

House Resolution

No. 52

Introduced by Assembly Member Lackey

(Coauthors: Assembly Members Aguiar-Curry, Arambula, Bauer-Kahan, Berman, Bigelow, Bloom, Bonta, Brough, Burke, Calderon, Carrillo, Cervantes, Chau, Chen, Chiu, Choi, Chu, Cooley, Cooper, Cunningham, Daly, Diep, Eggman, Flora, Fong, Friedman, Gabriel, Gallagher, Cristina Garcia, Eduardo Garcia, Gipson, Gloria, Gonzalez, Grayson, Holden, Irwin, Jones-Sawyer, Kalra, Kamlager-Dove, Kiley, Levine, Limón, Maienschein, Mathis, Mayes, McCarty, Medina, Melendez, Mullin, Muratsuchi, Nazarian, Obernolte, O'Donnell, Patterson, Petrie-Norris, Quirk, Quirk-Silva, Ramos, Rendon, Reyes, Luz Rivas, Robert Rivas, Rodriguez, Blanca Rubio, Salas, Santiago, Smith, Ting, Voepel, Waldron, Weber, Wicks, and Wood)

August 12, 2019

House Resolution No. 52—Relative to We Card Awareness Month.

1 WHEREAS, California law prohibits the sale of tobacco
2 products, including smokeless tobacco, and electronic devices that
3 deliver nicotine or other vaporized liquids, including e-cigarettes,
4 to persons under 21 years of age; and

5 WHEREAS, We Card Awareness Month is a retail education
6 and training effort designed to boost California retailers' awareness
7 of, and participation in, responsible retailing efforts to comply
8 with federal, state, and local laws and to identify, prevent, and
9 deny sales of tobacco and other age-restricted products to minors;
10 and

11 WHEREAS, The Year 2019 marks the 24th anniversary year
12 of the national nonprofit organization, The We Card Program, Inc.,

1 which provides training and education to the retail community to
2 help retailers comply with age-restricted product laws and serve
3 their communities as responsible retailers; and

4 WHEREAS, We Card in-store training and education materials,
5 its online training program, and its mystery shopping service “ID
6 Check-Up” are available to all California retailers through the We
7 Card Program internet website; and

8 WHEREAS, California will benefit from a responsible retailing
9 community that successfully prevents sales of tobacco and other
10 age-restricted products to minors; and

11 WHEREAS, While some California retailers offer their own
12 training programs and sting operations, over 50 percent of
13 convenience stores in the State of California are run by
14 owner-operators of a single store, and they trust and rely on
15 programs such as We Card to remain in compliance and continue
16 to be family businesses integral to their local communities; and

17 WHEREAS, A California Department of Public Health study
18 found that in 2017 convenience stores had a 95-percent success
19 rate in preventing youth access to age-restricted products, such as
20 tobacco and alcohol; now, therefore, be it

21 *Resolved by the Assembly of the State of California, That the*
22 *Assembly proclaims the month of September 2019 to be We Card*
23 *Awareness Month; and be it further*

24 *Resolved, That the Assembly encourages all California retailers*
25 *to participate in “We Card Awareness Month” and to let their*
26 *customers know that “in California, we don’t sell tobacco and*
27 *other age-restricted products to kids!”; and be it further*

28 *Resolved, That the Chief Clerk of the Assembly transmit copies*
29 *of this resolution to the author for appropriate distribution.*
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32 **REVISIONS:**
33 **Heading—Line 2.**
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