

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; 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, vapor, and other age-restricted product sales to underage youth; and,

Whereas, 2023 marks 28 years of the national non-profit organization, the "We Card" Program, Inc., which has been helping retailers comply with age-restricted product laws and serving 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. According to CDC research data, social sources, such as adult-for-underage purchases, bumming, and borrowing, comprise approximately 80% of the ways in which those who are underage get 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; and,

Whereas, We Card provides in-store training and education materials. Its online training program and mystery shopping service, "ID Check-Up," are available to all South Dakota retailers through We Card's website; and,

Whereas, South Dakota will benefit from a responsible retailing community that successfully prevents the sale of tobacco and other age-restricted products to minors:

Now, Therefore, I, Kristi Noem, Governor of the State of South Dakota, do hereby proclaim September 2023, 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 Twenty-second Day of August in the Year of Our Lord, Two Thousand and Twenty-Three.

Kristi Noem
Kristi Noem, Governor

Attest:

Monae L. Johnson
Monae L. Johnson, Secretary of State