

# 2019 Wisconsin WINS Report

## The Problem: Youth Tobacco Use



Nearly 9 out of 10 daily smokers tried their first cigarette before the age of 18.

### High School students in La Crosse County

**14%** have used an e-cigarette in the past 30 days

**30%** of vape users also smoke traditional cigarettes



In Wisconsin, retailers sell cigarillos to minors more than any other tobacco product

## The Strategy: Keeping our Youth Tobacco-Free

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. Training at [www.WiTobaccoCheck.org](http://www.WiTobaccoCheck.org)



### Compliance Checks

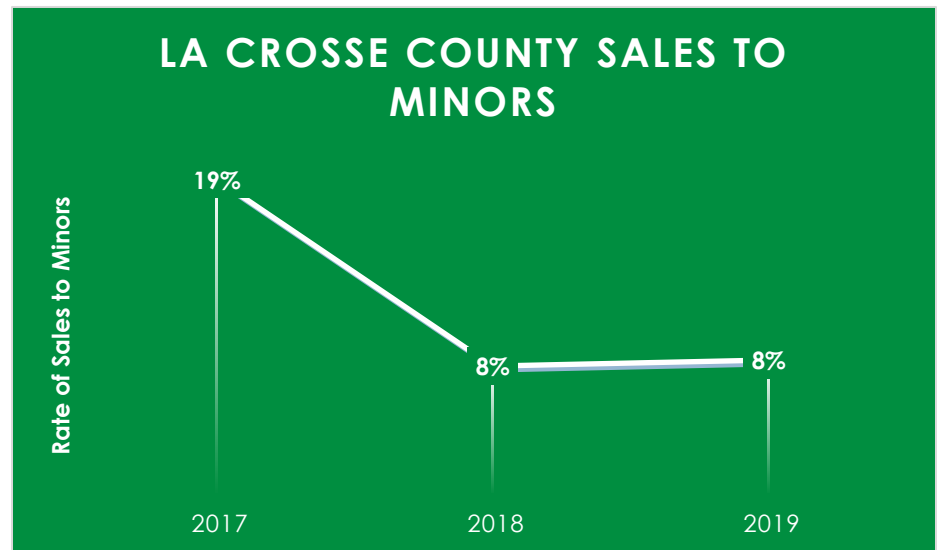
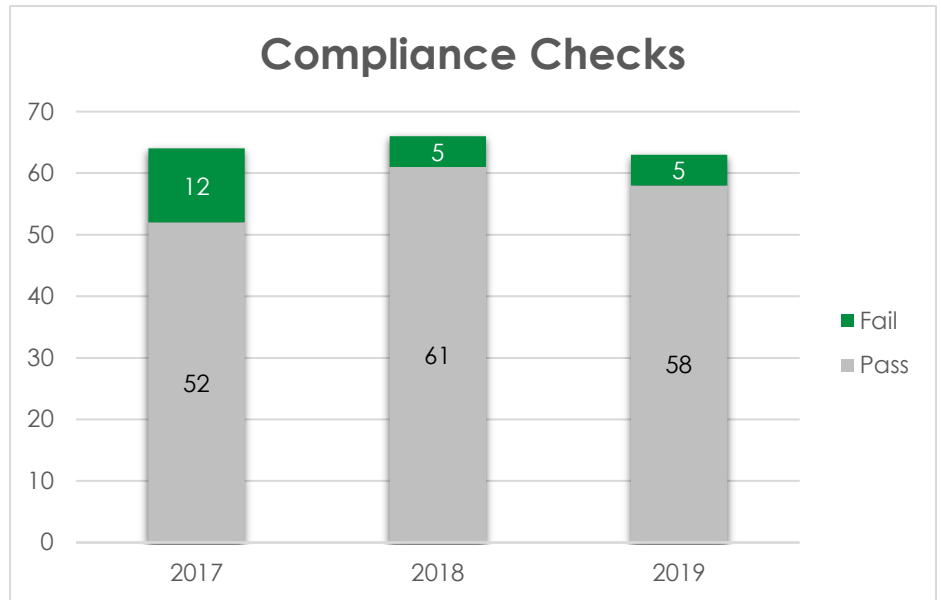
Congratulating retailers and employees who protect minors from the unhealthy effects and reminding retailers who sell tobacco of the law and possible consequences.

Wisconsin WINS is dedicated to keeping tobacco out of the hands of youth and stopping tobacco addiction before it ever starts.

## La Crosse County 3-Year Trend

La Crosse County conducts about 65 tobacco compliance checks each year. Over the last three years, the number of retailers that failed their compliance check has decreased. This means that more retailers are keeping tobacco out of the hands of minors.

The federal Synar Amendment requires that all states maintain a sales rate of less than 20% to minors. La Crosse County is meeting that standard and has improved over the last 3 years.



In 2002, 34% of Wisconsin retailers sold tobacco products to minors. Today, that number is in the single digits at 5.5%. Wisconsin WINS works!

**How can we make sure we are reducing youth tobacco use and access in our region?**

Send your ideas and connect with:  
Nikki Kvam, WI WINS Coordinator  
[nkvam@lacrossecounty.org](mailto:nkvam@lacrossecounty.org)  
608-785-5657