPENING LOCALLY:
Wisconsin Wins prevents tobacco sales to minors by:
- Conducting at least 4 public outreach activities to retailers each year
- Conducting at least 5 media outreach activities each year
- Partnering with local law enforcement officers and youth volunteers aged 16-17

<table>
<thead>
<tr>
<th>County</th>
<th>Inspections</th>
<th>Sales</th>
<th>Sales %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marathon</td>
<td>70</td>
<td>9</td>
<td>12.9%</td>
</tr>
<tr>
<td>Portage</td>
<td>38</td>
<td>5</td>
<td>13.2%</td>
</tr>
<tr>
<td>Wood</td>
<td>53</td>
<td>6</td>
<td>11.3%</td>
</tr>
</tbody>
</table>

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