

STATE OF MICHIGAN



CERTIFICATE OF PROCLAMATION

ON BEHALF OF THE PEOPLE OF MICHIGAN,
I, Gretchen Whitmer, governor of Michigan, do hereby proclaim

September 2022

as

WE CARD AWARENESS MONTH

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

WHEREAS, underage youth vaping has risen at alarming levels according to FDA reports of government studies; and,

WHEREAS, *We Card Awareness Month* is a retail education and training effort to boost Michigan retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws and identify, prevent and deny tobacco and vapor products and other age-restricted product sales to underage youth; and,

WHEREAS, 2022 marks 27 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* and the state of Michigan are working to create greater retailer and public awareness of social sources of tobacco and vapor products, which, according to CDC research data, comprises approximately 80% of the ways in which those underage report getting tobacco and vapor products (such as adult-for-underage purchases, bumming and borrowing); and,

WHEREAS, retailers are taking the "We Card Retailer Pledge" to identify and deny underage youth attempts to purchase tobacco and vapor products and to identify and deny adult-for-underage person purchases where there is a reasonable suspicion that an adult customer will be providing age-restricted products to an underage person.

WHEREAS, *We Card* in-store training and education materials, its online training program and its mystery shopping service "ID Check-Up" are available to all Michigan retailers through *We Card's* website; and,

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

NOW, THEREFORE, I, Gretchen Whitmer, governor of Michigan, do hereby proclaim September 2022 as We Card Awareness Month in Michigan.



Gretchen Whitmer

Gretchen Whitmer
Governor

