



30th Anniversary Report Card

1995-2025



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.



Providing 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.



Addressing the Growing “Social Sourcing” Problem

While commercial access to tobacco and vaping products has declined, social sourcing (youth acquiring 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 tackles the issue as well, teaching employees to deny suspected “of age” adult purchases on behalf of anyone under 21.



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.”



Shaped a Culture of Responsibility

- Established carding best practices across retail
- Influenced a training-first mindset among retailers
- Helped to institutionalize point-of-sale age verification

CELEBRATING



30 YEARS OF SERVICE

Preventing Underage Tobacco & Vapor Sales



Supporting a Culture of Responsibility
Find the resources retailers need at [WeCard.org](https://www.wecard.org)