



CITY OF MILWAUKEE

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## **Milwaukee bans e-cigarette sales to minors and vaping indoors: One year later**

**Statement from Aldermen Cavalier Johnson and  
Michael J. Murphy**

**July 26, 2019**

In May 2018, the Common Council passed legislation to increase the fines for those who sell tobacco to minors. Additional legislation passed by the Council prohibited the sale of e-cigarettes to minors, aligning Milwaukee's ordinance with state law. In June 2018, the Council acted to prohibit the use of e-cigarettes on all properties where state law currently bans smoking. These legislative initiatives were sponsored by Aldermen Johnson and Murphy, with Common Council President Ashanti Hamilton and Alderwoman Milele A. Coggs co-sponsoring.

Milwaukee took these actions as the tobacco industry continues to find and implement new creative ways to entice people - especially our youth - to try nicotine, a highly addictive drug, in its various forms.

Milwaukee is ahead of the curve in recognizing and then acting on the danger that nicotine addiction poses for our teen-agers by restricting access to nicotine – whether lighting up a traditional cigarette or “vaping” a flavored e-cigarette. But there is much more that our community, particularly our retail community that sells these tobacco products, can do to follow the law.

### **RECAP NOTE to residents and businesses:**

- Vaping is **not** allowed indoors (anywhere smoking is prohibited).
- Businesses **are** expected to post updated signage, which can be downloaded from the city website at:  
<https://city.milwaukee.gov/ImageLibrary/Groups/healthAuthors/DCEH/Smoke-FreeBuildingwindowcling.pdf>

The Milwaukee Health Department (MHD) and its partners the City of Milwaukee Tobacco-Free Alliance and Wisconsin Wins share what businesses need to know about e-cigarettes:

- As of July 9, 2018, vaping is no longer allowed indoors on City of Milwaukee properties or any places that prohibit cigarette smoking under state law, such as restaurants, bars, workplaces, and other businesses;

-More-

- Customers must be 18 to purchase e-cigarettes, e-juice or vaping devices. Businesses that sell to underage youth can be fined \$691;
- There's an app for that! The FDA age calculator app helps retailers comply with age restriction laws. Download this app for Apple and Android devices, and use it!

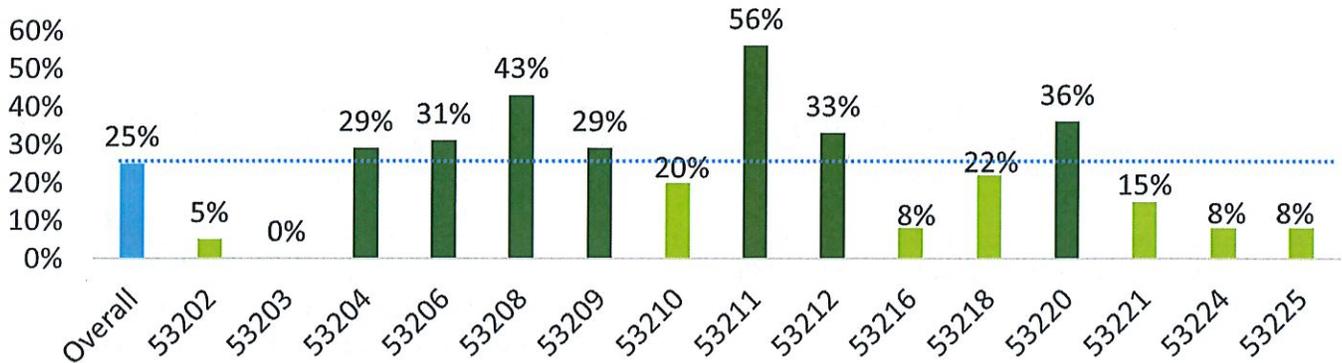
**Dr. Jeanette Kowalik**, Commissioner of Health, Milwaukee Health Department: “We continue to learn more about the health effects associated with E-cigarettes. As the public health authority for the City, the MHD is thankful for the continued support from Aldermen Johnson and Murphy as these actions serve to protect the public from the dangers of secondhand exposure.”

**Anneke Mohr**, City of Milwaukee Tobacco-Free Alliance Coordinator: “Everyone deserves to breathe clean air, and in the absence of an update to our statewide smoke-free law, it's up to our local leaders to protect Milwaukee residents from harmful toxins. The City of Milwaukee Tobacco-Free Alliance is happy to serve as a resource for businesses as they adjust to the updated smoke-free law.”

Bottom line: It's been one year since Milwaukee passed laws to protect our most vulnerable and impressionable residents from nicotine products. We call on our business community to learn about **ALL** the laws concerning selling tobacco, e-cigarettes, and other nicotine-carrying products to our kids. Know the law and act now to stop enabling this addictive behavior.

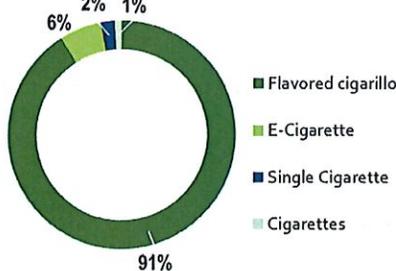
The **attached report** by Wisconsin Wins provides excellent information on metrics concerning tobacco sales to minors in the greater Milwaukee area. For more information, click on the [City of Milwaukee Tobacco-Free Alliance](#), [Wisconsin Wins](#), and the [Milwaukee Health Department](#).

### Milwaukee Youth Access Rate by zip code, 2018

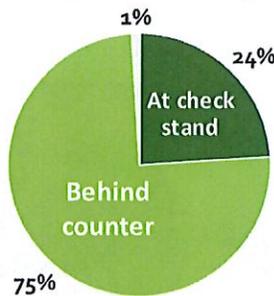


### Product type, all inspections

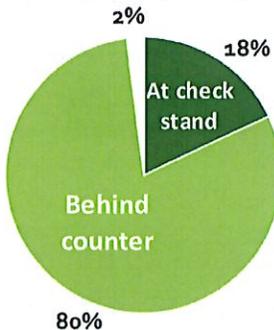
**Note:** Milwaukee compliance checks started including single cigarette and e-cigarette attempts in 2018



### Product Placement, underage sales



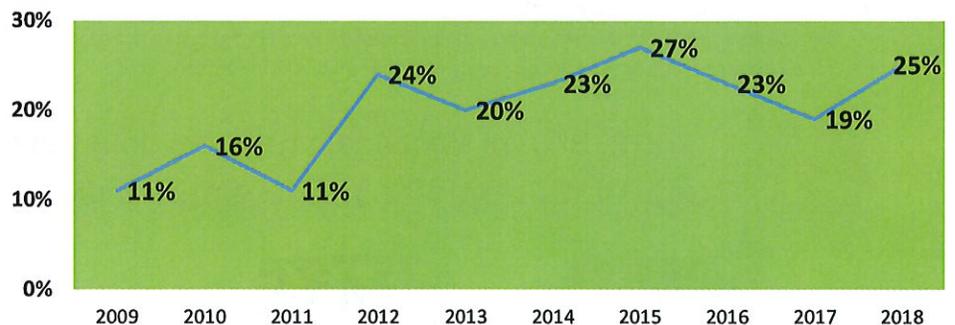
### Product Placement, all inspections



### Tobacco sales to minors, by zip code



### Milwaukee Youth Access Rate Trend Data 2009-2018



# WISCONSIN WINS HELPS KEEP OUR KIDS TOBACCO-FREE

Wisconsin Wins is dedicated to keeping tobacco out of the hands of youth and stopping tobacco addiction before it ever starts.



Nearly **9 out of 10** daily smokers tried their first cigarette **before the age of 18**.\*

## Statewide Approach

The Wisconsin Wins program uses a strategic approach to achieve success.



### Community Partnerships

Working with law enforcement and businesses to make our communities healthier.



### Retailer Training

Providing free online training to retailers so they can prevent underage tobacco sales and avoid costly fines.



### Compliance Checks

Congratulating retailers and employees who protect minors from the unhealthy effects and reminds retailers who sell tobacco of the law and possible consequences.

## Local Look

- In 2018, there were **818 stores** selling tobacco products in Milwaukee.
- Of **487 inspections**, there were **120 underage sales** (25%)
- **81%** of the time retailers **checked ID**; of these, 15% (58) still sold to youth
- **98%** of underage sales were for **cheap, flavored cigars**
- **24%** of retailers that sold to youth had tobacco products **easily accessible**
- Checks are conducted through a partnership between:
  - City of Milwaukee Tobacco-Free Alliance at Community Advocates;
  - Neu-Life Community Development;
  - Wisconsin African American Tobacco Prevention Network; and
  - MPD's License Investigation Unit.
  - We partner with the Milwaukee License Division Pivot Program to promote free resources like [www.witobaccocheck.org](http://www.witobaccocheck.org) and [FDA Age Calculator](#).



**25%** of retailers sold to minors during compliance checks in Milwaukee in 2018.

In 2002, 34% of Wisconsin retailers sold tobacco products to minors. Today, that number is in the single digits. **Wisconsin Wins works!**



[wiwins.org](http://wiwins.org)



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