



**PUBLIC HEALTH
SAUK COUNTY**

Coalitions for Community
Health Improvement



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City of Reedsburg Retailers Pass Compliance Checks

(Reedsburg, Wi) 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 Reedsburg Police Department, the Sauk County Partnership for Prevention coalition conducted 25 alcohol age compliance checks within the City of Reedsburg in June of 2023. Establishments were informed in advance about coming alcohol compliance checks and were given information about correctly reading ID's when selling alcohol. During the checks, adults 18 years or older who were not of legal drinking age (21 yrs) went into businesses around the city to purchase alcohol. The checks resulted in five sales to minors, for a compliance rate of 80%.

"Unfortunately, five establishments sold alcohol to persons under the age of 21 and those staff members received citations," said Patrick B. Cummings, Chief of Police. "Our goal is to have 100% compliance and we'll continue to partner with Public Health Sauk County's Partnership for Prevention coalition to provide guidance and resources to retailers in Reedsburg. We congratulate those businesses that passed the compliance checks."

Public Health Sauk County Health Educator Kate Stough, who facilitates the Partnership for Prevention coalition, expressed thanks, "On behalf of the Sauk County Partnership for Prevention Coalition, we thank alcohol retailers for their commitment to the safe sale of alcohol in Reedsburg.. The compliance rate shows that most retailers in the city are safely conducting alcohol sales."

Stough explained 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 said.



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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.

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