Safe Firearm Storage Giveaway Event Overview
Protect Our Kids From Firearm Tragedies
Seattle Children’s Hospital - Seattle, WA
A child or teen is killed by a firearm every 8 days in WA.
Firearms are involved in 1 in 6 (18%) of all deaths among kids 15 to 24.

Source: WA State Department of Health, Nonfatal Injury Data Tables, 2009-2013, October 2015
The Problem in WA

3rd leading cause of injury-related death behind poisoning & falls and more than motor vehicle.

Source: WA State Department of Health “Firearm Related Injury and Death” Report
Firearms are the #1 method of suicide in WA.

Source: WA State Department of Health, Fatal Injury Data Tables, November 2014
Firearm suicide risk among children is at least 9X greater in homes with unsafely stored firearms.

Source: CDR and BRFSS PHSKC, 2015
It’s Not Just WA…

7 kids are killed by a firearm in the U.S. on an average day.

WA: Firearms in the Home

- 36% of homes have at least 1 firearm
- 51% of those homes report having an unlocked firearm

## Effect of Safe Firearm Storage on Deaths of Kids

<table>
<thead>
<tr>
<th>REDUCTION IN....</th>
<th>Effect of safe storage</th>
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</thead>
<tbody>
<tr>
<td>Reduction in firearm suicide</td>
<td>78%</td>
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<tr>
<td>Reduction in accidental shootings</td>
<td>85%</td>
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<td>Reduction in shootings with handguns</td>
<td>83%</td>
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<tr>
<td>Reduction in shootings with long guns</td>
<td>75%</td>
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Source: Grossman et al., 2005
Effect of Providing Storage Devices

Harborview Injury Prevention & Research Center: 2016 Study

Systematic Review of 7 randomized controlled studies of safe firearm storage interventions that did or did not provide a storage device.

“The totality of evidence suggests that counseling augmented by device provision can effectively encourage individuals to store their firearms safely.”

What are we doing?

- **Community Giveaway Events**: Distributing **free** safe storage devices and educating families and individuals about the importance and effectiveness of safe firearm storage at large-scale community events.

  Manual Combination Lock Box
  Fits most hand guns & can also be used to store ammunition **OR** medication/other means of lethal means restriction.

  Manual Combination Trigger Lock
  Fits most hand guns & long guns
Event Objectives

1. Increase **access** and **use** of safe storage devices
2. Increase awareness
3. Increase skill/competence
Safe firearm storage protects children, reduces the risk of injury and saves lives.
Event Snapshot

• **WHAT:** Distribute lock boxes & trigger locks AND provide training and education

• **PRICE:** FREE!

• **PLACE/TIME:** Retailer or sporting good store (preferably sells firearms and storage devices) – Saturday from 10 a.m. to 1 p.m.

• **PROMOTION:** Print ads, social media, media outreach, flyers, event signage, firearm retailers, WA Firearm Tragedy Prevention Network

• **PARTNERS:** Local partners are trusted messengers and key to the success of an event.

  **Partnership model:** Local hospital/healthcare system, health district, Safe Kids Coalition, behavioral health, education, sporting good retailer, first responders, firearm retailers/ranges/advocates, community leaders and any and all other interested community organizations.
Safe Firearm Storage Giveaway – Event Snapshot

- **Funding:** Approx. $20,000 per event - Cost covered by Seattle Children’s, program fundraising efforts and event sponsorships from local hospital/health care system partners and/or community organizations.

- **Volunteers:** 30+ volunteers

**Event Flow / Stations:**

- **Step 1. Check-In & Complete Liability Release Form & Pre-Event Survey(s)**
- **Step 2. Demonstration/Education Station:** 4-6 event attendees escorted to demo station to receive training & education on the use of the devices and why it’s important to use them.
- **Step 3. Item Pick-Up and Educational Materials Distribution**
- **Step 4. Exit Survey & Opportunity to Donate to the Gun Safety Fund**
Safe Firearm Storage Giveaway Event Summary

Event Distribution Totals:
- 12 Events since 2014
- 3,452 Lock Boxes
- 353 Trigger Locks
- 4 events planned per year

Reach:
- 28 out of 39 counties

Target Audience:
Parents, grandparents or other caregivers with children and teens under 18 years old in or around the home.

Updated: July 2017
Event Evaluation: Is it working?


Evaluation Conclusion:
This intervention that included distribution of a free, participant-selected locking device improved safe firearm storage practices among participants. Differences in participant preferences for devices and safety counsellors suggest that a ‘one size fits all’ approach may be inadequate in affecting population-level storage practices.

Link to Published Article:
http://injuryprevention.bmj.com/content/early/2017/06/22/injuryprev-2016-042292
Opportunities for Community Partners to Get Involved

- Help recruit volunteers for the day-of the event
- Help with promotion – display flyer, include announcement in e-newsletter, share/post on your social media channels, etc.
- Help financially – support with an event sponsorship
- Help normalize the culture of safe firearm storage in your community. Just like encouraging parents to have children wear a helmet, life jacket, take steps to childproof the home and use car and booster seats – include locking up firearms and ammunition in the home safety conversation.
Event Partner and Sponsor Benefits

Event partners & sponsors receive the following recognition:

• Recognized in promotional and event materials including but not limited to:
  - Event flyers & signage
  - Event webpage
  - Print and/or online advertising
  - Social media promotion

• Opportunity to provide volunteers at the event – a great way to engage and serve your community and gain visibility

• Inquire about sponsorship opportunities that provide higher visibility opportunities: gunsafety@seattlechildrens.org
Safe Firearm Storage Giveaway Event – Promo

Safe Gun Storage Giveaway
Learn about safe gun storage and get a FREE lock box or trigger lock.

Where: Cabela's
9810 Quill Ceda Blvd.
Tulalip, WA 98271

When: Saturday, July 9, 2016
10 a.m. to 1 p.m.

Learn about the importance of safe gun storage, especially for homes with children and teens. Receive hands-on training on how to use a lock box and trigger lock.

Supplies are limited. First come, first served. No ID required. We will provide one free lock box or trigger lock per person, maximum two items per household. Must be present to receive items. Recipient must be 18 or older.

To learn more about safe gun storage, visit seattlechildrens.org/gun-safety or lokitup.org. Questions? 206-987-4653

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To encourage safe gun storage, Seattle Children's is giving away free lock boxes and trigger locks this Saturday at Kennewick Ranch & Home, 845 N. Columbia Center Blvd., Kennewick, WA 99336.

Supplies are limited. First come, first served. You must be present to receive item. One item per person, 18 or older.

For more information about gun safety and injury prevention, please visit http://bit.ly/gunsafetySC3

FREE Lock Box and Trigger Lock Giveaway
Saturday, April 4, 2015
10 a.m. to 1 p.m.
Kennewick Ranch & Home
845 N. Columbia Center Blvd., Kennewick, WA 99336

1.7 million children and teens in the U.S. live in a home with a loaded, unlocked gun.

We encourage safe gun storage.

Sponsored by:

Seattle Children's
PROVIDENCE Regional Medical Center Everett
SNOHOMISH HEALTH DISTRICT
SAFETY KIDS
Cabela's