

State of South Carolina

Governor's Proclamation

- WHEREAS, state and federal laws prohibit the sale of tobacco and vapor products, cigarette papers, alternative nicotine products, and e-cigarettes 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 South Carolina 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 minors; 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* is working to create greater retailer and public awareness of social sources of tobacco and vapor products, such as adult-for-underage purchases, bumming, and borrowing, which, according to CDC research data, comprise approximately 80 percent of the ways in which those underage report getting tobacco and vapor products; 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 purchases on behalf of those underage where there is a reasonable suspicion that an adult customer will be providing age-restricted products to an underage person; and
- 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 South Carolina retailers through *We Card's* website; and
- WHEREAS, the Palmetto State will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.
- NOW, THEREFORE, I, Henry McMaster, Governor of the great State of South Carolina, do hereby proclaim September 2023 as

WE CARD AWARENESS MONTH

throughout the state and encourage all South Carolinians to work together to prevent the sale of tobacco and other age-restricted products to minors.



HENRY McMASTER
GOVERNOR
STATE OF SOUTH CAROLINA