

# Wisconsin Retail Assessment Project

## Local Findings 2017-2019



From 2017 to 2019, the 7 Counties Health Initiative participated in a statewide assessment of the tobacco retail environment. The Initiative assessed 128 tobacco retailers in the following counties:

Buffalo

Jackson

Monroe

Trempealeau

La Crosse

Vernon

Crawford

The findings highlight information on tobacco products, prices, placement, and promotion. Research links these marketing tactics to increased youth tobacco initiation and access, as well as decreases in quit attempts. Comparing county-level data to state averages below shows where youth and tobacco users are most vulnerable.

### FDA Violations



FDA inspections find more sales to minors in Buffalo, Jackson, Trempealeau, Vernon, and Crawford Counties than the state average. This means that tobacco is easier for youth to access.

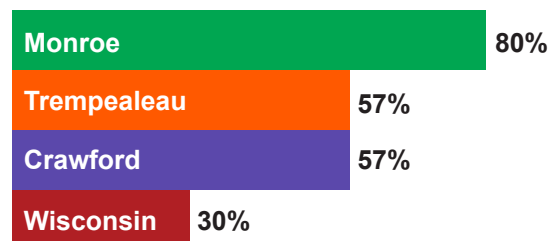
### Single Cigarillos



It's easier here to buy single cigarillos, making them a cheap entry to tobacco use. Cigarillos are flavored, which makes them even more appealing to youth.

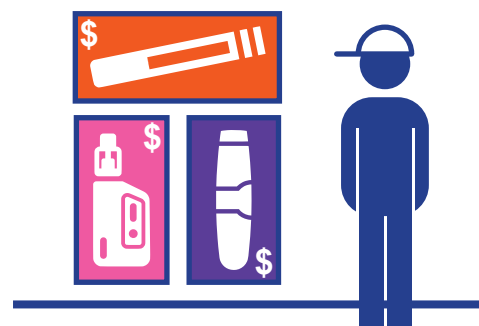
### Cheap Chewing Tobacco

#### Retailers With Chewing Tobacco Promotions



Tobacco retailers here are more likely to offer promotional prices on chewing tobacco, making it easier to start using and harder to quit.

### Targeting Youth



It's more common for retailers in Trempealeau, La Crosse, and Crawford Counties to place tobacco ads within 3' of the floor, where they are more likely to catch the attention of youth.