

Executive Proclamation
State of South Dakota
Office of the Governor

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 South Dakota 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 South Dakota Department of Health 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 & 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:

Now, Therefore, I, Kristi Noem, Governor of the State of South Dakota, do hereby proclaim September 2022, as

WE CARD AWARENESS MONTH

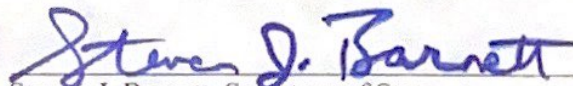
in South Dakota.



In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this Tenth Day of August in the Year of Our Lord, Two Thousand and Twenty-Two.


Kristi Noem, Governor

Attest:


Steven J. Barnett, Secretary of State