



**PUBLIC HEALTH
SAUK COUNTY**

Coalitions for Community
Health Improvement



September 6th, 2024

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Sauk Prairie Area Retailers Pass Compliance Checks

(Prairie du Sac and Sauk City, WI) An underage customer walks into a local bar or store and tries to buy alcohol with their driver's license or state identification card. 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 Sauk Prairie Police Department, the Sauk County Partnership for Prevention coalition conducted 24 alcohol age compliance checks within the Villages of Prairie du Sac and Sauk City in July of 2024. 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 six sales to minors, for a compliance rate of 79%.

"Our goal is to have 100% compliance with the laws regulating alcohol sales. Unfortunately, six establishments sold alcohol to persons under the age of 21," said Josh Sherman, Chief of Police. "We congratulate those businesses that passed the compliance checks. We'll continue to partner with Sauk County Partnership for Prevention to provide guidance and educational resources to retailers in Sauk Prairie."

Public Health Sauk County Health Educator Kate Hansen, 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 Sauk Prairie area. The compliance rate shows that most retailers in the region are safely conducting alcohol sales."

Hansen 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," Hansen said.

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



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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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