



Executive Department
State of Idaho

The Office of the Governor Proclamation

State Capital
Boise

WHEREAS, state and federal law prohibits the sale of tobacco and vapor products and other age-restricted products to underage persons; and

WHEREAS, U.S. Food and Drug Administration reports show that underage youth vaping has risen at alarming levels; and

WHEREAS, Centers for Disease Control and Prevention research shows that social sources – such as adult-for underage purchases, bumming, and borrowing – make up 80% of the ways underage youth are getting tobacco and vapor products; and

WHEREAS, 2023 marks 28 years of education and training of the national non-profit organization, THE “WE CARD” PROGRAM INC., which has been helping retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

WHEREAS, We Card Awareness Month aims to help Idaho retailers identify, prevent, and deny tobacco and vapor products and other age-restricted product sales to underage youth; and

WHEREAS, through education and training initiatives, We Card Awareness Month increases Idaho retailers’ knowledge of federal, state, and local laws relating to tobacco and vapor sales; and

WHEREAS, retailers are taking the “We Card Retailer Pledge” to identify and deny underage purchases of tobacco and vapor products by underage individuals and when there is a reasonable suspicion that an adult customer will be providing age-restricted products to an underage person; and

WHEREAS, in-store training and education materials, online training programs, and We Card’s mystery shopping service, “ID Check-Up,” are available to all Idaho retailers through its website; and

WHEREAS, Idaho will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors;

NOW, THEREFORE, I, BRAD LITTLE, Governor of the State of Idaho, do hereby proclaim September 2023, to be

WE CARD AWARENESS MONTH

in Idaho, and I encourage Idaho retailers and citizens to recognize this special observance.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Idaho at the Capitol in Boise on this 1st day of September, in the year of our Lord two thousand and twenty-three, and of the Independence of the United States of America the two hundred forty-eighth, and of the Statehood of Idaho the one hundred thirty-fourth.



PHIL MCGRANE
SECRETARY OF STATE

BRAD LITTLE
GOVERNOR