Mission:
Prevent the sale of age-restricted products to minors through education and training at the retail sales counter.

A 501(c)4 non-profit organization.

Board of Directors

NACS
154,000 convenience stores
1.5 million ID checks daily

Food Marketing Institute
41,000 retail food stores and 25,000 pharmacies.

National Grocers Association
21,000 grocery stores -- Independent sector of retail and wholesale grocers.

Convenience Distributors Association
300 wholesalers serving thousands of convenience stores.

Supporters

Retailers
- Convenience Stores
- Grocery Stores
- Big Box
- Dollar Stores
- Vapor Stores

Wholesalers

Manufacturers

National & State Trade Associations
Get Trained ➔
(All training needs in one place)
Three award-winning training courses (Employee, Refresher & Manager) with gaming, role-playing and customer-cashier scenarios. FDA content & state law specific.

Order Materials ➔
(Everything from signage to POS tools)
Equip your store with signage and your people with age-calculation tools and training job-aids. Easy ordering online.

Resource Center:
Laws and Regulations ➔
(Laws made simple)
Know what the Federal and State requirements are for responsible retailing. Get your state law summary, state sign info and FDA regulation requirements.

NEW FDA TOBACCO REGULATIONS MEANS RETAILER COMMITMENT TO COMPLIANCE

eNEWS
September 2016

READ FULL ARTICLE

2017 Age-Of-Purchase Calendar

CLICK TO ORDER
Resource Center:
Laws and Regulations
(Centralized info for compliance)
Get our Guide for Best Practices, store policy templates and links to many resources to prevent illegal sales to minors.

e-Cig and Vapor Central
(Retail store focused compliance)
From e-cig oriented signage to unique compliance needs, stay current on requirements of retailers for this growing age-restricted product category.

ID Check-Up
(Sign-up to mystery shop your store)
Our bi-monthly mystery shopping program to check if store employees are "carding" for age-restricted products (tobacco, alcohol & e-cigarettes and vaping products).

LATEST FROM TWITTER
Great to see so many We Card retailers and supporters here
#NACSShow – 2 weeks 4 days ago

When you need We Card Now at your fingertips!
Get your Smartphone and scan this QR code:

or go here:
wecardnow.com
On Line Resource Center

FDA Requirements

*We Card’s Understanding FDA Requirements*
Summarized requirements of retailers from multiple sources, including the Tobacco Control Act (Federal Law), FDA guidance on compliance with regulations and Tobacco Retailer Training Programs.

*We Card’s Federal Law and FDA Regulations Summary*
A condensed set of descriptive bullets outlining what's required of retailers.

*We Card’s Analysis of FDA Enforcement Activity*
An analysis of publicly available FDA enforcement data providing a year-by-year overview since FFY 2010 and a state-by-state report for the current FFY.

State Requirements

*We Card’s State Law Summaries*
Find out about the laws in your state - including fines and penalties. Click the map below to see summaries for all 50 states.

*We Card’s State Sign Requirements*
In some states, retailers are being fined for not having the legally required signs in their stores. Find out what the sign looks like in your state.

*We Card’s Minor License Visual Characteristics*
Find out if your state has a specific minor’s license and what its unique characteristics are.

See All State Requirements

We Card Resources

Company Tobacco Sales Policy & Employee Acknowledgement of Company Policy
A recommended template to create a written policy. Customize this Word document template and get your employees to read & sign the Acknowledgement. Keep a record of this signed form in your files for compliance purposes.

See All FDA Requirements
Best Practices

Attorneys General Working Group 1994
Center for Substance Abuse and Prevention 2002
Assurance of Voluntary Compliance Agreements 2003+
FDA Guidance

We Card’s Research
27-question
Best Practices survey

We Card’s Guide to Best Practices delivers an interactive PDF of actions steps
Top 15 Best Practices Overview

#1. Make Sure Store Policies Are Fair and Consistent

#2. Provide Regular Employee Training Focused on Preventing Underage Tobacco Sales

#3. Offer Computer-Based Training to More Efficiently Train and Track Employee Progress

#4. Educate Employees About Federal Law, FDA Regulations, State Laws and Store Policies...Including the Reasons Why Minors Should Not Have Access to Tobacco

#5. Train and Require Every Employee to Ask For Identification From Every Person Under the Age of 27 Who Attempts to Purchase Tobacco Products

#6. Simulate Difficult Situations That Occur at the Point-Of-Sale

#7. Train Younger Employees to Handle Peer Pressure

#8. Provide Employees Practice Opportunities With Age Verification Tools

#9. Require All Employees to Pass a Test

#10. Continuously Supervise and Offer Positive Recognition

#11. Prominently Display Proper Signage

#12. Use Point-of-Sale Tools Effectively

#13. Keep Your Employees Up-to-Date on Issues Affecting Your Store And Tobacco Sales

#14. Know Where Your Store Stands: Periodically Check Store Compliance

#15. Be a Responsible Retailer: Get Involved in Your Local Community
Health Effects

Reasons for preventing underage tobacco sales

- Weakening the cap on the sale of cigarettes to children
- Preventing the sale of tobacco products to minors
- Reducing the number of tobacco-related deaths and illnesses
- Improving public health and reducing healthcare costs

Websites:
- Online Training
- Website

Website

Online Training

Training Test Question

9. The younger someone is when they start using tobacco, the more likely they will suffer from a disease associated with tobacco use.

- True
- False

Select your answer, and then click the Submit button.
Meeting Standards of FDA Guidance on Tobacco Retailers Training Programs*

Management Practices
- Written Company Policies Against Sales to Minors
- Mystery Shopping
  - Training Documentation & Record keeping
    - Copy of the test
    - Test results
    - Records kept for 4 years
- Retailers with in-store videotaping
- Employee Performance Policies
- Hiring Practices
- Training Frequency Policy
  - New Hires
  - Retraining and Remedial Training

Training Courses
- New Hire Training
- Refresher (Remedial) Training

Curriculum (at a minimum)
- Applicable Laws and Penalties
- Health Effects of Youth Tobacco Use
- Comprehensive Description of Tobacco Products Covered by Laws Prohibiting the Sale of Tobacco Products to Youth
- Photographic Identification Requirements
- The Importance of Closely Examining Photographic Identification
  - How to Verify the Authenticity of Photographic Identification
  - Examining an Identification
  - Spotting a Fake or Altered ID
  - Specific Age-Verifying Techniques (one or more)
    -- Using an Age-of-Purchase Calendar
    -- Using cash register price scanner prompt
    -- Using electronic age verification device
- Practical Guidance for Requesting Identification and Refusing Sales to Underage Youth
  - The Right to Refuse Sales When Acting in Good Faith

We Card’s Company Policy Template
with Signed Employee Acknowledgment

Incorporate Role Playing
- Interactive Practice
- Simulated Sales Transactions

Retailer controlled policies & practices
Refusing the Sale in Good Faith

It is unlawful to deny a sale because of a customer's race, religion, ethnic origin, etc. That's discrimination.

But you have the right—and the duty—to refuse the sale if a valid photo ID is not provided, or the ID shows the person is underage, or the ID is fake, or you suspect an adult is buying the product for a minor. When you deny a sale for any of these reasons, you are "acting in good faith" and doing the right thing.

You are in a unique position to ensure that kids don't gain access to tobacco. Remember—YOU control the transaction! When in doubt, ask for assistance or refuse the sale.

Post Signs Required by State Law

FIND OUT IF YOUR STATE HAS A SPECIFIC SIGN REQUIREMENT.

TIP:
FIND YOUR STATE SIGN REQUIREMENT
See We Card's State Law Summaries at www.wecard.org

Remove All Self-Service Displays and Vending Machines*

Retailers are allowed to:
Only sell cigarettes, cigarette tobacco and smokeless tobacco in a direct, face-to-face exchange.*

Must be direct face-to-face exchange

Some state laws prohibit tobacco product vending machines and self-service displays. Check your state law requirements.

* Exempt in very limited situations, such as a Qualified Adult-Only facility when no smoke-free zone exists. WTB is required in state.
Source of Alcohol
During the past 30 days, how did you usually get the alcohol you drank?

Commercial Source
I bought them in a store or vending machine

Social Sources
81%

I borrowed (or bummed) them from someone else
26%

I gave someone else money to buy them for me
26%

I took it from a store or family member
19%

I got them some other way
19%

I gave someone else money to buy it for me
8%

Among the 34.9% of students who currently drank alcohol, 8% got their alcohol for commercial sources while 92% got their alcohol from social sources.

Major Fact

Source of Cigarettes
The past 30 days, how did you usually get your own cigarettes?

Commercial Source
I bought them commercially

Social Sources
81%

I borrowed (or bummed) them from someone else
26%

I gave someone else money to buy them for me
26%

I took it from a store or family member
19%

I got them some other way
19%

I bought them (commercially)
8%

Among the 12.4% of students who currently smoked cigarettes and were aged <18 years, 19% reported buying their cigarettes from commercial sources, while 81% got their cigarettes from social sources.
Training

Adults purchasing for minors

If you have reason to believe that an adult customer is buying tobacco for a minor, the responsible thing to do is refuse the sale.

Look for these signs that a third party sale may be taking place:
- You notice young people approach an adult and hand him/her money.
- You overhear minors asking an adult for tobacco products.
- An adult makes a multi-brand tobacco purchase.

If you suspect a third party sale, try using the following reminder:

**A-E-R-O**

- **APOLOGIZE**
  - . . . and ask the customer if they are buying tobacco products for a minor.

- **EXPLAIN**
  - . . . that sometimes kids hang around the store and ask adults to buy tobacco for them.
  - . . . that you could lose your job for making such a sale (in some states it is illegal for customers to attempt to purchase tobacco for minors).

- **REMOVE**
  - the product from the counter

- **OFFER**
  - another service

What do YOU say?

Hey, I'd like a pack of cigarettes please.

Sure, can I see some ID?

Here you go.

I noticed you were talking to those kids in front of the store. We've had a lot of kids trying to get adults to purchase tobacco products for them.

Really? So...

I could lose my job if I sold cigarettes to you and you gave them to those kids. You could also get in trouble. Are you sure you want these?

I'll pass. It's not worth it.

Store Clerk
Lots of practice on customer/cashier scenarios to produce confident employees...

...including age-calculation exercises with a variety of customers and IDs.
# Train & Educate

## Training
- Classroom Workbooks
- VHS/DVD
- CD-ROM
- eLearning
  - Frontline
  - Manager
  - Refresher
- Mobile

## Materials/Job Aids
- Age-of-Purchase Calendar
- Window/Door Decal
- Electronic Calendar
- Employee Guide
- Best Practices Guide
- Guess My Age Flash Cards
- Fake ID Tip Sheet
- 3rd Party Tip Sheet
- Training Posters
- Manager’s Guide to Training
- Smartphone eCalendar & Age Calculator

## Resources
- Federal Law & FDA Summaries
- State Law Summaries
- State Signs
- Minor ID characteristics
- Mystery Shopping Service
  - “ID Check Up”
- Awareness Month
- Webinars
- eNews Blasts
- Social Media
Imagery
Carding Tips: What to Check on IDs, Spotting Fake IDs, Handling an Adult Buy for a Minor, What to Say to Customers and Interactive Training Games.

Age Calculator! Plug in the date-of-birth to calculate age for Tobacco, e-Cigs & Vapor or Alcohol.

eCalendar: Just like We Card’s Calendar but on your Smartphone!

Calculator: Calculates exact age when a customer’s date-of-birth is entered - indicating YES TO SELL or DO NOT SELL for Tobacco, e-Vapor Alcohol products.

WeCardNow.com

eCalendar and Age Calculator are state law specific and local law
2016

Website
Online training
Updated Training & Resources
E-Vapor Kit

New FDA Regs

“21” Materials
Smartphone
Mystery Shopping
Awareness Month
WE ID EVERYONE

We ask for Photo ID from anyone who looks Under 30.
Under 30?
Please have
ID ready...
We arrest minors!
Fake IDs

Buy Fake ID | Scannable Identification – We do fake IDs
chfake.com/
Buy scannable fake ID identical quality to real ids that work in-state. Watch video, and see detailed images, our fakes fool even experts.
Fake ID Images Page 5 · Fake IDs · Australia Fake ID List · Canada Fake ID List

Scannable Fake ID Cards | Buy Replica IDs | GreatFakeID
greatfakeid.com/
Buy scannable fake id cards with UV holograms from GreatFakeID. Best IDs with all security features replicated and made from the best updated id templates.
Fake ID Answers · Fake ID Video · Scannable Fake ID Cards ... · Our Fake IDs

Scannable Fake IDs - Fake ID Maker | Buy Fake IDs
scannablefakeids.com/
Scannable Fake IDs from a site with high quality security features! Check our real customer feedback and reddit reviews! 20 States including New York!

Premium Fake IDs - ReallyGoodFakes - Best fake drivers licenses
niceident.com/
We have multiple clients all over the nation using our Fake ID’s to get into bars, clubs, liquor stores, and more. Our ID’s are guaranteed to get you drunk.

FakeYourDrank - Premium Scannable Fake IDs
fakeyourdrank.com/
Buy a Fake ID today that scans and has working hologram. Not only that, but passes blacklight test! We got plenty of Fake ID Reviews for you to view.

r/FakeID - Reddit
https://www.reddit.com/r/fakeid/
fake id:

About GreatFakeID:

Large selection of great fake id that scan and pass in-state. Get fake id at the lowest prices and even better deals for group id card rates. There is no waiting months for your fake id. Your IDs will arrive in 2-4 days from the date of order. Answers page on our website to order today.

Fake IDs We Make:

See the full line of fake ids that we produce. Never be denied entry with our Ids! Guaranteed to scan! Perfect 10! Means Perfect 10!

Love Our Fakes!

We are the largest producer of perfect fake id. Unlike other sites we focus on perfection. We are are professional team and not like other sites offering a few sub-par

Thank you to our customers for the feedback. GFI can proudly say not one report of our fakes being taken when used.