



Talking Points

30th Anniversary
1995-2025

A 30 Year Commitment to Responsible Retailing

- *We Card* represents an **unwavering, 30-year long commitment by stakeholders representing retailers, wholesalers and manufacturers to provide retailer training and education to prevent underage access of age-restricted products**. As one of the longest-running and most impactful responsibility programs in retail history, *We Card* has set the gold standard for compliance, education, and responsible retailing.
- In the past 30 years, retailer compliance with age-restricted product laws has seen a dramatic transformation—**dropping from a 40% violation rate in 1997 to below 10% today**.
- *We Card* remains at the forefront of retailer compliance, **equipping businesses with the tools and training needed to prevent underage sales** and uphold responsible retailing.

We Card's Impact

Shaped a Culture of Responsibility:

- Established **carding best practices** across retail.
- Influenced a **training-first mindset** among retailers.
- Helped institutionalize **point-of-sale (POS) age verification**.

Provided Essential Retailer Tools:

- **1.2 million** *We Card* Kits (signage, training materials, and age-calculation tools).
- **7.1 million** training tools distributed.
- **4.5 million** age-calculation tools (calendars, stickers).
- **6.1 million** in-store signage materials.
- **700,000+ trained employees**, with another **1.1 million trained by *We Card*-certified staff**.

Retail Compliance Progress

- **Synar Report:** Violation rates have dropped from **40.1% in 1997 to 9.6% (2018 report)**.
- **FDA Compliance Checks:** In 2024, retailers achieved an **85% compliance rate** in **116,000+ store inspections**.
- **CDC Youth Risk Behavior Survey:** High schoolers report getting vaping products **79% of the time** through **social sourcing** rather than direct retail purchases.

Retailers Value *We Card* Training

- **2024 Post-Training Survey Results:**
 - **99% of trainees** feel “confident” or “more confident” in enforcing age restrictions.
 - **77% report increased confidence** in denying underage sales.
 - **93% rate *We Card's* training as “Good” or “Great.”**

Addressing the Growing “Social Sourcing” Problem

- While commercial access to tobacco and vaping products has declined, **social sourcing** (youth getting products from adults or peers) has risen.
- *We Card* is tackling this issue through its “**Be A Real Influencer**” and “**We Card, We Care**” campaigns, reaching **34,000+ stores** with awareness materials.
- *We Card* Training teaches employees to **deny suspected “of age” adult purchases on behalf of anyone under 21**.

We Card Awareness Month – September

- Annual initiative since **2013**, promoting responsible retailing.
- Recognized by **270 Governor Proclamations** (27 in 2024).
- Encourages **retailers to train employees, update compliance tools, and reinforce best practices**.

Sources:

The *We Card* Program (Dec. 2024).

We Card Analysis of publicly available FDA enforcement data – FFY 2024.

YRBS 2021 - Electronic Vapor Product Use Among High School Students — Youth Risk Behavior Survey, United States, 2021.

MMWR Suppl 2023;72(Suppl-1):93-99. Available at: <https://www.cdc.gov/mmwr/volumes/72/su/pdfs/su7201a11-H.pdf>

About We Card

- *We Card* is a national **non-profit** founded in 1995 to help retailers comply with **federal and state age-restriction laws**.
- Supported by **retailers, national trade associations, government agencies, and community organizations**.
- Board of Directors includes national associations representing **independent stores, retail chains, grocers, and wholesalers**.
- Advisory Council includes **leading tobacco and vaping manufacturers**, supporting responsible retailing.

Board of Directors

- National Association of Convenience Stores (NACS)
- National Grocers Association (NGA)
- Convenience Distribution Association (CDA)
- National Association of Tobacco Outlets (NATO)
- FMI – The Food Industry Association (FMI)

Manufacturer Advisory Council

- Altria Client Services
- ITG Brands
- Logic Technology Development
- JTI-USA
- JUUL Labs Inc.
- R.J. Reynolds Tobacco Company
- Swedish Match
- Swisher International

2025 We Card Programs & Services



Online Training



Store Materials



Mystery Shopping



Compliance & Training Resources

- Federal & State Law
- State Sign Requirements
- Company Policy
- Best Practices
- FDA Regs Summary



App Tools



Smartphone



Retailer & Assoc. Outreach



Social Source Campaign



Awareness Month

Sampling of Store Signage

