



**PUBLIC HEALTH
SAUK COUNTY**

Coalitions for Community
Health Improvement



Public Health Sauk County

Sauk County West Square Building
Third Floor, Suite 372
505 Broadway, Baraboo, WI 53913

**For immediate release
January 10, 2023**

Contact:

Kate Stough, Coalition Facilitator
(608) 477-3609

Kate.Stough@saukcountywi.gov

Jessie Phalen, Coalition Chairperson and Nurse Manager
(608) 355-4326

Jessie.Phalen@saukcountywi.gov

City of Baraboo Retailers Pass Compliance Checks

An underage customer walks into a local bar or store and tries to buy alcohol with no identification or a fake ID. Do local retailers sell to youth? This test is called an alcohol age compliance check, and these checks have been proven to reduce sales of alcohol to minors. In coordination with the Baraboo Police Department, the Sauk County Partnership for Prevention coalition conducted 47 alcohol age compliance checks within the City of Baraboo in the fall of 2022. The checks resulted in one sale to a minor, for a compliance rate of 97%.

“On behalf of the Sauk County Partnership for Prevention Coalition, we thank alcohol retailers for their commitment to the safe sale of alcohol in our community”, says Kate Stough, Public Health Educator and Facilitator of the Partnership for Prevention coalition. “Our excellent compliance rate shows that retailers in the City of Baraboo are consistently training employees on how to read an ID and how to safely conduct alcohol sales.”

Stough explains that when retailers and the community work together to keep alcoholic beverages out of the hands of youth, retailers reduce their risk to alcohol liability lawsuits and help reduce problems associated with underage drinking, such as addiction, auto accidents, vandalism, violence, and sexual assault. “Retailers and their employees have the power to help protect our youth from the unhealthy effects of early alcohol use,” Stough says.

Compliance checks are only one part of a comprehensive strategy to reduce youth access to alcohol. The Sauk County Partnership for Prevention coalition meets monthly to reduce and prevent youth use of alcohol and vapes. Meetings are open to the public and all are welcome. For more information about the Sauk County Partnership for Prevention or to join the coalition, visit their website at www.P4PSauk.org.

###



VISIT US ONLINE co.sauk.wi.us/publichealth

PHONE (608) 355-3290 | FAX (608) 355-4329 | TDD (608) 355-4298 | 24/7 LINE 1 (800) 533-5692