

Wisconsin Retail Assessment Project

Local Findings 2017-2019



From 2017 to 2019, Community Action for Healthy Living participated in a statewide assessment of the tobacco retail environment. The coalition assessed 107 tobacco retailers in the following counties:

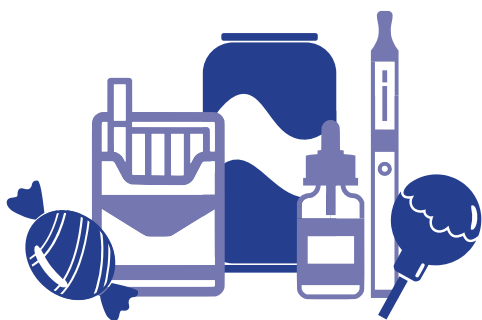
Brown

Calumet

Outagamie

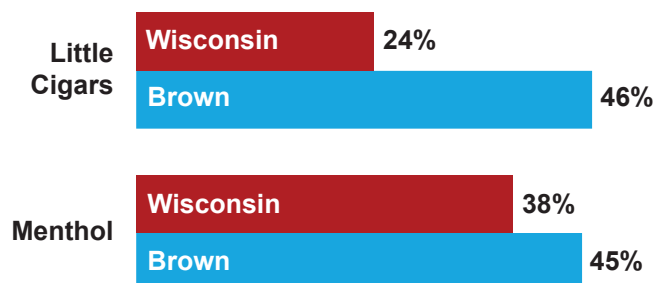
The findings highlight information on tobacco products, prices, placement, and promotion. Research links these marketing tactics to increased youth tobacco initiation and access, as well as decreases in quit attempts. Comparing county-level data to state averages below shows where youth and tobacco users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

Targeting Youth



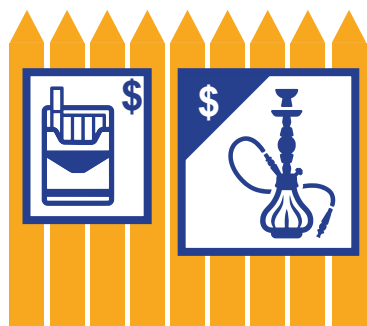
Retailers here are more likely to place tobacco within 12" of youth products, have self-service displays, and advertise tobacco within 3' of the floor. These tactics encourage youth initiation.

Tobacco Price Promotions



Brown County retailers have more price promotions on menthol cigarettes and little cigars, making it cheaper to use these products.

Outside Advertising



Calumet County retailers are more likely to have outside advertising, which normalizes tobacco use and makes it harder to quit.

FDA Violations



FDA inspections find more sales to minors in Brown and Calumet Counties than the state average. This means that tobacco is easier for youth to access.