



NATIONAL IN-STORE AWARENESS CAMPAIGN

New program addresses “social sourcing” of tobacco and vaping products

The national non-profit *We Card* Program, Inc and its board of directors authorized the development of an in-store program to address “social sourcing” or adult purchases of tobacco and vaping products on behalf of those underage. For many years now, retailers have improved compliance with age-restricted product laws (to 80-90%) while the gifting, proxy purchase by another, or transfer from one to another, such as “bumming” or “borrowing” continues to rise unchecked.

The retail community including We Card’s stakeholders want to address this problem in an appropriate way while reducing the pressure on front line employees.

Underage youth report getting access 80% to 90% of the time through these [social sources](#).)

After two years of testing including a pilot program, The We Card Program is rolling out the national in-store campaign to raise awareness of the problem and is introducing this program to the nation’s retailers at no cost.

We Card’s program seeks to raise awareness of a key element of the social sourcing issue—adult purchases of tobacco and vaping products

on behalf of those underage — and offers retailers an opportunity to address the issue.

We Card’s new in-store campaign compliments (it does not replace) retailers’ existing responsible retailing efforts to identify and deny underage purchase attempts of age-restricted products like tobacco and vaping products.

There are two campaigns to choose from and the choice is left to the retailer. Each campaign includes a variety of in-store signage with a QR code call-to-action for customers to scan with their smartphone to learn more and interact with the campaign website. *We Card* will run supportive social and digital communications. Both campaigns were nationally field-tested across a wide berth of convenience stores and other store types and *We Card* is happy to share those research results and program overview in a short presentation.

Please feel free to contact *We Card’s* president, Doug Anderson with questions – danderson@wecard.org.

To learn more about the social sourcing issue, visit underageaccess.wecard.org/facts

Join thousands of retailers helping to prevent adult purchases of tobacco and vapor products on behalf of those underage. Visit wecard.org/Free-Kit today.

FREE Retail Store Signage Kit

Two options available:



Be A Real Influencer

An eye-catching campaign using images of friendly, young adults aged 21+, inspiring them to “be a real influencer” (a role model) and be comfortable saying “no” when asked by someone underage to buy or give them tobacco and vaping products.

BeARealInfluencer.com



We Card We Care

A We Card-logo centric campaign informing customers: If they’re under 21: NO Bumping. NO Borrowing. And NO Buying for Them.

WeCardWeCare.com



Order now, available only while supplies last. wecard.org/Free-Kit