

# Tobacco & Summers County

## Local challenges

We've come a long way, but Spartans are still feeling tobacco's impact

### Tobacco's Impact at a Glance

**12%** of Summers County retailers are still selling tobacco to minors.

**20%** of pregnant women in Summers County are still smoking.

**Our kids** are regularly exposed to candy and fruit-flavored tobacco products.

## Forging new partnerships

### A Summers County Success Story



Members of the Summers County Tobacco-Free Coalition help local retailers avoid underage tobacco sales and costly fines

On June 26, the Summers County Tobacco-Free Coalition trained local retailers on Wisconsin's tobacco sales laws. The retailers received information on the state's Wisconsin Wins program and learned ways to make sure employees don't sell tobacco to minors. 22 retailers attended the interactive training, and all were encouraged to get their employees trained for free at smokecheck.org. Following the training, 90% of participants said they had a better understanding of Wisconsin's tobacco sales laws.

## COALITION LOGO

Tobaccofreesummersco.org  
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## From the community

### Why Tobacco Prevention Matters



*"I thought tobacco wasn't a problem anymore. Then I visited a few convenience stores in Springfield, and was shocked to see candy-flavored tobacco products placed right next to things like Skittles and Starburst."*

Sandy Worf, Springfield mom

## Pooling resources to help those who need it the most



Summers County Tobacco-Free Coalition members meet with the local chapter of the United Way to discuss a new partnership to help Jakeland homeless quit smoking.

## Making a Difference Locally

In the last year, the Summers County Tobacco-Free Coalition has:

- Performed **50** tobacco compliance checks to help retailers avoid underage tobacco sales and hefty fines.
- Met with **12** different property managers to discuss improving their bottom line and their tenants' health by making their property smoke-free.
- Conducted **10** education presentations on new tobacco products to community organizations like the Salvation Army, Springfield Parent Teacher Organization, and the Jakeland School Board.