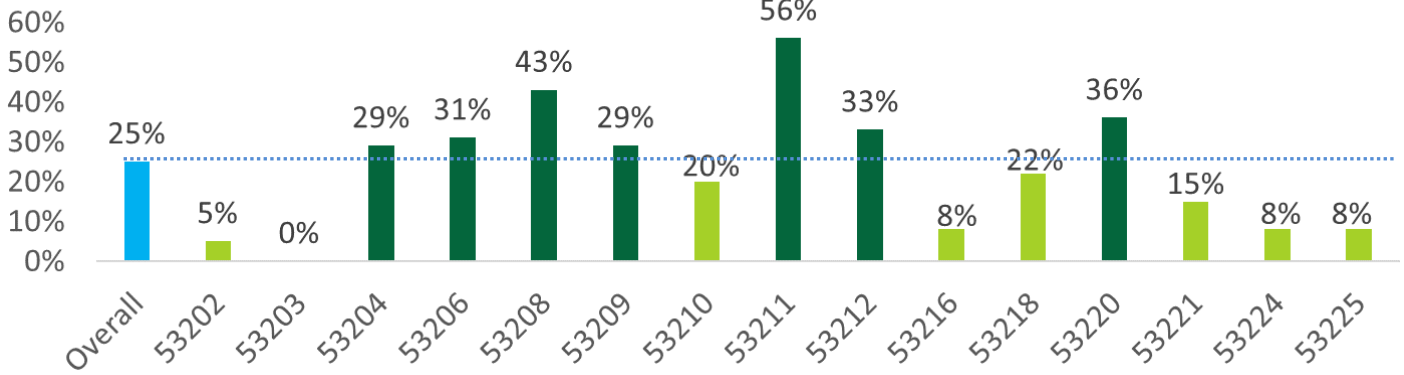


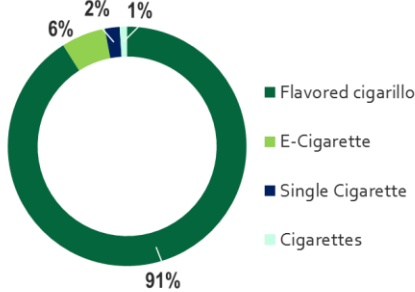
HELPS KEEP OUR KIDS TOBACCO-FREE

Milwaukee Youth Access Rate by zip code, 2018

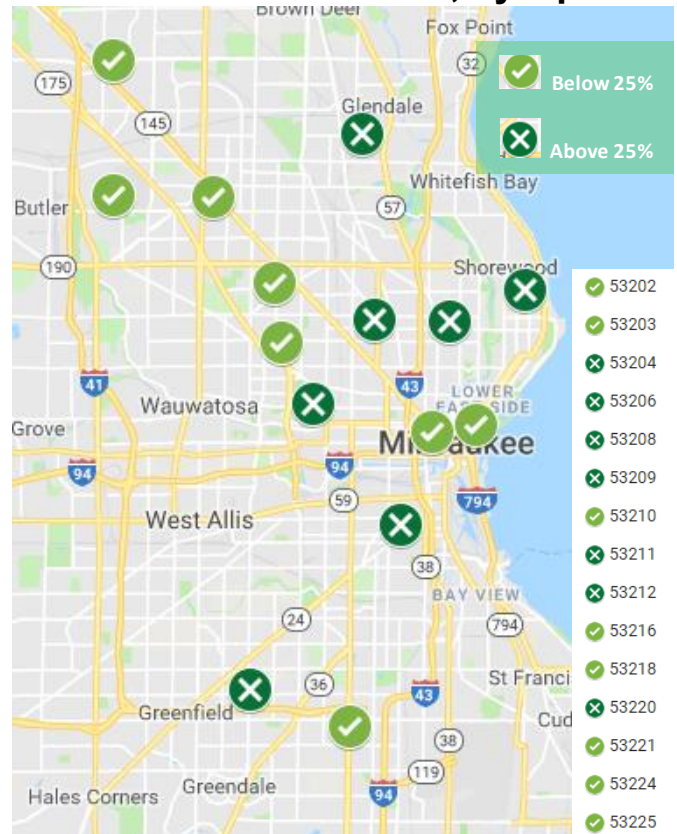


Product type, all inspections

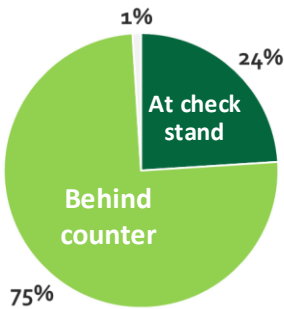
Note: Milwaukee compliance checks started including single cigarette and e-cigarette attempts in 2018



Tobacco sales to minors, by zip code

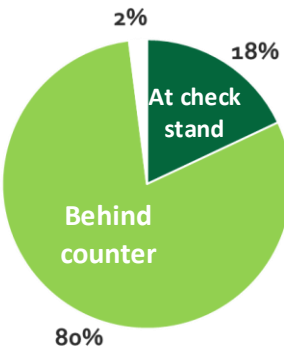


Product Placement, underage sales



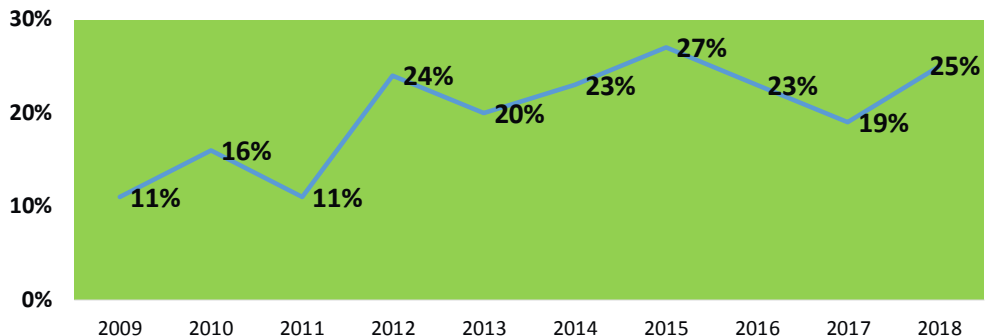
1% were in locked display

Product Placement, all inspections



2% were in locked display

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 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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