



NORTHWOODS TOBACCO FREE



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Tobacco Compliance Inspections Preventing Underage Access to Tobacco Products

[Florence County, WI] Nearly all commercial tobacco use begins during a person’s teens and young adulthood. While the legal purchasing age for tobacco products is 21 years old, many middle school and high school youth report nicotine use.

“Preventing youth access to tobacco is crucial for the health and well-being of our communities,” said Moriah Gross, WI Wins Coordinator for the Northwoods Tobacco-Free Coalition (NWTFC).

Wisconsin Wins is a statewide initiative that focuses on preventing youth access to tobacco products through retailer education, training, and inspections. NWTFC coordinates the Wisconsin Wins program in six counties – Florence, Forest, Lincoln, Oneida, Price and Vilas Counties.

Year-round inspections, also known as compliance checks, help ensure underage individuals cannot purchase commercial tobacco products from local retailers. Tobacco retailers are subject to unannounced inspections from both the state’s WI Wins program and the U.S. Food and Drug Administration (FDA) as a condition of holding a tobacco license.

Retailers are a valuable line of defense in preventing youth access to commercial tobacco. Free online training is available to educate retailers and their employees about tobacco laws. The training can assist retailers in further understanding their responsibilities and how to properly comply with the law. Find the free online training and tools at WITobaccoCheck.org.

To learn more about WI Wins, visit the website wiwins.org or contact Moriah at mgross@oneidacountywi.gov.

We are thankful for the support from our valuable retailers. Together, we can help ensure tobacco remains out of the hands of our youth.

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