



2024 Report

Tobacco Compliance Checks

The Problem: Youth Tobacco Use



Over **8 in 10** adult smokers started before the age of 18

In La Crosse County...

1 in 4 high school students have ever tried vaping

52% of high school students that vape or use other tobacco products have **tried to quit** in the last year

In 2023, **13%** of La Crosse County high schoolers regularly used e-cigarettes - a rate comparable to conventional cigarette use among teens in 2013. **This is almost a decade of lost progress.**

The Strategy: Keeping our Youth Tobacco-Free

How we use Wisconsin WINS 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. Training is available at www.WiTobaccoCheck.org



Compliance Checks

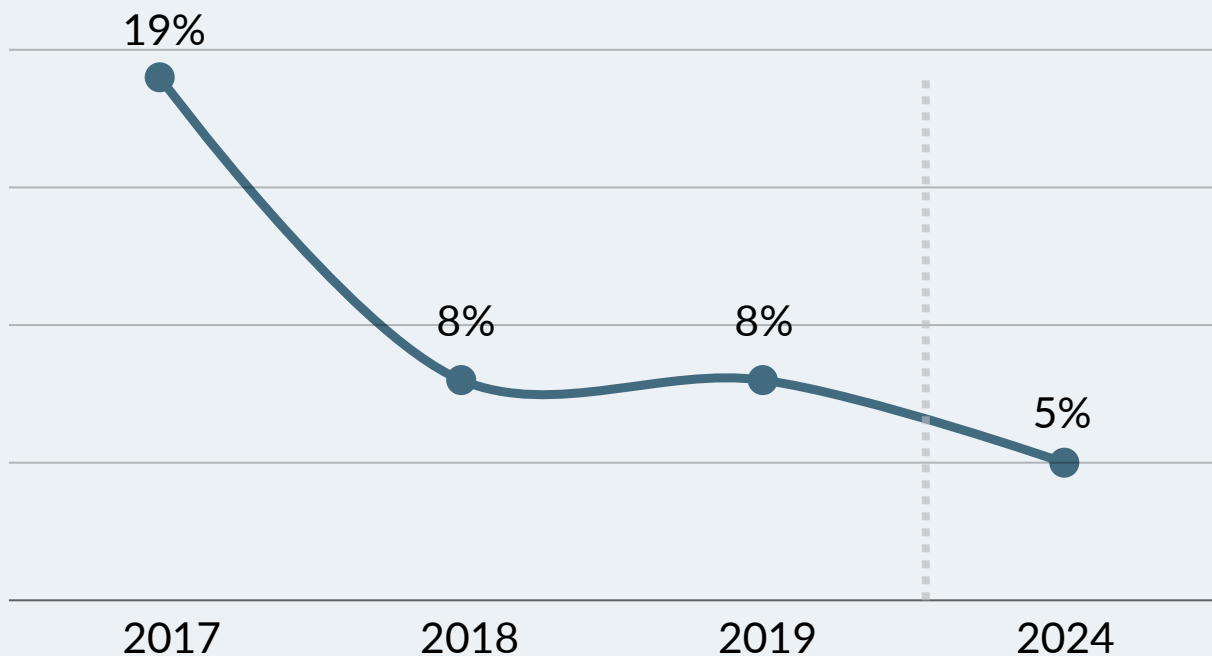
Congratulating retailers and employees who protect minors from the unhealthy effects of commercial tobacco. Also, reminding retailers who sell tobacco of the law and possible consequences.

La Crosse County Compliance Checks

Fast Facts about Wisconsin WINS

- La Crosse County conducts about 60 tobacco compliance checks each year.
- Compliance checks were paused during 2020-2021 due to the COVID-19 pandemic.
- Since 2019, the number of retailers that failed their compliance checks has decreased. **This means that more retailers are keeping tobacco out of the hands of minors.**
- The federal Synar Amendment requires that all states keep a sales rate of less than 20% to minors. La Crosse County retailers are meeting the mark and denying sales to minors.

La Crosse County Sales to Minors



Contact your local Wisconsin WINS Coordinator:

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