

Alcohol and Tobacco Prevention in Underage Youth

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BARRON COUNTY
Wisconsin



ONEIDA COUNTY
HEALTH DEPARTMENT

Polk
County
Health
Department

Youth Tobacco Use & Public Health

Tobacco use is the #1 cause of preventable death & disease



CIGARETTE SMOKING OVERALL AMONG ADULTS IN THE U.S. IS DOWN.

YET CIGARETTE SMOKING REMAINS HIGH AMONG CERTAIN POPULATIONS.



WE CAN PUT AN END TO TOBACCO USE.

- IMPLEMENT SMOKE FREE LAWS
- RAISE TOBACCO PRICES
- INCREASE FUNDING FOR TOBACCO CONTROL PROGRAMS

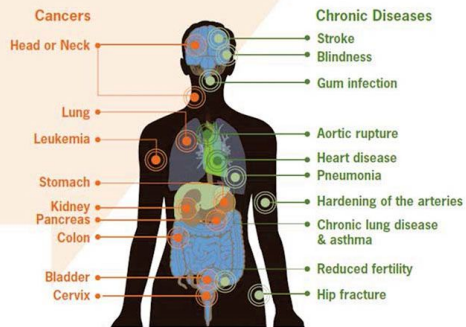


Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion

The big tobacco industries aim their marketing at youth with flavors & colorful packaging

Risks from Smoking

Smoking can damage every part of the body



90% of smokers begin before the age of 18!



WI Wins Background

Synar Amendment

- ~ 1992 federal law
- ~ Requires states to enforce laws prohibiting the sales of tobacco to minors
- ~ States must keep their illegal sales rate under 20% to receive Substance Abuse Prevention and Treatment Block Grant (SABG)

WI State Statutes 134.66 & 254.916

- ~ Shortly after the Synar Amendment WI abided w/ state laws
- ~ 134.66 prohibits sales to minors & enforces education
- ~ 254.916 gives the state the right to investigate tobacco retailers or conduct compliance checks



- ~ In 2001 WI illegal sales rate was 33.7%
- ~ In 2002 the WI Wins Program was implemented
- ~ The program is based off of positive reinforcement & includes inspections, media outreach, & public outreach

Wisconsin Retail Assessment Project (WRAP)

Wisconsin
Department of
Health
Services
(DHS)



Tobacco Prevention &
Control Program (TPCP)

- ~ Offers tobacco cessation resources
- ~ Offers youth tobacco prevention programs (WI Wins)
- ~ Provides support to local efforts
- ~ Generates reports & data sheets

15
Tobacco
Free
Coalitions



WRAP

- ~ Allows TPCP to uniformly collect retail data on tobacco, alcohol, and nutrition
- ~ Tobacco assessments occur every year
- ~ Coalitions have the option to also assess alcohol and nutrition products, placement, and advertising

Youth Alcohol Use & Public Health

Alcohol is more available and is advertised more than tobacco



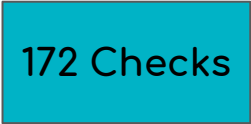
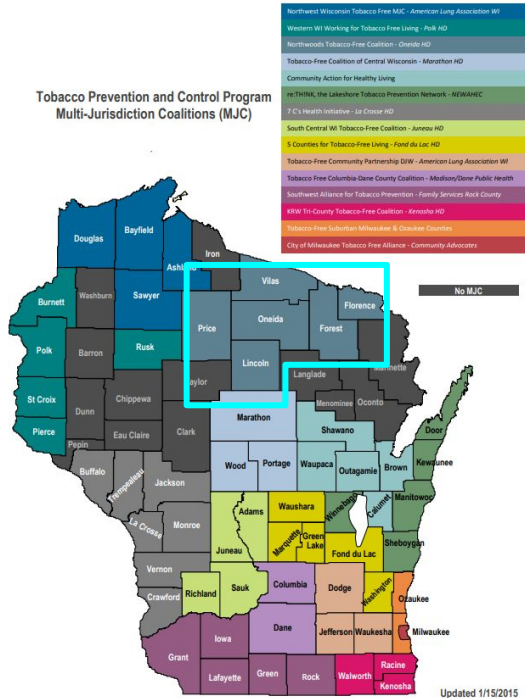
WI youth are legally allowed to go to the bar with their parents at any age and have a drink



WI youth drink alcohol less often than adults, but they binge drink more



Oneida County



NWTFWC 2018 WI Wins Inspection Team:

- 1 Adult Supervisor
- 3 local youth

County Dependent:

- Local Law Enforcement
- County Health Officers

Oneida County

Intern Takeaways from
WINS checks

Push back
from
business
owners and
clerks



Public health
involves a lot of
policy & law
development &
enforcement

NO SMOKING



SMOKING IS NOT ALLOWED IN THIS ESTABLISHMENT
Per State Statute 101.123 Wisconsin Act 12

Enhanced
interpersonal
written and
verbal
communication
skills



STING OPERATION

meaning, definition, explanation



WRAP in Juneau County

South
Central
Wisconsin
Tobacco
Free
Coalition

4 counties

16 of 30
assessments



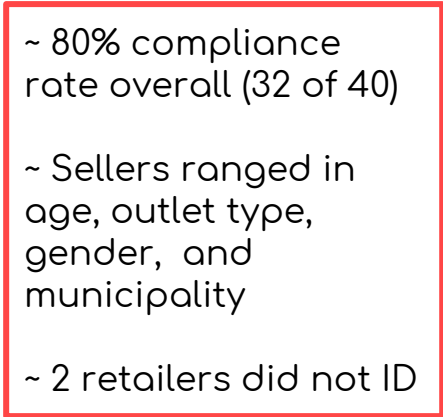
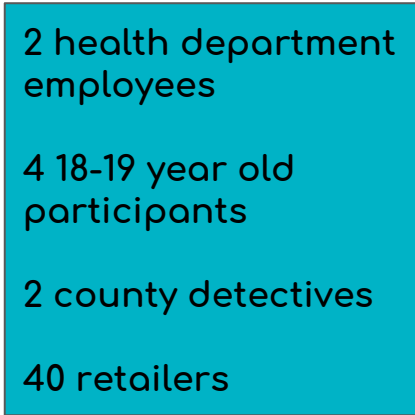
~ High prevalence of e-cigs, especially flavored

~ Alcohol sometimes located within 12 inches of toys, candy, or gum

~ Alcohol located within 3 feet of the floor and at aisle ends

~ Alcohol located next to soda in almost every convenience store

Juneau County: Alcohol Compliance Checks



Barron County Tobacco Compliance Checks

~ Barron, Polk, Rusk, Pierce, La Croix, and Burnett Counties

~ Multi-jurisdiction coalition working towards tobacco prevention



~ WI WINS campaign

~ State level initiative put in place to decrease youth access to tobacco products

~ 40 compliance checks

~ 2 youth inspectors

~ Local law enforcement presence

~ Western Wisconsin Working for Tobacco Free Living

~ Tobacco prevention and control

~ Maintain state and local tobacco control efforts



Counter Tools Store Auditing in Barron County



Partnered with Polk County to conduct 10 counter tools assessments

- ~ Non-profit provider of software tools
- ~ Facilitates local- and state-level policy changes affecting the retail environment
- ~ Measures tobacco, food, and alcohol product availability, pricing, placement, promotions and marketing in retail environments
- ~ First step towards building awareness and educating for change



“Hiding in Plain Sight”



BARRON COUNTY
COMMUNITY COALITION
WHERE COMMUNITY & COLLABORATION GROW

Works to reduce and prevent drug abuse among youth, collaborate & expand resources, and develop a healthy community environment



Barron
County
Community
Coalition



Partners with the Sheriff's Department to educate parents and community members on dangers that can be hiding in plain sight

“Be Tactical, Escape the VAPE”



Barron
County
Sheriff's
Department

Barron
County
Community
Coalition

Barron
County
Health
Department



Barron County
Sheriff's Department



Barron County Health Department

- ~ Now aware of the steps needed to bring awareness to public health issues and implement community education and policy change/implementation
- ~ Taught the importance of community outreach and collaboration within different disciplines
- ~ Enhanced written and communication skills
- ~ Expanded knowledge of AODA prevention, campaigns, and community-wide resources
- ~ Foundation for future as a physician



BARRON COUNTY
Wisconsin



thrive
BARRON COUNTY
Growing Together in Health

Polk County



Burnett, Polk, Barron,
Rusk, St. Croix, Pierce

Polk County: WRAP Assessment

Burnett and Polk Counties: 10 assessments each

Collaboration with Barron County: 5 assessments

Collaboration with business owners to get permission to assess their establishment

Findings:

~ Most establishments good at keeping tobacco behind counter

~ Large bags of pipe tobacco

~ Alcohol displayed in very easy to see places

~ Not many fresh fruit/vegetable options



Polk County: WI Wins Tobacco Compliance Checks

Responsible for doing checks in 3 counties

Burnett: 29

Polk: 62

St. Croix: 77

Collaboration with:

Law enforcement

Youth



Findings:

- ~ All but 1 place checked ID & still sold
- ~ Confusion with reading new IDs
- ~ Polk County sales went up from last year

Current Collaborations in Youth Tobacco Use

Tobacco Prevention & Control Program (TPCP)

- ~ Offers youth tobacco prevention programs (WI Wins)
- ~ Generates annual reports & data sheets
- ~ Provides support to local efforts

15 Tobacco Free Coalitions

- ~ Local groundwork in tobacco prevention
- ~ South Central Wisconsin Tobacco Free Coalition
- ~ Northwoods Tobacco Free Coalition
- ~ Western Wisconsin Working for Tobacco Free Living

Greater Lakes Intertribal Council & WI Native American Tobacco Network

- ~ Pursue the elimination and prevention of commercial tobacco abuse
- ~ Collaborates with communities to promote cessation and eliminate second hand smoke
- ~ Educate and increase awareness of traditional tobacco use

Current Collaborations in Youth Alcohol Use

Alliance for
WI Youth
(AWY)

- ~ Under Wisconsin DHS oversight and funding
- ~ Main goal is to support positive youth development
- ~ Provides support to substance abuse prevention coalitions (more than 90) through 5 regional prevention centers
- ~ Hosts biannual regional meetings for coalitions
- ~ Advocates for substance abuse prevention at the local, state, and national levels



ALLIANCE FOR
WISCONSIN YOUTH

Opportunities for Future Collaborations



Tobacco

- ~ Address increasing prevalence of Juuls and other flavored nicotine products in communities (local and state levels)
- ~ Communities help each other write/amend tobacco- and nicotine-free school policies
- ~ Work with national tobacco-free organizations to promote new anti-tobacco policies at the state level



Alcohol

- ~ Create an alcohol-specific organization at the state level (similar to TPCP) and alcohol-specific coalitions
- ~ Consider creating a more positive alcohol environment at a state level
- ~ Address the acceptability, availability, affordability, and attractiveness of alcohol (per WI DHS recommendations)

