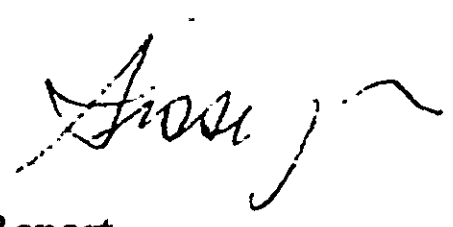


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To: Marty Carson
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David Horazdovsky
Randy Morris
Dan Howle
John Shipper
Ron Morris
Gary Anderson

From: Sissy Pressnell 

Re: *We Card* Status Report

Date: September 30, 1997

Enclosed you will find a *We Card* Status Report for your region. We hope you will find this information helpful. We will continue to produce this report monthly to keep you appraised of any upcoming *We Card* events. Please contact me or Molly Waldron at (202) 457-4883 if you have any questions.

cc: Walter Woodson
Pat Donoho

TI40590125

WE CARD STATUS REPORT

September 30, 1997

State Level Activity:

Region I

Connecticut-

A Coalition development meeting was held in Hartford on August 15. The Connecticut Food Association, New England Convenience Store Association, and the Independent Connecticut Petroleum Association agreed to form a state coalition to offer training around the state in October. Seven training sessions are currently scheduled.

New Hampshire-

The New Hampshire Coalition for Responsible Tobacco Retailing held a series of training sessions around the state in late September. Members of the Coalition include the New Hampshire Grocers Association, New England Convenience Store Association, and New England Service Station Dealers Association.

New York-

The New York Coalition for Responsible Tobacco Retailing has tentatively scheduled a training session for Tuesday, October 28 in Niagara County. County legislator Dennis Virtuso, Chairman of the County's Health Services Committee, has expressed interest in supporting the education and training effort by instituting a retailer recruitment endeavor.

Upcoming Training Sessions:

15- Oct.	Connecticut Coalition	Hartford
16- Oct.	Connecticut Coalition	Danbury
16- Oct.	Connecticut Coalition	Waterbury
22- Oct.	Connecticut Coalition	Stamford
22- Oct.	Connecticut Coalition	Bridgeport
23- Oct.	Connecticut Coalition	New Haven
23- Oct.	Connecticut Coalition	New London

State Level Activity:

Region II

Indiana-

The Indiana Coalition for Responsible Tobacco Retailing held training sessions in early September in Indianapolis and Merrillville. Over 100 retailers were trained during these two sessions.

TI40590126

A news conference was held before the Indianapolis training session to discuss the state coalition's continuing efforts to train and educate retailers. Three television network affiliates and two news radio stations attended the conference and observed the training session.

The NBC television affiliate shot some undercover footage at a local retail outlet, using a high school student to demonstrate that underage sales are a problem. *We Card* materials were not used in the store, and the station used the incident to highlight the importance of the education and training presented in the *We Card* seminar.

State Level Activity:

Region IV

Arizona-

The **Arizona Coalition for Responsible Tobacco Retailing** held training sessions in Prescott (August 19) and Flagstaff (August 20); sixty retailers were trained. Additional media coverage included the Daily Courier in Prescott and the Arizona Daily Sun on Flagstaff.

Idaho-

Please see the "News" section for a summary of the University of Idaho study.

State Level Activity:

Region VI

Maryland-

A meeting of the Maryland county liquor board was held in mid-August. A *We Card* kit was shown and it was announced that the county liquor commissioners could order free tobacco-alcohol kits by calling the 800 number. The Wicomico County Board of License Commissioners and the Baltimore City Liquor Board have both placed orders. Corporal R.G. Hofman of the Queen Anne's County Sheriff's Department in Centreville, Maryland ordered 100 MD convenience store kits to distribute to retailers in the area.

North Carolina

The **North Carolina Coalition for Responsible Tobacco Retailing** has completed seven training sessions. Over 400 retailers attended the sessions in Charlotte, Raleigh, Fayetteville, Greenville, Winston-Salem, Asheville, and Rocky Mount.

Preceding the Raleigh training session, a news conference was held to announce the statewide initiative. State association representatives were joined by the NC Jaycees president in making the announcement. After the Raleigh news conference, media were invited to observe the Charlotte, Fayetteville, and Greenville training sessions. All major television network affiliates were present in both Charlotte and Fayetteville.

Iris Dehmers with Mariah Parham Hospital in Henderson, NC requested 400 North Carolina convenience store tobacco kits. Iris, who is the Chairman of the Substance Abuse Committee of "Healthy Carolinians," is organizing the distribution of *We Card* kits to retailers in Granville County, NC. The county sheriff's department and local police departments will help distribute the kits.

State Level Activity:

Region VII

Kentucky-

The Kentucky Coalition for Responsible Tobacco Retailing held a training session in Covington on August 26, which completed the first phase of 1997 training in the state. Twenty-seven retailers were in attendance in Covington, bringing the total number of retail attendees over the first four training sessions to approximately 340.

A second series of training sessions has been scheduled for October.

Media coverage of the state coalition announcement was extensive in the Louisville and Lexington markets.

Upcoming Training Sessions:

14- Oct.	Florida Petroleum Marketers	Miami
14- Oct.	Kentucky Coalition	Paducah
15- Oct.	Kentucky Coalition	Hopkinsville
15- Oct.	Florida Petroleum Marketers	Fort Lauderdale
16- Oct.	Florida Petroleum Marketers	Palm Beach
16- Oct.	Kentucky Coalition	Owensboro
21- Oct.	Florida Petroleum Marketers	Port Charlotte
22- Oct.	Florida Petroleum Marketers	Tampa
22- Oct.	Kentucky Coalition	Somerset
23- Oct.	Florida Petroleum Marketers	Orlando
28- Oct.	Florida Petroleum Marketers	Gainesville
29- Oct.	Florida Petroleum Marketers	Tallahassee
30- Oct.	Florida Petroleum Marketers	Jacksonville
4- Nov.	Florida Petroleum Marketers	Pensacola
5- Nov.	Florida Petroleum Marketers	Panama City
4- Dec.	Western Retail Service	Atlanta

State Level Activity:

Region VIII

Arkansas-

A coalition development meeting was held August 27 in Little Rock. State associations participating included the Arkansas Grocers & Retail Merchants Association, Arkansas Oil Marketers, and the Arkansas Wholesale Grocers & Tobacco Distributors. All three associations are interested in promoting a training seminar series.

After the meeting, members of the Arkansas Grocers and Retail Merchants Association met with Jim Furr who is director of the Arkansas Tobacco Control Board. The board, which consists of 8 members, was created by recently passed state tobacco legislation and is responsible for reviewing an establishing tobacco compliance policy. Furr expressed his support and offered the Coalition an opportunity to present the *We Card* training program to their entire tobacco control board in October. Furr will ask the board to endorse the training program and support training efforts around the state.

Louisiana-

A coalition development meeting was held September 4th in Baton Rouge. The Louisiana Oil Marketers Association, Louisiana Retailers Association, and the Louisiana Wholesalers Association agreed to form a state coalition to offer training programs in the state. Discussions continue about the logistics of the training sessions. The group intends to invite the Louisiana ABC to be involved in the training efforts.

Oklahoma-

A coalition development meeting was held in Oklahoma City on September 16 with the Oklahoma Grocers Association/ Convenience Store Council and the Oklahoma Oil Marketers Association. Training sessions are scheduled for early November.

Upcoming Training Sessions:

4- Nov.	Oklahoma Coalition	Oklahoma City
5- Nov.	Oklahoma Coalition	Tulsa
6- Nov.	Oklahoma Coalition	McAlester
12- Nov.	Oklahoma Coalition	Lawton
13- Nov.	Oklahoma Coalition	Woodward
20- Nov.	Western Retail Services	Oklahoma City

Kit Distribution:

Kits Ordered: 418,327

Reorders for the proof-of-age calendar spiked at the end of August with 3,290 telephone orders. The spike can be attributed to the calendar reorder reminder page which was located between the August 31 and September 1 pages. Another reminder page is nested between September 30 and October 1.

News:

A study investigating underage tobacco sales conducted by the Idaho Department of Health reflects directly on the importance of the *We Card* program. In this study, retailers using *We Card* materials were measured as a group against retailers using other types of materials, or no materials.

The major findings regarding *We Card* are:

- The *We Card* violation rate was 7.22% while the control group violation was 16.96%.
- Outlets displaying *We Card* materials were 12.9 times more likely to ask for ID than those with out *We Card* materials; those outlets not displaying *We Card* materials were only 4.9 times as likely to ask for ID.

While the study's finding attributed increased compliance rates to the FDA's February 28th carding rule, it is stated that there was a statistically significant difference in violation rates between outlets in the *We Card* condition versus the outlets in the other control conditions.

Footnotes:

The Coalition recently met with a Senior Researcher at the Congressional Research Service. CRS requested the meeting to learn more about the Coalition's education and training efforts.

On September 10, the Coalition made a presentation to Texaco trainers in Scottsdale, AZ. An overview of the *We Card* program was presented in a series of four afternoon workshops. Texaco trainers and supervisors are interested in working more closely with *We Card*.

The Coalition sent a mailing list to all state trade associations participating in the *We Card* program to update them on the progress of the effort. There are nearly 200 such associations currently participating in the program.

Coalition for Responsible Tobacco Retailing
1998 Plans Outline 12/4/97
prepared for Walter Woodson

Continue and expand training initiatives and training sessions: conduct 300 (or more) training sessions in 1998.

Detail: We conducted 38 training sessions in 1996 and 170 in 1997. Our average attendance was up from 39 in 1996 to 55 in 1997. We didn't hit 300, which was our goal in 1997, but we did ensure that we had good attendance at the ones we held. In 1998, we hope to significantly expand the number of sessions we sponsor, either as the coalition or through state groups.

Establish state training coalitions in remaining 18 states (25 established in '96 & '97). Conduct additional training sessions in states where we've already been.

See attached list for states organized by year.

Increase local outreach to government and community agencies.

Detail: In each state where WE CARD conducts training, we first attempt to conduct outreach efforts in the following fashion.

1. Organize a state coalition of retail and wholesale groups that sell tobacco products, get their buy in.
2. Reach out to national coalition partners who can bring supportive state organizations to the table (Jaycees, NAPO -police, Outdoor Advertisers)
3. Examine order history and identify state groups who have or are using the WE CARD program. (local law enforcement, health depts., community activists groups)
4. Work with state groups and lobbyists to solicit public support/endorsements for training efforts (Governors, enforcement agencies such as ABC, etc.). These often result in proclamations, letters of endorsements, press event participation.
5. Press state associations and allies to enlist local community organizations such as chambers, youth groups, other educational groups to participate in education and awareness efforts around training sessions.

In 1998, we will continue to press on 1-4 and attempt to emphasize #5 which will bring greater strength to our grassroots educational efforts.

Further demonstrate WE CARD's effectiveness through state compliance inspections such as the IDAHO study.

Create city-based training initiative / "One-on-One" store visit pilot program to conduct "educational" inspections.

Detail: We have learned from our national training efforts that some cities/localities do not generate sufficient attendance to justify holding training sessions. Big cities like Los Angeles and New York City, along with smaller localities that have a higher concentration of non-English speaking retailers -- including regions where there are no large chains -- do not produce good classroom attendance.

This store-by-store training effort would seek to enlist a small army of trainers -- perhaps a program with a strong local Jaycee chapter -- to conduct in-store training efforts and supply WE CARD materials. We've discussed using this approach in places where our retailer attendance has been low. The '98 budget calls for 2,500 of these types of "drop in" training sessions. We believe that we can affect compliance rates significantly by training every retailer in a region over a period of weeks.

We also hope to be able to measure our impact through a third party "mystery shopper" program.

Pursue opportunities to draw media attention to the WE CARD program and its impact and effectiveness in training retail employees to know and enforce tobacco minimum age sales laws.

Detail: We need to do more to get recognition for the WE CARD program's success. In early 1998, we ought to hold a national press event -- sort of a two year update -- on what we've accomplished since we set out in December, 1995. We have a great story to tell to both the national media and members of congress.

In addition, we would seek opportunities to leverage our national media efforts (press conference) with specific state releases where the program has been particularly strong and where we have a solid state spokesperson who can respond to local media inquiry.

Establish standardized training curriculum elements including

- comprehensive training manual
- trainer certification program

Update WE CARD materials for 1998 to reflect state tobacco sales law changes. (This includes video, employee activity guides, workbooks, and other training materials.)

Elevate program awareness among the general public and among other specific audiences.

Pursue opportunities for Public Service Announcements with TV, radio and print.

WE CARD TRAINING AND COALITIONS STATES, BY YEAR

<u>1996 Coalitions</u>	<u>1996 Training</u>	<u>1997 Coalitions</u>	<u>1997 Training</u>	<u>1998 Coalitions</u>	<u>1998 Training</u>
1 California	1 California	1 Alabama	1 Alabama	1 Delaware	1 California
2 Indiana	2 Colorado	2 Alaska	2 Alaska	2 Georgia	2 Delaware
3 Nevada	3 Illinois	3 Arizona	3 Arizona	3 Hawaii	3 Florida
4 New York	4 Indiana	4 Arkansas	4 California	4 Idaho	4 Georgia
5 Ohio	5 Nevada	5 Connecticut	5 Connecticut	5 Maine	5 Hawaii
6 Kentucky	6 New York	6 Iowa	6 Florida	6 Maryland	6 Idaho
	7 Ohio	7 Kansas	7 Illinois	7 Minnesota	7 Illinois
	8 Texas	8 Louisiana	8 Indiana	8 Montana	8 Iowa
		9 Massachusetts	9 Kansas	9 Nebraska	9 Kentucky
		10 Michigan	10 Kentucky	10 New Mexico	10 Louisiana
		11 Missouri	11 Massachusetts	11 North Dakota	11 Maine
		12 New Hampshire	12 Michigan	12 South Carolina	12 Maryland
		13 North Carolina	13 Mississippi	13 South Dakota	13 Michigan
		14 Oklahoma	14 New Hampshire	14 Tennessee	14 Minnesota
		15 Oregon	15 New Jersey	15 Utah	15 Missouri
		16 Pennsylvania	16 New York	16 Vermont	16 Montana
		17 Rhode Island	17 North Carolina	17 West Virginia	17 Nebraska
		18 Washington	18 Ohio	18 Wisconsin	18 New York
		19 Wyoming	19 Oklahoma		19 North Dakota
			20 Oregon		20 Ohio
			21 Pennsylvania		21 South Carolina
			22 Rhode Island		22 South Dakota
			23 Virginia		23 Tennessee
			24 Washington		24 Utah
			25 Wyoming		25 Vermont
					26 Washington
					27 West Virginia
					28 Wisconsin

Comparison

January 1997	December 1997	Increase from Jan. to Dec.
38 Training Sessions	208 Training Sessions	170 Training Sessions
1,500 Retailers Trained	11,000 Retailers Trained	9,500 Retailers
39 Retailers per Session on Avg	55 Retailers per Session on Avg	16 Retailers per Session on Avg
120 State Associations	200 State Associations	82 State Associations
6 State Coalitions Organized	25 State Coalitions Organized	19 State Coalitions
80 Police Departments	336 Police Departments	256 Police Departments
20 Health Departments	85 Health Departments	65 Health Departments
3 Attorneys General	4 Attorneys General	1 Attorney General
0 Governors	3 Governors	3 Governors
1 State Agencies	9 State Agencies	8 State Agencies
50 Retail Chains	300 Retail Chains	250 Retail Chains
300,000 Kits Distributed	422,195 Kits Distributed	122,195 Kits Distributed
14 National Trade Associations	15 National Trade Associations	1 National Trade Association
280 Outdoor Ad Placements	1,001 Billboard Ad Placements	721 Billboard Ad Placements
No Tracking	125 WE CARD Electronic Media Stories	125 WE CARD Electronic Media Stories
No Tracking	150 WE CARD print Stories	150 WE CARD Print Stories

Recognition

Idaho Study Provides Statistical Proof that WE CARD is effective
 Coalition ED Educates White House's Shalala and Reed
 Congressional Research Service Interview CRTR ED, Report due soon
 Proclamations/Endorsements from Governors in OK, KS and KY
 Letters of Support from 6 State Agencies

WE CARD

1998 Projected Budget

Training Programs	2,553,000
Material Production*	413,150
Fulfillment	1,075,660
Solicitation	220,500
Compliance	872,500
Contingency	300,000
TOTAL	5,434,810

Training Programs

Training Guides	23,000
Training Seminars	600,000
Seminar Support/Turnout	930,000
In Store Training	250,000
Training Development	750,000
TOTAL:	2,553,000

Solicitation

Renewal Mailing	72,500
Solicitation Mailing	148,000
TOTAL:	220,500✓

Compliance

Compliance Worksheets	2,500
Compliance Inspections	750,000
Coordination/Reporting	120,000
TOTAL:	872,500

Material Production

“Renewal” Kits	413,150
----------------	---------

Calendars, Boxes, Signs

Videos, Stickers, Activity Guides
and other items as needed

TOTAL:	413,150
--------	---------

Material Production

“Renewal” Kits	413,150
----------------	---------

Calendars, Boxes, Signs

Videos, Stickers, Activity Guides
and other items as needed

How many?

TOTAL:	413,150
--------	---------

Fulfillment

Fulfill Orders

45,000 renewal

75,000 new kits

1,075,660

Fulfillment

*equal
previous
page?*

Fulfill Orders

45,000 renewal

75,000 new kits

1,075,660

WE CARD

1997 Projected Budget

Solicitation Programs	504,500
Material Production	2,279,000
Fulfillment	2,465,000
Training Programs	872,000
Coalition Outreach	1,390,000
TOTAL	\$7,510,500

120-03-1555 11:55 PCLY

TO 8120663324430500 P.02

12/03/96 12:56 TX/RX NO. 5195 P.002

TI40590143

Retailer Solicitation & Communication

Trade Advertising	25,000
Newsletter Costs	335,000
Priority States Solicitation	144,500
TOTAL	\$504,500

LEC-03-1988 11:57 FROM

TO 31202832443303 P.03

12/03/96 12:56 TX/RX NO.5195 P.003

TI40590144

Materials Production

'Renewal" Kits	954,000
Convenience Kits	1,179,000
Grocery Kits	179,000
Misc. PickPak	600,000
'96 Unspent	(633,000)
TOTAL	\$2,279,000

Program Fulfillment

Fulfill Orders
180,000 renewal
135,000 new kits

\$2,465,000

Training Programs

Training Guide Production	27,000
Seminars Trainers	595,000
Seminar Support	250,000
TOTAL	\$872,000

DEC-03-1993 11:59 FROM

TO 81338822442000 P.05

12/03/96 12:56 TX/RX NO.5195 P.006

T140590147

Coalition Outreach

Update Material	125,000
Expand Internet Page	30,000
Travel	75,000
Management Fee	240,000
Polling & Research Study	100,000
More Target State Activity	200,000
Activity In 40 States	45,000
Billboards	190,000
Coalition Partner Support	385,000
TOTAL	\$1,390,000

TOTAL P.07

12/03/96 12:56 TV/RV NO.5195 P.007

TI40590148

IEC-03-1955 11:59 RELM

TD 81233332443330 P.07