



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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Pierce County WI WINS Tobacco Control Program– 2019 Results

The Wisconsin WINS (WI WINS) campaign is a science-based, state-level initiative aimed to decrease youth access to tobacco products. This program uses positive reinforcement by providing recognition to retailers and their clerks that do not sell tobacco to our youth, while educating those who do.

The Pierce County Public Health Department has implemented the WI WINS program since the very beginning and just wrapped up its 17th year of compliance checks. These efforts are not possible without the partnership and dedication of our youth volunteers and local law enforcement.

Pierce County has nearly 54 retailers licensed to sell tobacco. The Public Health Department completed 31 checks in 2019, of which 87% of the retailers were successful with not selling to minors. These retailers were acknowledged for their positive leadership in the community. For the 13% of retailers who sold to minors, education and additional resources to train staff were provided. These retailers are also subject to citations from local law enforcement.

“Besides traditional tobacco products, this program also checks the sale of vaping products to minors. With the increase in vaping-related lung injury cases, preventing teen access to these products is incredibly important,” said AZ Snyder, Pierce County Health Officer.

The WI WINS program encourages local community members to participate in the compliance check investigations. If you are interested in volunteering and are under the age of 18, or would like more information on the 2020 WI WINS program, please contact the Pierce County Public Health Department at (715) 273-6755.

END



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OUR MISSION

To promote healthy behaviors, prevent disease and injury, and protect against environmental hazards