



# Safe Firearms Storage

Never let your guns get  
in the wrong hands

# Message from the National Crime Prevention Council



In the following pages, we share information about our Safe Firearms Storage campaign. The campaign encourages firearms owners to store firearms safely in a way that they are not accessible to unsupervised children, at-risk youth, potential thieves, and

those who intend to harm themselves or others. A firearm getting into the wrong hands is dangerous and can be fatal.

Safely storing your firearms protects you, your family, and your community. In this publication, we share a step-by-step guide on how to unload and store your firearms safely, explore safe storage options, share our Safe Firearms Storage campaign, and share additional tips for responsible firearm owners.

Everyone in the community can play a role in preventing thefts of firearms, unintentional injuries, accidental shootings, and other gun-related incidents. The National Crime Prevention Council and its partners -- the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department

**“Thank you! With so much emotion between what is right and wrong on gun control...just reminding gun owners to keep their guns locked up or at least keep the ammo in a separate location...I know no parent wants to lose their child to an accident ...Can we all agree on that?” Facebook user, January 11, 2016**

of Justice; The Ad Council; and Merkley+Partners -- encourage you to share the Safe Firearms Storage campaign with other firearms owners and community members to encourage safe and secure storage practice.

We teach all drivers to buckle up in case of accidents and to lock their cars. The same logic applies to this campaign. We want owners to lock up their firearms to

prevent accidents and keep them out of the wrong hands.

Please join us in doing your part to increase public safety.

Sincerely,  
**Ann M. Harkins**  
*President and CEO*  
**National Crime Prevention Council**



## Safe Firearms Storage Campaign

There is no magic solution that will eradicate mass shootings, teen suicides, or accidental shootings with firearms in the home. We can, however, do our part to reduce the likelihood of these tragedies occurring. The National Crime Prevention Council (NCPC), in partnership with the Ad Council and with funding from the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice, developed a public education campaign that urges firearms owners to “Lock It Up.”

Safety advocates recommend that you safely store firearms from unsupervised

**“I’m one of those folks who actually watch the TV ads. And I’m very vocal in letting folks know when they run a bad commercial. It’s time I took the same effort to commend someone on their ads. Your PSA on gun storage safety is very well done - it appeals to the heart and the head at the same time. It won’t prevent all the gun violence we have in this country, but it hopefully will save some lives, by reminding the responsible gun owners about the responsibility that comes with the privilege.”**

**Mailer, Syracuse, NY, December 24, 2015**

children, at-risk youth, potential thieves, and those who intend to harm themselves or others. The campaign website, [www.safefirearmsstorage.org](http://www.safefirearmsstorage.org), also asks firearm owners to report any lost or

stolen firearms to local law enforcement. Campaign materials were created pro bono by the New York City-based ad agency, Merkley+Partners.

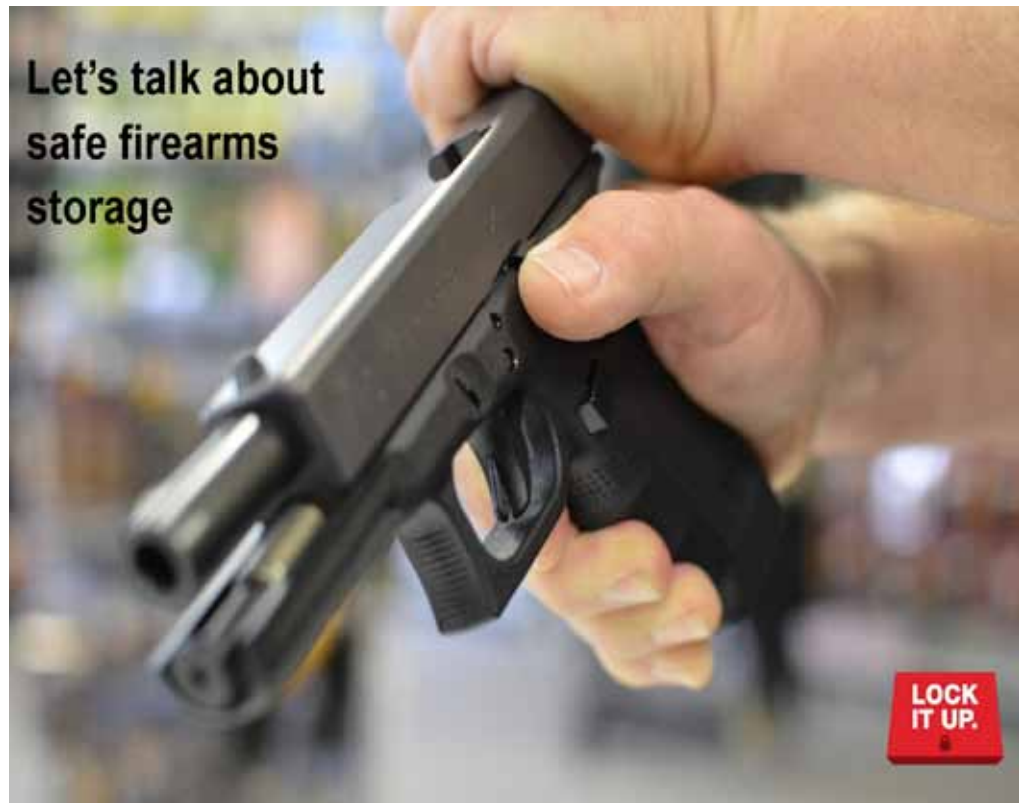
Emphasizing that owning a firearm comes with both rights and responsibilities, the campaign strives to encourage a national dialogue among the general public about firearms and firearms safety, specifically adult firearms owners with children and adults in households where firearms are stored.

The Safe Firearms Storage public education campaign includes TV, radio, and print public service advertising. Visit [www.safefirearmsstorage.org](http://www.safefirearmsstorage.org) to view and share the materials.

# Pop Quiz: What do you know about firearms safety?

1. True or False. Firearms should be unloaded when not in use.
2. How many homes have firearms stored in a way that makes it easy for them to fall into the wrong hands – children, at-risk youth, potential thieves, and those who intend to harm themselves or others?
  - a. 7.1 million
  - b. 4.1 million
  - c. 990,000
  - d. 400,000
3. What is the average number of firearms lost or stolen every year?
  - a. 200,500
  - b. 341,000
  - c. 190,000
  - d. 440,000
4. What percentage of accidental firearm deaths could have been prevented if there were an addition of two safety devices?
  - a. 10%
  - b. 31%
  - c. 55%
  - d. 75%
5. True or False. Most accidental shooting deaths among children occur in the home.
6. What age group is most affected by gun violence?
  - a. 7-14
  - b. 15-24
  - c. 25-39
  - d. over 40
7. How many states penalize gun owners who allow their firearms to fall into the hands of a child?
  - a. 10
  - b. 17
  - c. 23
  - d. 27
8. Motor vehicle traffic accidents vs. firearms accidents. Which has the higher number of deaths per year?
9. Over the last 20 years, the annual number of gun accident deaths has decreased by?
  - a. 15%
  - b. 50%
  - c. 20%
  - d. 5%

Answers on Page 11



If you always store your firearm safely, no curious kids will put their fingers on it. And no gun will accidentally fire. Which means no screams of pain will be heard. And no 911 calls will be made. And no scars will be left. Please, always remember to store your firearm safely.



Visit [ncpc.org](http://ncpc.org) to determine the best firearms safety solution for you.



**STUDENTS: Ways to get involved in the Safe Firearms Storage campaign**

- Continue reading this advertorial and share with your parents and peers.
- Use the information in this advertorial and by doing some research, create a script and shoot a public service advertisement. Make it a community or class production and post to your favorite social media site. Another option is to create a poster and share it on Facebook, Twitter, or Instagram. Don't forget to tag us!
- Go to [www.safefirearmsstorage.org](http://www.safefirearmsstorage.org) to view and share the campaign materials.
- Contact your local television or radio station and ask the station to air the public service announcements.
- Follow the National Crime Prevention Council on social media. Post, retweet, like, and share the content with your community.
  - Friend us on Facebook at The National Crime Prevention Council
  - Follow us on Twitter @McGruffatNCPC
- Follow us on Instagram McGruff\_NCPC
- Find us on YouTube at McGruff the Crime Dog/NCPC
- Visit [www.ncpc.org](http://www.ncpc.org) for more information on safe firearms storage and other crime prevention topics.

**PARENTS**

- If you are a firearm owner, Lock It Up. Safely store your firearms and never let them get into the wrong hands.
- Continue reading this advertorial and share with your friends, family, and others in your community.
- Go to [www.safefirearmsstorage.org](http://www.safefirearmsstorage.org) to view and share the campaign materials.
- Contact your local television or radio station and ask the station to air the public service announcements.
- Follow the National Crime Prevention Council on social media. Post, retweet, like, and share the content with your community.
  - ◆ Friend us on Facebook at The National Crime Prevention Council
  - ◆ Follow us on Twitter @McGruffatNCPC
  - ◆ Follow us on Instagram McGruff\_NCPC
  - ◆ Find us on YouTube at McGruff the Crime Dog/NCPC
- Visit [www.ncpc.org](http://www.ncpc.org) for more information on safe firearms storage and other crime prevention topics.

**TEACHERS**

- If you are a firearm owner, Lock It Up. Safely store your firearms and never let them get into the wrong hands.
- Continue reading this advertorial and share with your class, colleagues, friends, family and others in your community.
- Go to [www.safefirearmsstorage.org](http://www.safefirearmsstorage.org) to view and share the campaign materials.
- As a class project, use the information in this advertorial and by doing some research, create a script and shoot a public service advertisement and post to your favorite social media site. Another option is to create a poster and share it on Facebook, Twitter, or Instagram. Don't forget to tag us!
  - ◆ Friend us on Facebook at The National Crime Prevention Council
  - ◆ Follow us on Twitter @McGruffatNCPC
  - ◆ Follow us on Instagram McGruff\_NCPC
- Contact your local television or radio station and ask the station to air the public service announcements.
- Follow the National Crime Prevention Council on social media. Post, retweet, like, and share the content with your community.
  - ◆ Friend us on Facebook at The National Crime Prevention Council
  - ◆ Follow us on Twitter @McGruffatNCPC
  - ◆ Follow us on Instagram McGruff\_NCPC
- Find us on YouTube at McGruff the Crime Dog/NCPC
- Visit [www.ncpc.org](http://www.ncpc.org) for more information on safe firearms.

## Kids: What to do if you encounter a firearm not stored properly

Most adults are allowed to own a gun by law, and many choose to own at least one firearm. You may live in a home where your parents own a firearm. An accident involving a gun can hurt or even kill you or someone you know. You need to know what to do if you see a gun, even if there isn't a gun in your house.

If you see a gun, follow these four steps:

1. Stop.
2. Don't touch.
3. Get away.
4. Tell a trusted adult.

You should also follow the four steps if you find a gun in a park or another public place. But, what would you do if a classmate threatened to bring a firearm to school, or talked about harming another student, or if you see a gun in someone's backpack or locker? You should walk away and tell a trusted adult immediately.

It is important to solve problems

peacefully, without guns or violence. How we handle our anger and how we communicate with people who are angry can make the difference between managing conflict effectively and having conflict end in violence. If you need help with handling conflict, see the tips below and if needed, ask an adult for help.

**Conflict Resolution Tips**

- Note that anger is a normal feeling.
- Be aware any verbal or nonverbal behaviors that result in anger or other negative emotional reactions that can get in the way of resolving conflicts peacefully.
- Pay attention to your behavior and body language in order to avoid further conflict.



- Use strategies to control your anger. Walk away from the situation.
- Even though your anger may be legitimate, it usually doesn't help to show your anger to the other person. Often, the other person will take you more seriously if you remain calm and courteous.

# Explore Safe Storage Options

Firearm owners use their firearms safely and understand the need to prevent their firearms from getting into the wrong hands. They also know that firearm safety should be a priority if we want to better protect our children and prevent avoidable injury. The best way to keep yourself, your family, and your community safe is to unload your firearm and store it in a secure container when not in use. Here's how.

A variety of locking and storage options are available to firearms owners to prevent unauthorized use. To help find the best safe storage solution for the firearms in your household, please review the information below.

## Trigger Lock

Trigger locks are available in a variety of configurations, from basic key lock options to those that require combinations to open the lock.



## Explore Safe Storage Options

There are a variety of different locking and storage items available to firearms owners. To help you find the best safe storage solution for the firearms in your household, please review the information below, which highlights some of the common options and details the advantages and features of the most readily-available storage solutions.

## Cable Lock

The cable lock can be used on most firearms. The cable is most often placed in the gun barrel, which impedes loading and firing.

## Storage Case

Storage cases come in various sizes and can be used for both storing and locking up a firearm. The case can be locked, but the lock must often be purchased separately.

## Lock Box / Small Gun Safe

A lock box is like a small safe that allows you to store your firearm safely and securely via key or combination lock or by a digital keypad, to prevent unauthorized access to the firearm.

## Locking Safe / Vault

Safes and vaults come in a number of sizes to accommodate long guns, such as rifles and shotguns and includes spaces for storing handguns as well.

Much like the lock box, the gun safe has the option of a combination lock or digital keypad to lock it.

For more information on firearms storage safety, visit [www.safefirearmsstorage.org](http://www.safefirearmsstorage.org)



For middle school youth, visit [www.mcgruff.org](http://www.mcgruff.org) for additional advice on guns, games, videos, and other fun downloads.

For high school youth and teachers, visit [www.ncpc.org](http://www.ncpc.org) for information on bullying and cyberbullying, guns, school safety, and other topics.

Hundreds of children and teenagers die every year in America after sustaining gunshot wounds. ([www.cdc.gov/nchs/data/nvsr/nvsr65/nvsr65\\_04.pdf](http://www.cdc.gov/nchs/data/nvsr/nvsr65/nvsr65_04.pdf) - p. 44-45).

You don't want this to be you or anyone you know. So it is important that you tell an adult about any possibility of guns at school.



## Lost or Stolen Firearms

The rights and responsibilities of firearms owners do not end with secure storage. If the firearm is lost or stolen, it is necessary to report the theft or loss quickly.

Firearm owners should keep accurate information or records of each firearm that is owned, from whom the firearm is purchased, the date of the purchase, the make and model of the firearm, and the firearm serial number. Having an inventory list makes it easier to provide the serial

number and other information needed to try to recover the firearm if it is lost or stolen.

Keep the information in a safe location separate from the firearms in case of theft.

Firearms lost or stolen should be reported immediately by calling your local law enforcement agency. Contacting the local law enforcement authorities is essential to the quick recovery of firearms and makes it less likely that they will be used in a crime.

## Do You Know Anybody Who is Thinking About Selling Their Firearms?

Do you know if someone in your family is thinking of selling a firearm privately? Is he or she selling to an acquaintance, friend, family member, or someone they don't know? Now that you know the importance of storing firearms safely, remind those around you that selling firearms safely is also an important part of firearms safety.

In November 2016, NCPC, the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice, the Ad Council, along with pro bono advertising agency ROAR launched a Safe Firearms Transfer campaign. The campaign encourages firearms owners to "Sell With Certainty" and to use a Federal Firearms Licensee when selling a firearm. The objective of the Safe Firearms Transfer campaign is to remind firearm owners that selling a firearm safely is a key part of an overall firearms safety strategy. We encourage you to share this message.

It can be challenging for people to know how to sell a firearm safely to keep it from getting into the wrong hands. Laws differ among states on the process and requirements for private transfers between state residents. For example, some states require nearly all firearms transfers -- including those between private

individuals -- to go through a licensed dealer, with a requirement that the buyer successfully complete a background check. The laws in other states do not impose such requirements on private in-state individual-to-individual sales.

Using a Federal Firearms Licensee (FFL) can provide a secure process to transfer a firearm to another person. (As noted above, in some states this may be

required under state law.) In addition to helping to facilitate the sale generally, FFLs can conduct background checks on prospective buyers to give additional peace of mind.

Selling a firearm through an FFL offers several important advantages:

- Third party location for transfer of the firearm, which may provide additional safety

- Assurance of a background check on the potential buyer
- No need to ask your potential buyers personal questions about their backgrounds
- Community safety
- Assistance to law enforcement in tracing the firearm to the buyer if it is ever recovered in connection with the commission of a crime.

**SELLING YOUR GUN?  
FACES CAN'T TELL YOU WHAT FACTS CAN.**

**VERIFY YOUR BUYER THROUGH A LICENSED DEALER.**

When you choose a buyer for your gun, you want to feel confident that you made a safe choice. A licensed dealer can help check the buyer out and ensure a secure transfer. It's an easy way to leave your gun in good hands.

**FIND OUT MORE AT [SELLWITHCERTAINTY.ORG](http://SELLWITHCERTAINTY.ORG)**

Logos for Ad Council, National Crime Prevention Council, and BJA (Bureau of Justice Assistance, U.S. Department of Justice) are visible at the bottom of the advertisement.

**SELL WITH CERTAINTY**

# What is a Public Education Campaign?

Public education campaigns engage an audience in an issue through messaging. This is done through public service announcements or PSAs. A PSA is a radio or television advertisement that has the objective of raising awareness and changing public attitudes and behavior toward a particular issue of public interest. In the United States, the most common topics of PSAs are health, safety, and community and public affairs.

PSAs are messages in the public interest disseminated by the media without charge usually on behalf of a nonprofit or government agency. Public education campaigns and PSAs are not just tweets and television advertisements. Campaigns vary in complexity depending on their messages and the amount of time, resources, and materials an organization has to commit to the effort.

There are a number of national, well-known public education campaigns. The Ad Council is a leader in the public service advertising industry producing and distributing some of the most famous PSA campaigns in history.

Never let your  
gun get in the  
wrong hands



Visit [ncpc.org](http://ncpc.org)

The Ad Council works with volunteer talent from advertising, media, social, and digital communications agencies across the country to produce high-quality PSAs that inspire change and improve lives throughout the U.S. The Ad Council creates comprehensive,

integrated communication campaigns that may include consumer research, media outreach, mobile content, public relations, public service announcements, school programs, social media, strategic partnership opportunities and website development.

The Ad Council has produced campaigns that make a measurable difference in American society. What makes this difference? The campaigns are not only memorable — they are motivational. (<http://adcouncil.org/Impact/Research/Public-Service-Advertising-that-Changed-a-Nation>) Here are a few samples of iconic public service campaigns that drastically affected communities and still make a difference in America today.

- “Only You Can Prevent Forest Fires.” Smokey Bear has reminded people not to start forest fires since 1944.
- “Friends don’t let friends drive drunk.” Since this campaign launched in 1983, more than 68% of Americans report that they have tried to prevent someone from driving after drinking.
- “Take a Bite Out of Crime®.” For over 36 years, McGruff the Crime Dog® has

delivered crime prevention tips that empower citizens individually and collectively to keep themselves, their families, and their communities safe from crime. He also continues to teach children the dangers they face in the world and how to prevent becoming a victim. In addition to the Safe Firearms Storage and Safe Firearms Transfer campaign, McGruff’s most recent campaigns include:

- ◆ Intellectual property theft - [www.ncpc.org/topics/intellectual-property-theft](http://www.ncpc.org/topics/intellectual-property-theft)
- ◆ Mortgage fraud prevention - [www.ncpc.org/mortgage-fraud-online-toolkit](http://www.ncpc.org/mortgage-fraud-online-toolkit)
- ◆ Preventing cyberbullying - [www.ncpc.org/topics/cyberbullying](http://www.ncpc.org/topics/cyberbullying)

Now, three decades after McGruff’s first TV appearance, more than 83 percent of children, teens, and adults recognize him, and approximately 1,500 law enforcement agencies use McGruff costumes to spread the word about prevention. He’s been on the case since 1980.

I saw a gun for the first time last weekend. It was pretty exciting but also scary. What should you do if you see a gun?

Guns are very serious. An accident involving a gun can hurt or even kill you or someone you know. So I’m glad you asked. Most adults are allowed to own a gun by law, and many have one. This means that even if there isn’t a gun in your house, you need to know what to do if you see one.

- 🐾 If you see a gun, follow these for steps: 1. Stop. 2. Don’t touch. 3. Get away. 4. Tell an adult.
- 🐾 When you follow these steps, you’re protecting yourself and helping keep other people safe.
- 🐾 There are many situations where being around a gun might be dangerous, but some examples follow.
- 🐾 It’s dangerous if your friend shows you his dad’s gun.
- 🐾 Tell somebody immediately if you see a gun in someone’s backpack at school.
- 🐾 Tell a trusted adult if you hear a girl say she’s going to bring a gun to school.
- 🐾 Follow the steps if you find a gun in the park by your house.
- 🐾 If you’re not sure why one is dangerous, talk to a parent about it.

Stay away from guns and you’re on your way to staying safe!



McGruff 

# Student Activity – Create A School-focused PSA

**PSA Process** – You could do a PSA campaign in your school or for a community organization. Think about a cause that you want to address or a message that you want to deliver to your peers or your teachers. In other words, what do you want your peers and/or teachers to know? They are your audience. Your goal is to call your audience to action. Are they going to be inspired? Will this PSA change their behavior?

Here are some steps to follow to plan and craft your message. These are the steps that professional organizations follow in crafting their messages.

## 1. Campaign Planning and Research

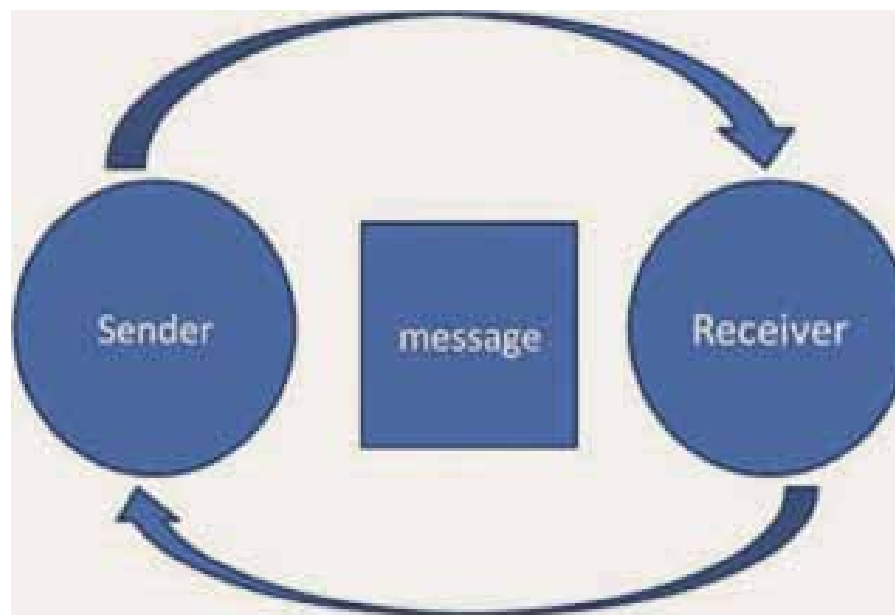
Do your homework. Before delivering your message, a public service advertising campaign starts with Campaign Planning and Research. At this stage, assemble your team - nonprofit, government agency, ad agency, and media distribution. NCPC uses the Ad Council. Who will be a part of your team? After an issue or topic is chosen, the team discusses the campaign objective, issues, goals, media plans and research needs. Think about why your organization is promoting the message and why your PSA is meaningful to the community. Whether that community is your school, place of worship or a local organization like the Boys and Girls Club or the Police Athletic/Activities League.

- Research tip: Try to get the most current and up-to-date facts and information on your topic. Statistics and references can add to a PSA. You want to be convincing and accurate.

## 2. Strategy Development

The next step is Strategy Development. Your team works through Strategy Development until a clear, concise strategy is agreed upon. How will you create awareness, show the importance of a problem or issue, convey information, or promote a behavioral change?

- Strategy Tip 1: Keep your focus accurate and convincing. More than one idea can confuse your audience.
- Strategy Tip 2: Grab your audience's attention. Think about using visual effects, an emotional appeal, humor, or surprise to attract people. Remember, you only have a few seconds to impress your audience and grab their attention.



## 3. Creative Development

Upon approval of the strategy, the agency will begin work on creative concepts. The following procedures are for television, radio, print, and outdoor creative concepts. For your team this means that you will create a script for your PSA and keep your script to a few simple statements. Highlight the major and minor points that you want to make. You may want to storyboard your script. This is where the visualization comes in and you draw out each scene of the PSA. How will you bring your message to life?

- Script-writing Tip 1: The script itself should be split into two columns; the left column will list the technical information such as directions, camera angles if you are videotaping, sound effects, and what visuals will be used. The right column lists all dialogue that your actors will say. This helps keep the filming organized.
- Script-writing Tip 2: Use the guide below for the length of your PSA. This will help to keep you on track when writing your script.

The final step will be to film your footage or record your radio spot and edit your PSA. Now you are ready to release the PSA. During this period, you should observe and evaluate whether the PSA is communicating what it is intended to communicate. If you are not getting the response that you want, you may need to make some minor adjustments to your campaign concepts before rereleasing the PSA.

class, posters around the school, an audio recording to be played over your school's broadcast system, a video loaded onto social media, or a short written piece to be placed in your school's newsletter or newspaper).

If you choose to do a follow up report on your PSA effectiveness, you can do a survey. Write down a few questions to distribute to your audience. Observe their reactions. How do they respond and is it in the way you expected? Are they inspired? Did you notice any change in behavior? If so, what this change in behavior part of your expected outcome or was it different than anticipated?

This activity is a very creative process. It can help you and your team take advantage of your interests, and practice important critical thinking and literacy skills while you address important issues in your community.

Finally, and most importantly, have fun with the project and celebrate your success with your school and your community!

## Final Thoughts for Students

You have read what professional organizations working on public education campaigns do. You can now finish your PSA process and put your message out there in the way your team has decided upon (i.e. in

This is an example of one of NCPC's PSAs for the Safe Firearm Storage campaign.  
<http://safefirearmsstorage.org/share-the-campaign/>



Length of PSA	10 seconds	15 seconds	20 seconds	30 seconds
Number of words	20-25 words	30-35 words	40-50 words	60-75 words



"... I know the challenge of getting people to keep firearms secured when not in use; but this PSA hit a nerve with me. I think more widespread distribution will allow you to reduce the statistics of guns being stolen and getting into the wrong hands. I would like to commend your entire team effort. My family and I follow your example... I look forward to using this PSA in my education and prevention programs."

Emailer, Southfield, Michigan, November 20, 2014

## Youth/Teen Activity Corner



### Start the Conversation

An accident involving a firearm can hurt or even kill you or someone you know. Owning a firearm comes with both rights and responsibilities. Even if there isn't a firearm in your house, you need to know what to do if you see a gun. And if there is a gun in your house, it is important that it is locked and stored safely and securely when not in use.

Let's start the conversation -- with peers and parents/guardians on safe firearms storage. In reading this advertorial, you learned key information on the campaign, safety tips, and options for safely storing guns. If you are not sure how to start the conversation or you want a creative way to have a meaningful discussion, try some of the suggestions below. Make it fun, make it educational, and make it count.

### Social Media

Starting the conversation and getting the message out will be easy since your peers are active on social media. Be creative on how to use social media. Make it a class competition. Use information from this advertorial. Divide into small groups. Think about how to bring the message to your peers. Develop a social media campaign. The winning campaign can be implemented within your school. Maybe

the winning campaign can be celebrated with a pizza party or ice cream social!



### Video

Most youth have a Smartphone with the capability of making videos. Consider creating a video as a class project where the class is divided into groups. Use the videos to start the conversation with parents and peers. Make it artistic by using poetry or rap. The best videos can be placed on the school's Facebook or YouTube page, or they can be shown at a school assembly or parent/teacher night.



### Role Play

Who wants to be a star and see his/her name on the Hollywood Walk of Fame? This is the time to showcase your acting and writing talents. Develop a script on a scenario where there is a firearm that is not stored safely. Act out discussing this scenario with your peers and parents. Playing out the scene for your peers and for your parents can bring a powerful message



to them on the importance of storing firearms safely. This role-play can be shown during a school assembly, parent/teacher night, or at a school talent show.

### Art Contest/T-shirt Design

Not everyone is able to communicate his/her feelings or thoughts verbally. There are other creative ways to have the conversation. Host a class-wide or school-wide poster or t-shirt design contest. It can be a fun and educational



way to encourage those who prefer to display their artistic side.

### Service Learning

Turn learning into action. Think about possible service-learning projects related to safe firearms storage. How would other teens and your community as a whole benefit from learning specifics about storing firearms safely? What ways would be most effective to communicate this information? Suggestions could include organizing a speaker program to talk about this topic, designing and developing a brochure, designing posters, or putting on a skit or puppet show for younger children.

There are many ways for you to start the conversation and keep the conversation going. It may not be an easy discussion to have, but it is a discussion that can save lives. NCPC wants you, your friends, and your families to be safe. Just remember, making smart decisions can save lives.

## Start A Dialogue About Firearms Safety

It is important to start a dialogue with your children about what to do if they find a gun. The following is suggested language for talking to your kids about firearms.

## Talking To Your Children

It is important to start a dialogue with your children about what to do if they find a gun. The following is suggested language for talking to your kids about firearms.

Guns are very serious. An accident involving a gun can hurt or even kill you or someone you know. Most adults are allowed to own a gun by law, and many have one. This means that even if there isn't a gun in your house, you need to know what to do if you see a gun.

- If you see a gun, follow these four steps: 1. Stop. 2. Don't touch. 3. Get away. 4. Tell an adult.
- When you follow these steps, you're protecting yourself and helping to keep other people safe.

### Here are some tips about what to do in specific circumstances:

- Walk away and tell a parent if your friend shows you his parent's gun.

- Tell an adult immediately if you see a gun in someone's backpack at school.
- Tell a trusted adult if you hear a girl or boy say that she or he is going to bring a gun to school.
- Follow the four steps if you find a gun in the park by your house.
- If you're not sure why a gun is dangerous, talk to a parent about it.

### Tips For Talking To Parents Before Play Dates

The Center to Prevent Youth Violence has created a resource for parents who want to inquire if there are firearms where their children play. Its ASK campaign, created in collaboration with the American Academy of Pediatrics, suggests it may be easier to open the dialogue by following these four tips.

- **ASK with other questions.** Include the question along with other things you might normally discuss

before sending your child to someone's house —such as seat belts, animals, or allergies.

- **Use the facts.** Over one-third of homes with children have a gun. Many of those guns are left unlocked and loaded. That is why you are asking — you just want to make sure that your child is safe.
- **Work through groups.** Introduce the ASK concept through a group or community effort such as a religious organization or PTA.
- **Don't be confrontational.** Present your concerns in a respectful manner. You are simply trying to make sure your child is in safe environment. Use the ASK brochure to open the dialogue.

You can learn more about the ASK campaign and how to discuss firearm safety and safe storage in homes where your child plays by visiting: [www.cpyv.org/programs/ask/parents/what-is-the-ask-campaign](http://www.cpyv.org/programs/ask/parents/what-is-the-ask-campaign).

## Safe Firearm Storage Websites

### Safe Firearm Storage – Lock It Up

<http://safefirearmsstorage.org>

**Brady Center to Prevent Gun Violence**  
[www.bradycampaign.org](http://www.bradycampaign.org)

[www.bradycampaign.org/our-impact/campaigns/keep-kids-and-families-safe](http://www.bradycampaign.org/our-impact/campaigns/keep-kids-and-families-safe)

### How to Safely Unload and Store Your Firearm

The best way to keep yourself, your family, and your community safe is to unload your firearm and store it in a secure container.

<https://snapguide.com/guides/safely-unload-and-store-your-firearm>

**Law Center to Prevent Gun Violence**  
<http://smartgunlaws.org>

<http://smartgunlaws.org/search-gun-law-by-gun-policy>

**McGruff the Crime Dog on Gun Safety**  
(Brochure – PDF)

[www.nssf.org/PDF/McGruff\\_broch.pdf](http://www.nssf.org/PDF/McGruff_broch.pdf)

### Project Child Safe

[www.projectchildsafesafe.org](http://www.projectchildsafesafe.org)

**National Rifle Association (NRA) –**  
**State Gun Laws**

[www.nraila.org/gun-laws/state-gun-laws](http://www.nraila.org/gun-laws/state-gun-laws)

**National Shooting Sports Foundation**

[www.nssf.org/safety](http://www.nssf.org/safety)



**TAKE A BITE OUT OF**  
**CRIME®**

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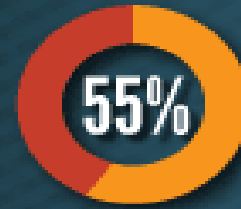
**89%** OF UNINTENTIONAL SHOOTING DEATHS OF CHILDREN OCCUR IN THE HOME—AND MOST OF THESE DEATHS OCCUR WHEN CHILDREN ARE PLAYING WITH A LOADED GUN IN THEIR PARENTS' ABSENCE.

## Answer Key

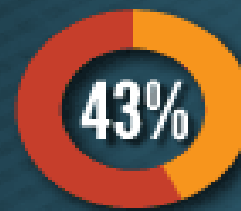
1. True. According to the 10 Rules for Safe Gun Handling by the National Shooting Sports Foundation, firearms should always be unloaded when not in use. ([www.nssf.org/safety/basics/](http://www.nssf.org/safety/basics/))
2. According to a study by the RAND Corporation using statistics from the United States Centers for Disease Control and Prevention, approximately 1.4 million homes have firearms stored in a way that makes it easy for them to fall into the wrong hands – children, at-risk youth, potential thieves, and those who intend to harm themselves or others. ([www.rand.org/pubs/periodicals/rand-review/issues/rr-12-00/tranquil.html](http://www.rand.org/pubs/periodicals/rand-review/issues/rr-12-00/tranquil.html))
3. The average number of firearm thefts that occur every year in the U.S. is 190,000 (ATF, 2012 Summary: **Firearms Reported Lost or Stolen**, [www.atf.gov/resource-center/docs/2012-firearms-reported-lost-and-stolenpdf-1/download](http://www.atf.gov/resource-center/docs/2012-firearms-reported-lost-and-stolenpdf-1/download))
4. The U.S. General Accounting Office estimated that 31 percent of accidental deaths caused by firearms might be prevented with the addition of 2 devices: a childproof safety lock and a loading indicator. (**The Children's Hospital of Philadelphia Research Institute**, [www.gao.gov/products/PEMD-91-9](http://www.gao.gov/products/PEMD-91-9))
5. True. Most accidental shooting deaths among children occur in the home. Most of these deaths occur when children are playing with an unsecured loaded gun in their parents' absence. (**The Children's Hospital of Philadelphia Research Institute** (<https://injury.research.chop.edu/violence-prevention-initiative/types-violence-involving-youth/gun-violence/gun-violence-facts-and#.V9mr9DWP-Xc>))
6. According to the National Institute of Justice, teens and young adults between the ages of 15 and 24 are most likely to be targeted by gun violence. From 1976 to 2005, 77 percent of homicide victims ages 15-17 died from gun-related injuries. This age group was most at risk for gun violence during this time period. ([www.nij.gov/topics/crime/gun-violence/Pages/affected.aspx](http://www.nij.gov/topics/crime/gun-violence/Pages/affected.aspx), May 19, 2010)
7. There are 27 states that penalize gun owners who allow their firearms to fall into the hands of a child, known as a "Child Access Prevention," or CAP laws. (**Law Center to Prevent Gun Violence**, <http://smartgunlaws.org/gun-laws/policy-areas/consumer-child-safety/child-access-prevention/>)
8. It's close, but according to the CDC, motor vehicle deaths are higher with 33,804 and firearms deaths coming in with 33,736. (**Center for Disease Control National Center for Health Statistics** October 7, 2016, [www.cdc.gov/nchs/fastats/injury.htm](http://www.cdc.gov/nchs/fastats/injury.htm))
9. According to the National Safety Council the number of deaths have decreased by more than half. ([www.nsc.org/Pages/Home.aspx](http://www.nsc.org/Pages/Home.aspx))

## UNSAFE STORAGE OF FIREARMS POSES A THREAT IN HOMES WITH CHILDREN

A study found that in homes with children and firearms...



HAD FIREARMS IN UNLOCKED PLACES



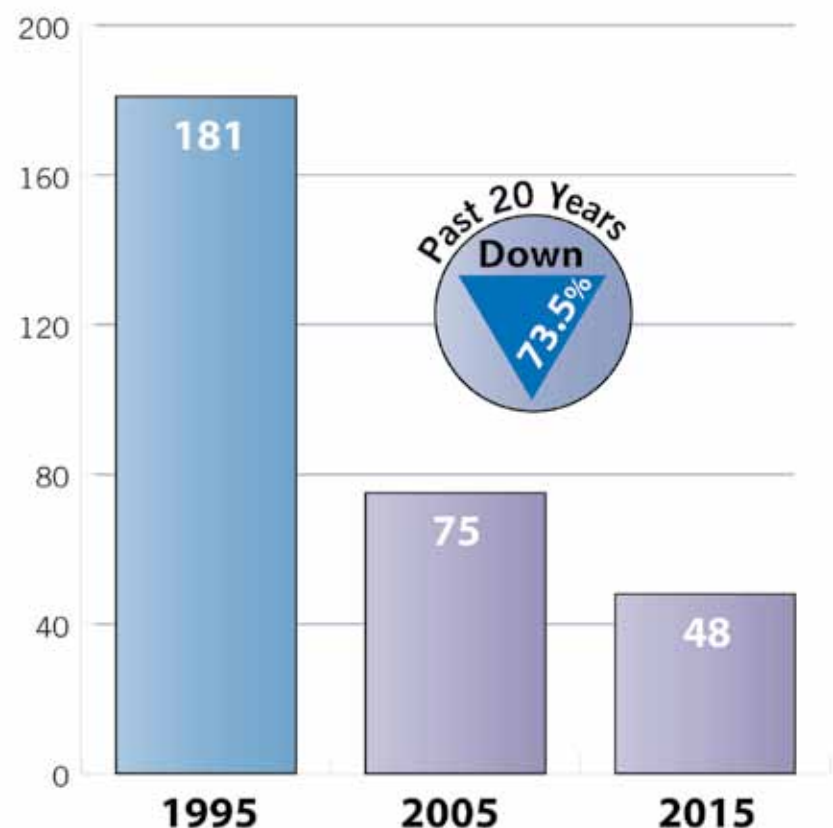
KEPT GUNS WITH NO TRIGGER LOCKS IN UNLOCKED PLACES



SMARTGUNLAWS.ORG

## Firearms-Related Fatalities Among Children Down 74 Percent

Over the last two decades the number of unintentional firearm-related fatalities among youth 14 years of age and under **decreased 73.5%** while the population for this age group increased **4.7 percent**.



Source: CDC WISQARS Injury Mortality Reports through 2015 (pulled March 2017)



Never let your gun get in the wrong hands.

Photo: Grant Delin

Your family, friends and neighbors are all counting on you. If you own a firearm and are not using it, please be responsible and be sure that it's stored in a safe place. Visit [nccp.org](http://nccp.org) to determine the best firearms safety solution for you.

