

WE CARD Report

June 1, 1999

The Coalition for Responsible Tobacco Retailing consists of 15 national trade associations representing retailers, wholesalers and manufacturers of tobacco products. "We Card" materials have been endorsed by the U.S. Junior Chamber of Commerce (Jaycees).

95 training sessions have been held in 1999. 5,006 retailers were trained. 35 additional sessions are currently scheduled.

538 training sessions were held in 1996, 1997 and 1998. 27,570 retailers were trained.

✓ 355,000 retailers were trained using the We Card program by those who have received We Card classroom training.

38 state coalitions have been assembled consisting of 167 regional, state and local trade associations.

225 regional, state and local trade associations are supporting the effort.

515,236 We Card kits have been distributed to retailers around the country.

466 police departments nationwide have requested We Card materials.

100 health departments nationwide have requested We Card materials.

10 governors supported the We Card program (3 former governors supported training efforts while they were in office).

5 state attorneys general supported the We Card program (1 former attorney general supported training efforts while in office).

State government agencies in 19 states supported We Card.

1,544 billboards in 18 states have been provided by outdoor advertising companies.

Evidence of We Card's effectiveness has been reported in 5 states.

122 Chains have requested materials and/or participated in training.

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