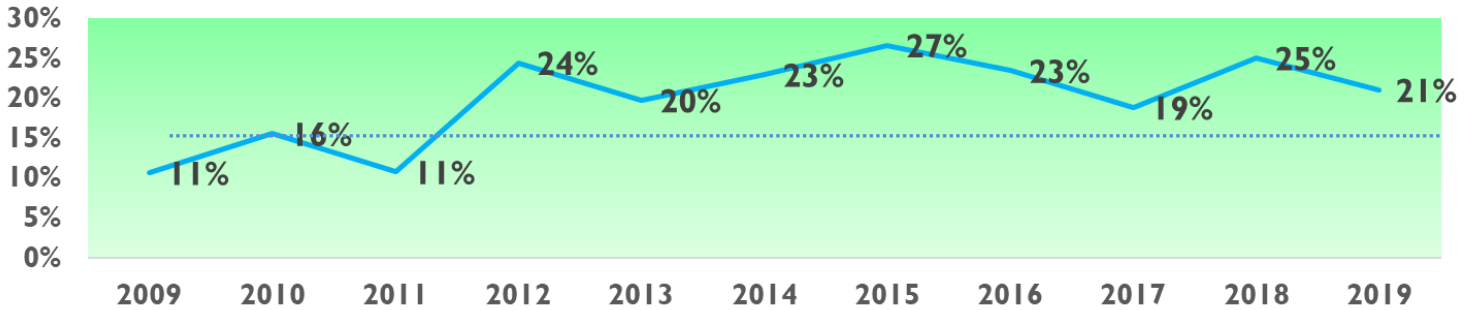
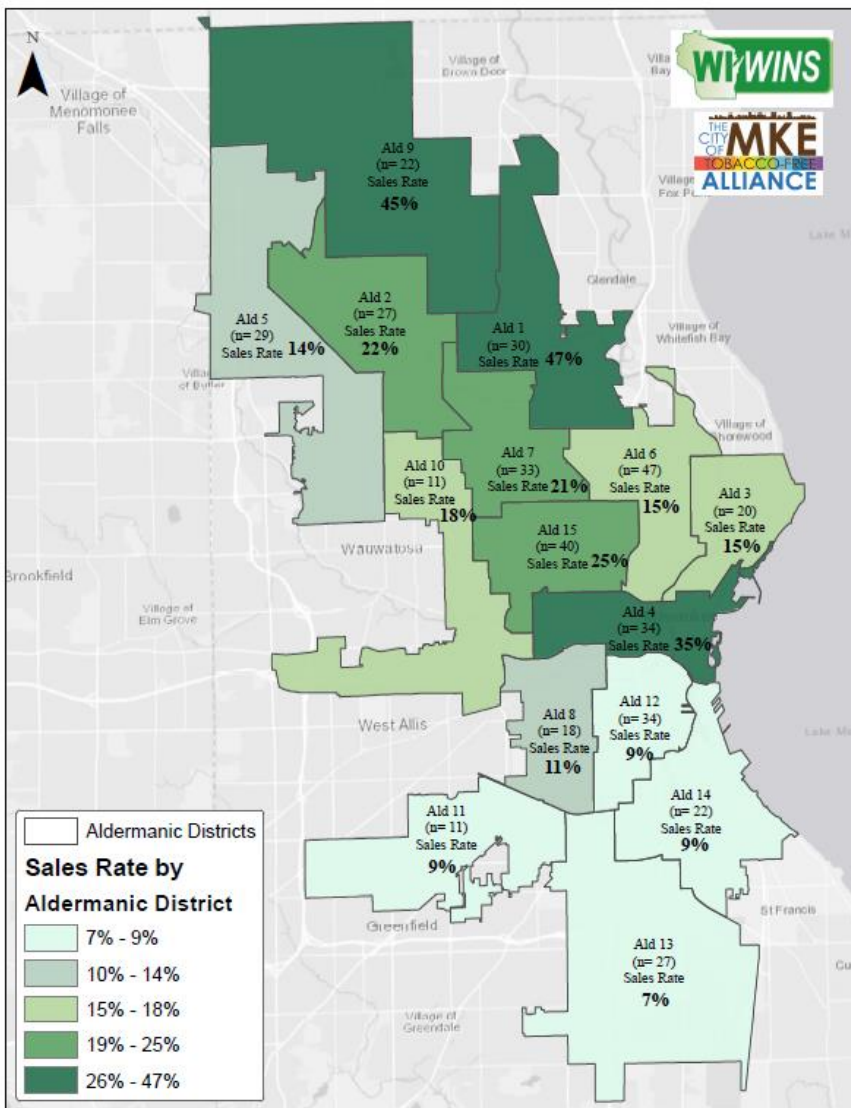


# WISCONSIN WINS: City of Milwaukee Results, 2019 HELPS KEEP OUR KIDS TOBACCO-FREE

Youth Access Rate Trend Data, 2009-2019



Youth Access Rate in the City of Milwaukee (2019)  
Tobacco Sales to Minors by Alder District



Data Source: Wisconsin Wins Compliance Checks, City of Milwaukee Tobacco-Free Alliance

## Youth Access Rate, 2019

# 21%

## Local Look

- In 2019, there were **818 stores** selling tobacco products in Milwaukee.
- Of **410 inspections**, there were **85 underage sales** (21%)
- **81%** of the time retailers **checked ID**
- **60%** of retailers had **signage posted** indicating no sales to minors
- The majority of underage sales were for **cheap, flavored cigars**
- 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;
  - Wisconsin Hispanic Latino 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)

# 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.



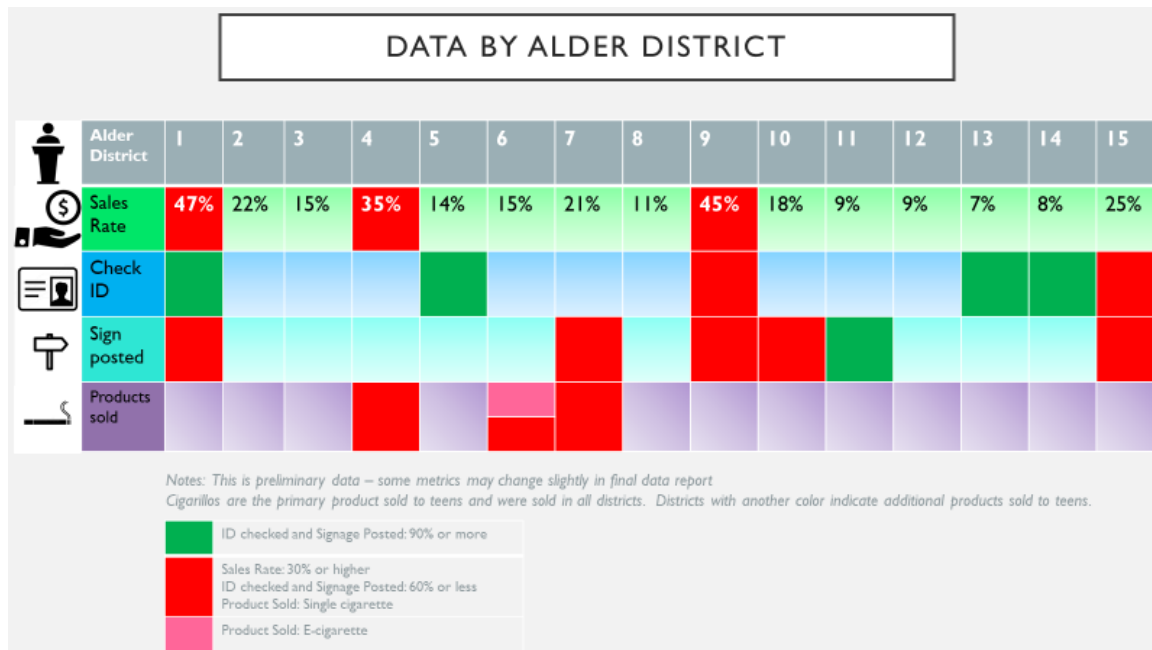
#### Retailer Training

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.



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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