

Mark Harris, County Executive
Doug Gieryn, Director/Health Officer

Office Hours: M-F 8:00am-4:30pm
Toll-Free: 800-250-3110
Fax: 920-232-3370

health@co.winnebago.wi.us
www.winnebagohealth.org



Public Health
Prevent. Promote. Protect.

**Winnebago County
Health Department**

112 Otter Avenue
Oshkosh, WI 54903-2808
Phone: 920-232-3000

211 N Commercial Street
Neenah, WI 54956
Phone: 920-727-2894

Find us on Facebook and Twitter
@WinnebagoHealth

FOR IMMEDIATE RELEASE

Media Contact:
Ashley Mukasa
Communications Specialist
920-232-3352

amukasa@co.winnebago.wi.us

DHS Campaign Reminds Retailers of New Tobacco Purchasing Age

You must be 21 or older to buy tobacco in the U.S.

OSHKOSH, WI (January 5, 2021) – The Wisconsin Department of Health Services (DHS) recently unveiled a campaign educating retailers that federal law now requires tobacco purchasers to be 21 years old. The campaign's message to retailers is simple-- don't sell tobacco to anyone under the age of 21.

"Most adult smokers began smoking before they turned 21," said Sarahjean Schluechtermann, community health strategist for the Winnebago County Health Department. "The most effective way to protect our kids from the terrible toll of tobacco use is to make sure they never start smoking in the first place. Raising the legal tobacco sales age to 21 will help do just that."

The Winnebago County Health Department has always had a strong focus on preventing youth access to tobacco and over the past year has been working to educate tobacco retailers of the change in federal law. In addition to these local efforts, retailers can learn more about the federal tobacco sales law by visiting the DHS website at www.dhs.wisconsin.gov/tobacco21. Free, state-approved training is also available to help employees avoid underage sales at www.witobaccocheck.org.

"All tobacco retailers are required by law to complete the state-approved training to learn about tobacco sales laws and how to check identification," said Schluechtermann. "This training is intended to keep our communities healthier and keep retailers from receiving fines for selling tobacco to those underage."

Tobacco users ready to quit can call 1-800-QUIT NOW (784-8669) or text "READY" to 200-400 for free help. Tobacco users enrolled in Medicaid can also talk to their doctor about free support available through the Medicaid cessation benefit.

###