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State of Wisconsin
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DIVISION OF PUBLIC HEALTH

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Dear Wisconsin Tobacco Retailer,

Greetings from the Wisconsin Department of Health Services, Division of Public Health, and our Tobacco Prevention and Control Program. I am writing this letter to thank all tobacco and vape retailers in Wisconsin who take care to follow the federal Tobacco 21 minimum legal sales age law in our state.

The federal minimum legal sales age law overrides any differing state laws in the U.S. This is true in Wisconsin, where the state tobacco and vape sales law, set at age 18, has not yet been updated to match the federal law, set at age 21. To be clear, as a Wisconsin tobacco and/or vape retailer, you are required to follow the federal Tobacco 21 law.

Food and Drug Administration (FDA) inspectors are inspecting tobacco retailer locations across Wisconsin for underage sales. The FDA also operates a system for the public to report underage tobacco sales and/or wrongful advertising and labeling, which can initiate an undercover visit to your retail location(s). The FDA issues civil money penalties up to \$10,000.

We understand that you and your business rely on well-trained cashiers and store staff to follow the Tobacco 21 sales law. For this reason, we have a free online training tool at witobaccocheck.org for your team members to learn about the minimum legal sales age in Wisconsin, test their knowledge, and receive a training certification. Wisconsin state law requires retailers to train their staff on tobacco and vape sales laws.

We have free tools to help you tell your customers about the Tobacco 21 law. When you visit Wisconsin's Tobacco 21 website at www.dhs.wisconsin.gov/tobacco/tobacco21, you will learn more about the Wisconsin Tobacco 21 media campaign, get tips on checking drivers' licenses, and order free signs, posters, and buttons for your store and employees.

It makes a big difference what age a person starts using tobacco and nicotine. Teens and young adults are especially susceptible to the negative effects of nicotine on their mental health and brain development, and these problems can follow them well into adulthood. When we work together, we can help all Wisconsinites live healthier, happier lives.

We truly appreciate partnering with retailers to keep tobacco and vape products out of the hands of teens and young adults. Thank you for doing your part.

Thank you,

A handwritten signature in black ink, appearing to read "Paula Tran".

Paula Tran
State Health Officer and Administrator