



## Please co-sponsor LRB 0686 Keep Tobacco Products from Wisconsin Youth

**TO:** Wisconsin State Lawmakers

<p><b>FROM:</b> American Cancer Society American Family Children's Hospital American Heart Association American Lung Association Campaign for Tobacco-Free Kids Children's Hospital of Wisconsin Gundersen Health System Sixteenth Street Community Health Centers</p>	<p>UW Health Wisconsin Allergy Society Wisconsin Association of Local Health Departments and Boards Wisconsin Asthma Coalition Wisconsin Chapter of the American Academy of Pediatrics Wisconsin Medical Society Wisconsin Primary Health Care Association Wisconsin Public Health Association</p>
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**DATE:** March 6, 2019

Over the years, Wisconsin has made great strides reducing the number of tobacco users among youth and adult populations. High school smoking rates have dropped 61% since 2004 and adult smoking rates have dropped to an all-time low of 17%.<sup>i</sup> <sup>ii</sup> The decrease in the adult smoking rate alone has saved Wisconsin an estimated \$1.4 billion in health care expenditures.<sup>iii</sup>

In order to continue these positive trends, LRB 0686 requires a retailer to place cigarettes, nicotine products, and tobacco products in locations that are inaccessible to customers without the assistance of the retailer or clerk, including behind the counter or in a locked case.

Restricting the placement of tobacco products may further reduce tobacco use and protect youth from a lifelong, deadly addiction. Tobacco product displays can stimulate impulse purchases among tobacco users and those trying to quit. Placing these products behind the counter may also reduce shoplifting incidents.

Traditional cigarettes are already required to be behind the counter. Thirty other states have laws that restrict the placement of all tobacco products including Illinois, Iowa, and Minnesota.<sup>iv</sup>

This bill doesn't apply to a retail location that receives 75% or more of its revenue from sales of cigarettes, nicotine products, or tobacco products as long as no person younger than 18 is permitted in the store - unless accompanied by a parent/guardian or spouse who is 18.



*For further information please contact Hannah Huffman at 608-204-5810 or Sara Sahli at 608.215.7535.*

<sup>i</sup> Wisconsin Department of Health Services. Wisconsin Youth Tobacco Survey 2016.

<sup>ii</sup> Wisconsin Department of Health Services. Wisconsin Behavioral Risk Factor Surveillance System. 2015.

<sup>iii</sup> University of Wisconsin, Department of Population Health Sciences. "We Can Accomplish So Much More" 2016. Available at [http://tobwis.org/files/download\\_file/c674d24b1a13374](http://tobwis.org/files/download_file/c674d24b1a13374)

<sup>iv</sup> American Lung Association. State Legislated Actions on Tobacco Issues.