



Wisconsin Wins congratulates retailers and employees who protect minors from the unhealthy effects of tobacco. During regular compliance checks, employers and employees who follow the law are recognized and retailers who sell tobacco are reminded of the law and possible consequences.

How does it work?

- › Wisconsin Wins teams, made up of adults and minors, regularly check for your compliance with the state law
- › Teams of compliance checkers may enter your store or bar and attempt to purchase any type of tobacco product at any time
- › Retailers are then notified of the results of these regular investigations
- › Failure to comply with the law can result in citations
- › It's an opportunity to demonstrate your commitment to helping eliminate illegal tobacco and nicotine product sales to minors—and your chance to be rewarded if you don't sell.

What are your reasons not to sell?

It's illegal, check Wisconsin's statutes. Selling tobacco to minors is against the law.

- › No retailer may sell or provide tobacco products to anyone under the age of 18.

It's expensive

You and your store can be penalized for selling tobacco or nicotine products to minors, and those penalties are stiff.

- › Up to \$500 in fines for breaking the law
- › Retailers face a suspension of license for up to 30 days

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You want to make a difference

Wisconsin's youth deserve healthy futures.

- › Tobacco has serious health consequences and kills 1,200 people every day. These products are addictive—especially to young people.
- › Not selling can help prevent a young person from a lifetime of addiction and avoid disease and premature death

Your store can choose not to sell tobacco products

In February 2014, national pharmacy chain CVS Caremark committed to ceasing all tobacco sales in its 7,600 stores by October. CVS will focus on providing wellness to its customers, and public health officials hope other retail pharmacies follow the path of Target and CVS in stopping tobacco sales. Removing tobacco products from your store may take courage, but the decision could be a very rewarding long-term policy. To discuss this possibility further, contact Wisconsin Wins at (608) 266-0181.

Together, we can make a difference

When we all work together to keep tobacco out of the reach of youth, retailers face fewer penalties and minors have a harder time making illegal purchases. When you do the Smoke Check, everybody wins.