



# Florence County Health Department

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## NEWS RELEASE

11/02/2021

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### WISCONSIN WINS

The statewide Wisconsin Wins (WI Wins) campaign works to decrease youth access to tobacco products. It also strives to help retailers avoid fines. The Wisconsin Department of Health Services contracts with local partners, like the Oneida County Health Department (OCHD), to conduct investigations. OCHD also provides retailer education and training resources. We congratulate clerks who don't sell tobacco to youth and help educate those who do.

All retailers should check a valid photo ID before selling a tobacco product. The federal tobacco 21 law requires an individual to be 21 years old to purchase tobacco products. It's important to know that WI Wins investigations:

- Can happen at any time throughout the year
- Are unannounced
- Have local law enforcement involvement
- Are authorized by WI State Statue 254.916

Any retailer can use our free, online tool to learn the facts about Wisconsin's tobacco sales laws. When you know the facts, you can avoid a big mistake and expensive citations for you and your business. Simply visit [www.WITobaccoCheck.org](http://www.WITobaccoCheck.org) to take this state approved training.

- Free
- Available in multiple languages
- Create a store account to help your employees
- Print a certificate of training completion

For more information contact your local WI Wins coordinator, Ann Price at 715.528.3427 or [annprice@co.florence.wi.us](mailto:annprice@co.florence.wi.us) When you know how to keep tobacco away from minors, everybody wins.

To learn more about the Florence County Health Departments efforts in Florence County, visit our webpage at [www.florencewipublichealth.com](http://www.florencewipublichealth.com) or follow us on Facebook at @FlorenceCountyHealthDept Florence County Health Department is located on the first floor of the courthouse or call Sara Jerue at 715-528-3426. The department is open 8:30-4p Monday through Friday, closed for lunch from 12-12:30. Need health insurance? Visit [access.wi.gov](http://access.wi.gov) to see if you qualify for benefits.

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