Protect Our Kids from Firearm Tragedies
Community Safe Firearm Storage Giveaway Program
Event Planning Toolkit
Safe Firearm Storage Giveaway Event Planning Toolkit

This document was developed by Seattle Children’s Hospital and outlines a framework to plan and implement a community safe firearm storage giveaway event.

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Demonstrating the Need – Firearms in Washington State

In Washington State, a child or teen dies by firearm every 8 days, according to the Children’s Defense Fund. But we feel this issue goes beyond specific numbers – even one child affected by firearm violence is too many, especially since these incidents are preventable. In recognizing the unacceptable number of firearm related injuries and deaths, including suicides among youth in our state and around the country, Seattle Children’s has been partnering with hospitals, community health clinics, local health departments, Safe Kids Coalitions, community organizations and others to promote the secure storage of firearms by hosting free lock box and trigger lock giveaway events as a means of preventing firearm-related tragedies.

As an organization, we are dedicated to improving and advocating for the health and well-being of children, teens and families. As part of our hospital mission, we are committed to preventing injuries and death among youth. Each year, the hospital provides a variety of community programs and services to help children and teens lead safer, healthier lives including sport helmet giveaways, low-cost life jacket sales, child passenger safety checks, community education, safety and wellness classes among other activities. The safe firearm storage program is focused solely on safety, education and awareness of the importance and effectiveness of safe storage and by advocating for safe firearm storage in homes, we hope to help prevent firearm-related incidents and to hopefully reduce acts of firearm violence among our youth.

If your organization is considering hosting a safe firearm storage giveaway event or something similar, you may be asked by your organization’s leadership for data and/or further information on community need. There are many independent organizations that conduct research and provide data on firearm-related injuries and death that you can pull from including the Centers for Disease Control and Prevention’s Web-based Injury Statistics Query and Reporting System (CDC’s WISQARS™). For local data, your state’s Department of Health may also serve as a valuable resource.

WA State Firearm Data:
- A child or teen dies by firearm every 8 days in Washington State.¹
- In 2013, firearms were the 3rd leading cause of injury-related death behind poisoning and falls and more than motor vehicle deaths.²
- Firearms are the primary method of suicide in WA State.²
- From 2009 to 2013, 139 youth (17 or younger) died by suicide in WA; 49 (35%) died by firearms.³
- A study of adolescent suicides found that over half were carried out with firearms from the adolescent’s home. More than 75% of the firearms used in suicide attempts and unintentional injuries were stored in the residence of the victim, a relative or friend.⁴
- In 2013, among WA State adults 18 years and older, an estimated 36% (1,889,000) have a firearms in or around their home; of those, 51% (971,000) report having an unlocked firearm.⁵
- In 2014, 56% of homicides in WA were committed with a firearm.⁶

¹ Children’s Defense Fund, Children in Washington Factsheet, March 2013
² WA State Department of Health, Fatal Injury Data Tables, November 2014
³ WA State Department of Health, Fatal Injury Data Tables, October 2015
⁵ WA State Behavioral Risk Factor Surveillance System, 2013
- From 2009-2013, 62 homicides occurred among youth ages 5-17 in WA; 29 (61%) of these youth died as a result of firearms. 

Choosing an Intervention – Safe Firearm Storage Education and Distribution

In an effort to protect kids and help prevent firearm tragedies, Seattle Children’s focus for this program is safe firearm storage device distribution, education and prevention counseling. Public health researchers know that safe storage of firearms can significantly reduce self-inflicted and unintentional firearm injuries in the home. In fact, an important study shows that safe storage can help reduce the risk of suicide by firearm and accidental shootings among children and adolescents by 78% and 85% respectively. In a more recent 2016 study out of Harborview Injury Prevention & Research Center, researchers conducted a review of 7 randomized controlled studies of safe firearm storage interventions that did or did not provide a storage device when providing counseling about safe firearm storage. The study found that counseling on safe firearm storage coupled with providing a safe storage device can effectively encourage individuals to store their firearms safely.

Based on this research and input from injury prevention experts, Seattle Children’s developed a safe firearm storage program focused on distributing free safe storage devices, specifically lock boxes and trigger locks, at large-scale community events around the state. Event attendees also receive counseling about the importance of practicing safe firearm storage, visual and verbal instructions on how to use the devices and are also given the opportunity to practice and demonstrate their ability to use the devices after receiving the training.

Target Audience

We aim to reach households where children and teens spend time and where firearms are present, specifically in the homes of parents, caregivers, grandparents and other family members or friends. In addition, we recognize that WA State is geographically and culturally diverse. We seek to reach culturally diverse communities within both rural and urban areas of the state through various promotion tactics and the choice of event location.

To seek further understanding about our target audience, in 2015, Seattle Children’s conducted an online panel survey of over 530 parents of children age 0 to 21 in WA to learn about firearm ownership patterns, firearm and ammunition safety measures taken in the home and opinions about how to best reach parents about safe firearm storage education and devices. Of those surveyed, 158 (31%) reported having a firearm in the home. With the information collected from this survey, we were able to:

- Assess the acceptability of messaging and the receptivity of our community event giveaway approach.
- Understand and compare the perspectives of parents and caregivers that do and do not own firearms.
- Identify the types of place(s) to host events where firearm owners feel welcome and comfortable.

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Partnerships

Buy-in from local community partners is key to the success of an event. We attempt to partner with as many local organizations as possible, including: local hospitals and healthcare systems, health departments, Safe Kids Coalitions, sporting goods stores, first responders, firearm retailers, firearm range owners, firearm advocacy organizations, law enforcement and community leaders. Financial sponsorship is not a requirement for partnership. See the ‘Event Sponsorship and Funding’ section for more information on financial and non-financial partnership and sponsorship considerations.

Prior to determining the specific location of each event, we reach out to potential community partners at least four to six months in advance to gauge their interest in helping host an event in their community. This typically involves an introduction from a mutual contact or cold calling/emailing. We provide potential partners with general information about our giveaway program, program results and a sponsorship/partnership package that lists benefits associated with being a partner for an event in their community.

While a single entity (e.g., Seattle Children’s Hospital) is the coordinating center for the event, community partners assist with promotion, help provide volunteers and make introductions to other influential community leaders and organizations to bring in as partners and to help raise awareness about the event and ultimately encourage an ongoing dialogue about the importance of safe firearm storage. Local organizations also assist with tailoring the event to the specific cultural needs within communities. These events have often been shown to help strengthen or develop relationships between organizations with little or no previous history of collaboration.

Geographic Location

Event locations are identified based on: interest expressed by local hospitals/systems, healthcare providers, and other potential community partners; perceived readiness of the community for the event; and availability of an event host (e.g. sporting goods store). We also aim to implement events in urban, suburban and rural areas and in the Eastern and Western parts of the state.

An estimated 36% of WA State adults (1,889,000) 18 years and older reported having a firearm in or around their home in 2013. More than half of these adults (51% or 971,000 people) reported having an unlocked firearm. Using the information that we know about firearm ownership rates statewide, our goal is to raise awareness about the importance of safe storage and provide free safe storage devices around the whole state and not just focus on one area.

Event Location/Site Selection

During the initial development of this program, we conducted an online poll to assess where potential event participants would prefer to receive information about firearm safety (Figure 1).
The poll was distributed to an online panel of 1,240 parents in WA which is maintained by Seattle Children’s Hospital and consists of prospective patient families and families with some experience with Seattle Children’s in the preceding 5 years.

**Online Panel Survey Question:** “Which of the following sources would be most effective in reaching gun owners with information about safe gun storage? (Select all that apply)”

Based on these findings, we prioritized scheduling events at sporting goods stores. Holding events at sporting goods stores that included firearm and safe storage device retail also allowed us to increase event exposure to firearm owners. Ensuring the venue has adequate parking for expected participants and space to accommodate a line of approximately 50-100 participants is critical. If space permits, events are held inside the store and preferably near the firearm safe storage retail section of the store.

**Event Host Responsibilities**

*Consider asking your event host to provide the following:*

- **Indoor space to host the event.** This often requires flexibility by the store manager to move store inventory and displays to create a cohesive and smooth flowing event. Depending on store hours, event attendees may have to form a line outside before the start of the event and allow event coordinators access to the space prior to store opening may be necessary for set-up. Identifying event volunteers who can arrive early to help check in event attendees may help eliminate significant delays and back-up at check-in areas.

- **Tables, chairs and garbage cans** (to avoid renting items and streamline logistics).
• Help with event promotion (e.g., hosting event info on website, social media platforms, distribute flyers in-store, include advertisement in store catalog, etc.).

• Provide a point person for pre-event planning and space/logistic questions. Preferably, the same person will serve as the day-of event point person.

• If feasible, we ask the event host to provide a coupon or discount for safe storage devices sold in their store on the day of the event.

**Event Promotion**

A customized communication plan should be developed with input from local event partners and collaborators. Paid and earned promotion methods may include, but are not limited to:

• Print and online ads (local newspaper, magazines/parent magazine, etc.)

• Geo-targeted Facebook ads

• Social media posts from coordinating center’s and community partners’ social media platforms

• Promoted on coordinating center’s and partners’ websites

• Added to local community calendar listings

• Media/public relations outreach to local TV, radio, print and online news platforms

• Print and electronic files of event flyer distributed to event partner organizations

• Promoted through email listservs, schools, churches, community centers, firearm ranges, firearm retailers and sportsman’s clubs

• Posters posted at event location

• Pre-event presentations at local community meetings (local community event partners may be able to help facilitate)

* When possible, promotional material should be translated into languages relevant to the local community.

*See Appendix A for examples of promotional materials/collateral.*

**Promotion Timeline**

**At least 2-3 months before event:**

• Submit community calendar listings to local online and print calendars (newspaper, TV news, radio stations, magazines, blogs, etc.).

• Contact print and online publications and social media platforms (Facebook) for advertising pricing, deadlines and specification requirements. We aim to purchase at least a quarter page ad in the weekend edition of a newspaper 1 and 2 weeks before the event and run online ads for at least 1-2 weeks leading up to the event. If there is no weekend edition, we purchase an ad to run at least 4 days before the event.
• Create event promotional materials (flyer, poster, social media images and messages) and send electronically to event partners and other relevant community organizations who might be willing to promote the event (e.g., firearm ranges, firearm retailers, sportsman’s clubs, schools, churches, community centers, email listservs, law enforcement, library, social services, etc.). Encourage them to include the event information in print and e-newsletters, website and to share the existing Facebook event listing or add their own event listing to their Facebook page.

• Include event information on your own organization’s website, social media accounts, print and e-newsletters or bulletins, etc.

• Create a Facebook Event listing on your Facebook account and share with community partners.

1 month before event:
• Distribute print flyers and event poster(s) to event host to distribute/post at registers/entrance and in hunting/firearm section.
• Distribute flyers and event details to event partners and community organizations
• Collaborate with community partners to reach out to media outlets to do pre-event interviews to promote the event (TV, newspapers, magazines, radio, blogs, etc.).
• Continue promoting via social media platforms.

1 week before event:
• Send a media advisory to local media outlets to invite them to cover the event. Provide event details and spokesperson(s) available for interview. Encourage them to RSVP and follow-up with and/or remind media outlets 1-3 days before the event.
• Continue promoting on social media platforms.

Event Logistics and Considerations

Date selection: If possible, select a Saturday or Sunday to host the event. Weekends are generally the most available times for staff, volunteers and potential event attendees. Be sure to look into any possible conflicting events that may impact event attendance such as large firearms or outdoors shows, large community events, sporting events, etc.

Time of day: Event times may vary based on the event host’s store/location hours. An event start time that allows for morning and early afternoon participation is recommended (e.g., 10 a.m. to 1 p.m.). A maximum duration of 3 to 4 hours is recommended to ensure sufficient volunteer support.

Event specifics: Consider implementing the following requirements for event attendees to receive a device:
• 1 item per person, 2 per household
• Must be 18 years old and present
• No ID required

Volunteer Coordination:
• Volunteer recruitment: 20 to 30+ volunteers are recommended for an event during which 400 devices will be distributed. If possible, work with your event partners to recruit volunteers from their
organizations as well as your own. See “Event Set-Up and Flow” section below for details on volunteer roles and number of volunteers needed to fill those roles.

- Bilingual volunteers may be needed to ensure the event is informative for and inclusive of the entire local community.

- Volunteer communication: Volunteers are essential to the success of an event so make sure you keep them informed. Once you identify and confirm a volunteer, send all pertinent and known volunteer details (date, time, location, shift time, etc.) and let them know when they can expect to hear from you to confirm all event/volunteer information. Ideally, plan to send out a comprehensive volunteer information/confirmation email at least 1 week prior to the event that includes volunteer role assignments and any training collateral that may be helpful. Plan to recruit more volunteers than you need because more likely than not, some volunteers will cancel last minute or not show up to the event.

- Volunteer training: Plan to orient and train volunteers on their specific roles approximately 1 hour prior to the start of the event. Send out detailed volunteer role descriptions, assignments and any training materials or scripts at least 1 week prior to event for volunteers to review. For examples of training materials. See “Event Set-Up and Flow” section below for details on volunteer roles and see Appendix B for an example of a volunteer training aid for the Education/Demonstration/Practice Station volunteers.

  Master trainers (1-2 people) who are comfortable educating, demonstrating and the using safe firearm storage devices are needed to train the volunteers assigned to the Education/Demonstration/Practice Station on the day of the event. Volunteers responsible for teaching attendees about the use of safe storage items should be comfortable and confident in the handling of the demonstration firearms and the application and removal of the safety devices used in the demonstration.

- Volunteer attire: Encourage all volunteers to wear t-shirts from the organization they represent. In an attempt to keep the tone and feeling of the event as neutral and inclusive as possible, we discourage any formal/official uniforms be worn by volunteers, including law enforcement.

### Safe Storage Device Selection

The lock box and trigger lock distributed at the Seattle Children’s events were chosen based on their price, features and approval on the Roster of Firearm Safety Devices Certified for Sale by the State of California Department of Justice which provides standards for firearm safety devices. For more information, see: https://oag.ca.gov/firearms/fsdcertlist.

We work with a local Seattle sporting goods wholesaler to purchase devices in bulk to receive discounted pricing. If you are interested in learning which specific devices we distribute and/or who and how to purchase the devices, please email gunsafety@seattlechildrens.org.

* Note: Bulk ordering often requires a 2+ month lead time.
Lock Box Features Include:
• CA Department of Justice approved
• Bulk pricing at or under $25 (approximate)
• Can be used to store most handguns
• Cannot be used to store a long gun
• 3-digit manual combination lock (preferred over a keyed device because children often know where keys are kept or can easily find keys. Combination locks avoid this problem)
• Comes with cable to secure the lock box to heavy, immovable objects
• Can be bolted to a hard surface by drilling holes through the bottom of the box

Trigger Lock Features Include:
• CA Department of Justice approved
• Bulk pricing at or under $10
• Fits most handguns and long guns
• 3-digit manual combination lock

Budget
Each event, as described in this toolkit, costs approximately $13,000-$20,000 depending on internal resources, event location and travel required for the event. Events can be scaled to match budgetary constraints.

Example Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Devices</td>
<td></td>
</tr>
<tr>
<td>350 lock boxes (350 @ $25 each)</td>
<td>$8,750</td>
</tr>
<tr>
<td>50 trigger locks (50 @ $10 each)</td>
<td>$500</td>
</tr>
<tr>
<td>Shipping/Freight</td>
<td>$250</td>
</tr>
<tr>
<td>Advertising</td>
<td>$1,000 - $5,000</td>
</tr>
<tr>
<td>Promotional Material (Design and printing costs for</td>
<td>$2,000</td>
</tr>
<tr>
<td>flyers, posters, social media images, etc.)</td>
<td></td>
</tr>
<tr>
<td>Travel for coordinating staff (event planning</td>
<td>$250 - $2,000</td>
</tr>
<tr>
<td>meetings, site visit, hotel, rental car to haul event</td>
<td></td>
</tr>
<tr>
<td>supplies, food)</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous event materials (t-shirts, event</td>
<td>$500</td>
</tr>
<tr>
<td>evaluations, event office supplies, snacks, water)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>APPROXIMATE TOTAL</strong></td>
<td><strong>$13,250-$19,000</strong></td>
</tr>
</tbody>
</table>
Event Sponsorship and Funding

Soliciting event sponsorships can help raise funds to host a large-scale event and help sustain an ongoing program. A majority of the giveaway events held by Seattle Children’s have received financial support from local hospitals and/or healthcare systems and some smaller contributions have been made by additional community partners. However, we do not require a financial sponsorship to participate as a community partner for an event. Financial sponsors are given increased visibility through promotion but community partners who agree to provide support with volunteers, help with promotion, introductions to other community organizations and other contributions are provided with a great deal of visibility but perhaps not as much as a financial sponsor. The ultimate goal of bringing on partners, both those who are able to sponsor and those that may not be able to is to build community momentum around the event and important topic of safe firearm storage.

In addition to seeking individual event sponsorships, some retail sites have invited donations from their shoppers or provided a gun safe as a raffle item to help raise money for the program. Attendees are invited to donate for future events and Seattle Children’s promotes donations to a specific “gun safety” fund for anyone who wishes to contribute financially to the program.

Paid event sponsorships provide enhanced name and logo visibility for event sponsors on promotional materials and in event advertisements. All sponsorship funds go towards the purchase of the safety devices and event related costs. If there are leftover devices at the end of an event, event sponsors are offered the leftover devices to distribute to the communities they serve. If you would like more detailed information or a sample of an event sponsorship request for a safe firearm storage event, please email gunsafety@seattlechildrens.org.

Key Event Materials

Quantities and details provided below are suggestions and may be adjusted based on event size and characteristics. For a more complete list of suggested event supplies, samples and templates, please email gunsafety@seattlechildrens.org. See Appendix C for examples of select event materials listed below.

- Combination trigger locks (see Safe Storage Device section): Qty, 50
- Lock boxes (see Safe Storage Device section): Qty, 350
- Mock firearms for attendees to practice using safety devices: Qty, 5 (1 per station)
- Tables (6 – 8 ft.): Qty, 10-15
- Chairs: Qty, 16-20
- Water and light snacks for volunteers
- First aid kit
- Materials for “Kid’s Station” (e.g., toys, coloring pages, kid-friendly activity)
- Liability Release Form: Printed in English and Spanish (language needs may vary across locations)
  Note: Should discuss approval by risk management or legal representative from your organization
- Pre-event Survey: Printed in English and Spanish (or other languages)
- Post-event Exit Survey
- Pens and clipboards for participants to complete release forms and surveys
- Lock box and trigger lock tally slips (the number of tally slips should reflect the number of items you plan to distribute – e.g.: 350 lock boxes = 350 tally slips)
- Wayfinding and event station signs
- Sponsor recognition signs
- Key safe firearm storage messages (laminated at education/demonstration stations and on signage)
- Easels and/or sandwich boards for signs
- Educational/Goody Bags: Distributed to each event attendee. Pre-stuffed plastic logo bags with firearm safety-related material and information on suicide prevention and mental wellness resources
- Logo/branded t-shirts for volunteers

**Event Set-Up & Flow**

Plan for a small team with event experience to arrive 3 hours prior to the event start time to coordinate set-up. Most volunteers arrive one hour prior to the event start time for check-in, orientation and training. Event attendees have commonly arrived to wait in line for devices at least 1 hour prior to the start time. Clearly mark where event attendees should wait to check-in for the event and consider stationing a volunteer there to answer questions, etc. Note: This may sometimes be outside if the store open time is before the event start time.

*See Appendix D for an example of event set-up and flow.*

**Event Stations**

**Station 1: Event Check-In**

**Location:** Front of store near entrance  
**Tables and Chairs:** 2-3 tables; 4-6 chairs  
**Volunteers:** 4-6  

**Volunteer Role/Tasks:**

- Welcome and greet event attendees.
- Lock box and trigger lock tally slip distribution:
  - Ask event attendees if they would like a lock box or a trigger lock and provide the corresponding lock box or trigger lock tally slip.
- Liability release form & pre-event survey distribution:
  - Provide clipboard and pen and ask event attendees to complete the liability release form and pre-event survey.
- After the event attendee has completed their paperwork and received the tally slip for the device they wish to receive, collect the clipboard and pen and direct them to the event line. Instruct them to hold onto their tally slip, completed liability release form and pre-event survey. Those 3 items should be collected at the station where they will receive their device (this is done to ensure that people fill out the required paperwork and that they have gone through the event line, etc.).
<table>
<thead>
<tr>
<th>Station Materials:</th>
<th>Station Materials:</th>
<th>Station Materials:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Tablecloths (Qty: 2-3)</td>
<td>□ Pre-event survey in desired languages</td>
<td>□ Event signage (for wayfinding to line, etc.)</td>
</tr>
<tr>
<td>□ Lock Box Tally Slips (Qty: 350)</td>
<td>□ Clipboards and pens for event attendees to fill out release form and survey (Qty: 15-30)</td>
<td>□ Event flyer (to give to people entering the store who are not there for the event)</td>
</tr>
<tr>
<td>□ Trigger Lock Tally Slips (Qty: 50)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tally slips used to keep track of how many devices you have left to distribute and the number of slips should reflect the number of items you’re distributing.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Liability release forms in desired languages</td>
<td>□ Demonstration lock box and trigger lock for display</td>
<td>□ Sandwich board or easel for event signage</td>
</tr>
</tbody>
</table>

**Station 2: Kid’s Station**

**Location:** Near front of the event line (in clear view of parents attending the demonstration station)

**Tables and Chairs:** 1-2 tables; 2-4 chairs

**Volunteers:** 1-3

**Volunteer Role/Tasks:**
- Entertain children for 6-10 minutes while parents/guardians receive training/demonstration of the safe storage devices (1-3 volunteers)

**Station Materials:**

| □ Tablecloths (Qty: 1-2) | □ Coloring sheets and crayons |
| □ Station signage and easel | □ Kid Activities (Corn hole, games, etc.,) |

**Station 3: Event Line**

**Location:** In some cases, typically at the start of an event, a substantial line may form. Discuss with the event host where they would like to direct a line and assign volunteers to help manage the line and keep pathways/walkways clear.

**Tables and Chairs:** N/A

**Volunteers:** 3-6 – It is helpful to have 1-2 volunteers assigned as “Traffic Flow Facilitators”, 1-2 volunteers assigned as “Front Line Manager” and 1-2 volunteers assigned to “Educational Materials Bag Distribution”

**Volunteer Role/Tasks:**
- Traffic Flow Facilitators (1-2 volunteers):
  * Help keep event traffic moving and walkways clear. Answer questions regarding the event and direct event attendees to the line and next steps/what to expect.
  * Divert children and adolescents to the “Kid’s Station”. If a teen under 18 is present, ask the parent/caregiver to consider not having them observe the device education/demonstration/practice portion of the event.
- Front Line Management (1-2 volunteers):
  * Manage the front of the line, direct attendees to the education/demonstration/practice stations when signaled (by station numbers held in the air by the education/demonstration station volunteers) and help with general traffic flow management. **NOTE:** For kids near the
front of the line, ask parents/caregivers to send them to the “Kid’s Station” for games and coloring while the parents/caregivers receive instructions on the devices.

- Education Materials Bag Distribution (1-2 volunteers):
  - Hand out pre-stuffed logo bags with educational information to each event attendee as they enter or exit the event. The bag contains 2 flyers, one brochure and a rack card and sometimes additional collateral pieces from partner organizations with information related to safe storage and/or mental health.

**Station Materials:**
- Pre-stuffed educational materials bags with collateral related to safe firearm storage, mental health resources, etc. (Qty: 400)

**Station 4: Education/Demonstration/Practice**

**Location:** Ideally situated near the firearm safe storage section of the store in a “L” or “U” arrangement

**Tables and chairs:** 5-6 tables; 10-12 chairs

**Volunteers:** 10-12 (2 volunteers paired together per table/station) - *Note: Volunteers assigned to this station should receive a detailed training and opportunity to practice with the devices before the start of the event. No preparation or training is required for volunteers beforehand.*

**Volunteer Role/Tasks:**
- Notify the “Front Line Management” volunteers that your table is ready to train a group of event attendees by raising a station sign with the # of your station/table on it (1-6). This will signal the Front Line Manager to send over a group of 3-6 people to your station to start the education/demonstration/practice portion of the event:
  - Strongly encourage parents to send their children and teens to the “Kid’s Station” before you begin the demonstration. If kids come to your station, encourage them to avert their attention elsewhere.

- Demonstrate to event attendees how to use the safe storage devices (lock box and trigger lock):
  - After the demo - ask the event attendees to demonstrate back to you the ability to use both types of devices correctly.

- Deliver key safe firearm storage safety messages (provided at table) – See “Key Messages” section below.

- Answer event attendee questions.

**Station Materials:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstration lock boxes</td>
<td>Qty: 5-6 / 1 per table/station</td>
</tr>
<tr>
<td>Tablecloths (5-6)</td>
<td></td>
</tr>
<tr>
<td>Event / Safe Firearm Storage Key Messages (laminated)</td>
<td></td>
</tr>
<tr>
<td>Demonstration trigger locks</td>
<td>Qty: 5-6 / per table/station</td>
</tr>
<tr>
<td>Laminated Station/Table Number Signs (1-6)</td>
<td></td>
</tr>
<tr>
<td>Station Signage and Easels</td>
<td></td>
</tr>
<tr>
<td>Demonstration firearms (fake)</td>
<td>Qty: 5-6 / 1 per table/station</td>
</tr>
<tr>
<td>Training Materials / Sample script for demonstration</td>
<td></td>
</tr>
<tr>
<td>Bottled water for volunteers</td>
<td></td>
</tr>
</tbody>
</table>
**Station 5: Safe Storage Device Distribution**

**Location:** Near education/demonstration tables

**Tables and Chairs:** 2 tables; 2 chairs

**Volunteers:** 3-5

**Volunteer Role/Tasks:**

- Collect tally slip, liability release form and completed pre-event survey and tally.
- Provide event attendee with the device indicated on their tally slip (lock box or trigger lock).
  - Event set-up should include placing the pallet of safe storage devices behind the device distribution station tables so volunteers can easily unpack items and distribute as needed.
- Express appreciation for attendee participation and keeping their kids and families safe.
- Direct event attendees to the next station (Donation Station and/or Exit Survey).

**Station Materials:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablecloths (Qty: 2)</td>
<td></td>
</tr>
<tr>
<td>Lock box tally slip collection bin (Qty: 1-2)</td>
<td></td>
</tr>
<tr>
<td>Trigger lock tally slip collection bin (Qty: 1-2)</td>
<td></td>
</tr>
<tr>
<td>Box cutters/scissors for unpacking pallet of devices</td>
<td></td>
</tr>
<tr>
<td>Collection bins for release forms (Qty: 1-2)</td>
<td></td>
</tr>
<tr>
<td>Signage:</td>
<td></td>
</tr>
<tr>
<td>1. “Pick-up safe storage items here”</td>
<td></td>
</tr>
<tr>
<td>2. Sponsor board</td>
<td></td>
</tr>
<tr>
<td>Collection bins for pre-event survey forms (Qty: 1-2)</td>
<td></td>
</tr>
<tr>
<td>Devices to distribute (lock boxes and trigger locks)</td>
<td></td>
</tr>
<tr>
<td>Garbage Bags for recycle and trash from pallet of devices</td>
<td></td>
</tr>
<tr>
<td>Lock box/trigger lock instructions: Sometimes devices do not include instructions in the packaging. Make sure that instructions are included and if not, provide printed instructions and distribute with each device.</td>
<td></td>
</tr>
</tbody>
</table>

**Station 6: Donation**

**Location:** Towards the end of the event, after Station 4 (alternative location: near event check-in)

**Tables and Chairs:** 1 table; 2 chairs

**Volunteers:** 1-2

**Volunteer Role/Tasks:**

- Encourage donations to Safe Firearm Storage Program/Fund to help fund future events and promote safe firearm storage activities.
Station Materials:

- Tablecloth (Qty: 1)
- Donation Envelopes
- Pens
- Signage: “Donate to Firearm Safety Program cash & checks only | please make checks payable to: “

Station 7: End of Event Greeter & Exit Survey

Location: Event exit
Tables and Chairs: N/A
Volunteers: 2-4
Volunteer Role/Tasks:

- Thank event attendees for keeping their families and communities safe.
- Administer exit survey verbally and record/write-down answers related to satisfaction, what was learned and improvement suggestions, etc. See Appendix C for sample exit survey.

Station Materials:

- Clipboards and pens (Qty: 2-4 – 1 per volunteer)
- Exit Surveys (on clipboards)
- Collection bin for completed surveys

Other Considerations

Weather: If you are unable to host an event indoors and the event is scheduled to take place outdoors, the use of rental tents large enough to cover each station is highly recommended for either sun or rain.

Line Management and Traffic Flow: When laying out the event, traffic flow and line management should be factored into your planning to avoid bottlenecks and confusion. To help with event flow, clearly direct event attendees to where they should go with signs and volunteers. Potential areas of event traffic congestion include the following areas:

- Event check-in: Especially at the beginning of an event
- Event line: After event attendees check-in they should be directed to a line where they will wait to receive instructions on which education/demonstration/practice station to go to. Depending on the volume of people attending the event, lines can become very long. Mark the start of the line clearly and check with the event host about any areas that need to remain clear during the event and mark those areas clearly or station a volunteer at those “hot” spots.
- Event exit: Make sure that after event attendees receive their device and complete the post event or exit survey. The exit should be clearly marked and a volunteer should be available to help direct people to the exit to avoid a bottleneck.

Other Potential Volunteer Roles:

Floater (1-4 volunteers) – Replenish event supplies, act as go-between for the volunteers across various stations, provide water and snacks to volunteers; fill in as necessary for other volunteers.
**Key Event Messages**

- Safe firearm storage protects children, reduces the risk of firearm injury and saves lives.

- Use a gun safe, lock box, trigger lock or cable lock to store all of your firearms. We recommend using the **Triple Safe** storage method. **Triple Safe** is storing a firearm (1) unloaded (2) locked (3) and locking the ammunition and storing it separately from the firearm.

- Ensure that children do not know lock combinations or where a key is hidden. When possible, avoid locking devices that only use keys because children and teens often know where keys are stored.

- Kids are naturally curious about firearms and may be tempted to play with one if they find it. Locking up your firearms is the most effective way to keep firearms out of the hands of young people. Just because a firearm is hidden, doesn’t mean its safe.

- Practicing safe firearm storage keeps kids safe from firearm suicide and unintentional shootings. When firearms are stored locked, risk of suicide by firearm is reduced by 78% and accidental shootings by 85%.

- Temporarily removing firearms from your home if a family member is depressed, suicidal, homicidal, paranoid, experiencing impulsive anger or abusing drugs or alcohol may save his/her life and the lives of others.

- Always lock firearms up, even if your child or teen has had safety training. In addition to the safety of your child(ren), storing firearms in a lock box or safe can also prevent theft; a common source of firearms used by criminals.

- Ask family and friends to practice safe storage if they own firearms.
Appendix

Appendix A: Examples of Promotional Items/Collateral

Event flyer: English and Spanish

**Safe Firearm Storage Giveaway**
Learn about safe firearm storage and get a FREE lock box or trigger lock.

*Where:* Coastal Farm and Ranch
2021 Market Street
Mount Vernon, WA 98273

*When:* Saturday, May 13, 2017
10 a.m. to 1 p.m.

Learn about the importance of safe firearm 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 free item. Recipient must be 18 or older.

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

**Almacenamiento seguro de pistolas sorteo**
Aprender sobre el almacenamiento seguro de las armas y conseguir una caja de seguridad gratis o seguro del gatillo.

*Dónde:* Coastal Farm and Ranch
2021 Market Street
Mount Vernon, WA 98273

*Cuándo:* Sábado, el 13 de Mayo
10 a.m. - 1 p.m.

Aprenda la importancia de almacenar las armas en forma segura, especialmente en hogares con niños y adolescentes. Reciba entrenamiento práctico para usar las cajas de seguridad y los seguros de gatillo.

La cantidad de cajas y gatillos a ofrecer es limitada. Se ofrecerán hasta agotar existencias. No se requiere identificación. Entregaremos una caja de seguridad o un seguro de gatillo gratis por persona (máximo dos artículos por hogar). La persona debe estar presente para recibir la caja o seguro gratis. Para poder recibirlo, la persona debe tener 18 años o mayor.

Para más información sobre formas seguras de almacenar armas visite seattlechildrens.org/gun-safety o lokitup.org (Información en inglés). ¿Preguntas? 206-987-4653
Safe Firearm Storage Giveaway

Learn about safe firearm storage and get a FREE lock box or trigger lock.

Almacenamiento seguro de pistolas sorteo

Aprender sobre el almacenamiento seguro de las armas y conseguir una caja de seguridad gratis o seguro del gatillo.

Coastal Farm and Ranch
2021 Market Street, Mount Vernon
Saturday, May 13 | Sábado, el 13 de Mayo
10 a.m. to 1 p.m.

Learn about the importance and effectiveness of safe firearm 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). Free cable locks also available. Must be 18 or older and present to receive free items.

To learn more about safe firearm storage, visit seattlechildrens.org/gun-safety or lokitup.org, or gunsafety@seattlechildrens.org.

Questions? 206-987-4653
¿Preguntas? 206-987-4653

Sponsored by:

Seattle Children’s
PeaceHealth United General Medical Center
Coastal
Sea Mar Community Health Centers
Facebook event listing - header image

FREE Lock Box and Trigger Lock Giveaway
Over 1.7 million children and teens in the U.S. live in a home with a loaded, unlocked firearm.
We encourage safe firearm storage.
To learn more about safe firearm storage, visit seattlechildrens.org/FirearmSafety or lokitup.org.
Questions? 206-987-4653

Facebook and Twitter image (paired with text about event)

FREE Lock Box and Trigger Lock Giveaway
We encourage safe firearm storage.
Saturday, May 13, 2017
10 a.m. to 1 p.m.
Coastal Farm & Ranch
2021 Market St., Mount Vernon, WA

Supplies are limited
Recipient must be 18 or older
One item per person
Appendix B: Example of Volunteer Training Materials

Safe Firearm Storage Demonstration/Education/Practice Station Training Aid

Volunteer Objective: Deliver safe firearm storage key messages and demonstrate proper use of lock box and trigger lock and have event attendees practice with the devices:

*Note: In-person training and time to practice with the devices will be provided before the event to volunteers assigned to this role.*

Event Objectives:

- Increase access to lock boxes and trigger locks among families who have a child or teen under 18 living at home.
- Increase awareness of the importance of keeping firearms locked and unloaded when there is a child or teen in the home.
- Increase skill to correctly use a lock box and/or trigger lock.

Key Messages *(choose what works best for your conversation)*

- Safe firearm storage protects children, reduces the risk of firearm injury and saves lives.
- Use a gun safe, lock box, trigger lock or cable lock to store all of your firearms. We recommend using the *Triple Safe* storage method. *Triple Safe* is storing a firearm (1) unloaded (2) locked (3) and locking the ammunition and storing it separately from the firearm.
- Ensure that children do not know lock combinations or where a key is hidden. When possible, avoid locking devices that only use keys because children and teens often know where keys are stored.
- Kids are naturally curious about firearms and may be tempted to play with one if they find it. Locking up your firearms is the most effective way to keep firearms out of the hands of young people. Just because a firearm is hidden, doesn’t mean its safe.
- Practicing safe firearm storage keeps kids safe from firearm suicide and unintentional shootings. When firearms are stored locked, risk of suicide by firearm is reduced by 78% and accidental shootings by 85%.
- Temporarily removing firearms from your home if a family member is depressed, suicidal, homicidal, paranoid, experiencing impulsive anger or abusing drugs or alcohol may save his/her life and the lives of others.
- Always lock firearms up, even if your child or teen has had safety training. In addition to the safety of your child(ren), storing firearms in a lock box or safe can also prevent theft; a common source of firearms used by criminals.
- Ask family and friends to practice safe storage if they own firearms.
Lock Box and Trigger Lock Training and Scripting Aid

Please note that the instructions and scripting below are meant as an example and are designed specifically for the devices that are distributed at Seattle Children’s events as of July 2017.

Lock Box: How to Use a Lock Box and Demonstration:

- The lock box is designed to hold most handguns; including pistols and revolvers.
- I am going to show you how to:
  1. Set the combination on the dial lock.
  2. How to lock and unlock the box.
  3. And how to use the cable and/or bolts provided to keep the box from being moved.

Lock Box: How to Set the Combination on the Dial Lock:

- To open the box, set the numbers on the dial to “000” and turn the black knob to the right.
- Once the box is open, to set your new code, find the silver metal tab on the backside of the locking mechanism.
- Press the metal tab in and move it from the position marked with an ‘A’ to the ‘B’ position. You may need to use the cap of a pen or another device to aid in pushing the tab in.
- Set your new 3 digit code and then move the metal tab back to the ‘A’ position to set your code.
- To test that your new code has been set, keep the safe open, turn the black knob on the front to the left. Change the numbers on the dial lock to a combination that is not the one you chose and see if you can turn the knob to the right. If you cannot turn the knob to the right, you know that your new combination is now set.
- You may reset your combination as many times as you like. To change it, you do it in the exact same manner that I just demonstrated.

Lock Box: Lock and Unlock Instructions:

- Now, I’ll show you how to lock and unlock the box.
- Place the demo gun in the box (do not point at anyone – point down and away).
- We recommend something called “triple safe” storage. Guns are the safest when stored 1) locked, 2) unloaded and 3) with the ammunition locked in a separate location. Always make sure that the gun is unloaded before you lock it.
- Close the lid.
- Turn the knob to the left to lock.
- Turn the dial until the numbers no longer match your chosen number combination.
- To unlock, turn the dial to your chosen combination and turn the knob right.
Lock Box: How to Secure the Lock Box Using the Provided Cable and/or Bolts:

☐ You can use the provided cable, bolts or both to keep the lock box from being moved.

☐ If you want to bolt it down, you can drill holes based on your needs to bolt the box to the floor or hard immovable surface. **Note:** Pull up the black bottom padding and show the location where drilling can occur.

☐ To use the cable to, wrap it around a heavy or immovable item to make sure your box is secure in one place.

☐ Pull the knob end through the looped end.

☐ Insert the knob end into the notch on the left side of the box.

☐ Close the box and lock it.

Trigger Lock: How to use the Trigger Lock and Demonstration

☐ The trigger lock is designed to fit most firearms. If you have a long gun or larger gun that a smaller lock box cannot accommodate, the trigger lock is a good option.

☐ Before you use a trigger lock, make sure that all the ammunition is unloaded from the gun.

☐ I am going to show you how to:

1. Set the combination on the dial lock.
2. How to lock and unlock the trigger lock.

Trigger Lock: How to Set the Combination on the Dial Lock:

☐ To open the lock, set the numbers on the dial to “000”. Move the release lever up and to the open position and pull apart the 2 sides of the lock.

☐ Once the two pieces are apart, push the release lever into the down position.

☐ With the numbers on the dial still set to “000” use a pen or a similar narrow object to press the reset button found on the left side of the lock in the middle.

☐ Continue to apply pressure on the button with a pen or similar object and change the numbers on the dial to choose a new combination and then release the reset button to set the new combination.

☐ Line up the two pieces and press together. Push the lever to the down position and scramble the numbers on the dial to lock.

Trigger Lock: Lock and Unlock Instructions:

☐ Now, I’ll show you how to lock and unlock the trigger lock with the demo gun.

☐ Make sure that when you’re placing the trigger lock on the gun that you do not point it at anyone (point down and away).

☐ To open and unlock the trigger lock, set the dials to the combination you set and push the release lever up to the open position and pull the two pieces apart.
☐ (with Demo gun) Insert the piece of the lock with the metal rod that sticks out through the trigger guard of the demo gun and behind the trigger (if possible).

☐ Line up the other piece of the lock to match up and fit the metal rod. After determining the best fit and locking position (which may require dome adjustments), press the two units together and make certain the lock is tight and cannot be moved after it is installed.

☐ Press the lever to the down position and scramble the numbers on the dial to lock the trigger lock.

☐ To open and remove the lock, set the numbers on the dial to the correct 3 digit combination and press the lever to the open position and pull the lock apart.

**Device Practice: Have the Participant Practice with Devices:**

☐ Do you have any questions or need further instructions? *If “yes”, answer questions.*

☐ *If “no”: Now it’s your turn to try. Let’s have you practice setting the combination, locking and unlocking the box and trigger lock. Correct any misunderstandings they may have, including the offering of a second demonstration if needed.*

☐ *Once they have successfully demonstrated use of the lock box and trigger lock... Thanks again for going through this training. I encourage you to practice using the lock box or trigger lock when you get home so you’re comfortable and confident operating the device.*
Appendix C: Examples of Event Materials

Liability Release Form Example (also made available in Spanish)

Note: Reviewed by organization’s risk management team.

Seattle Children’s
Firearm Lock Box/Trigger Lock Release Form

I understand that the firearm lock box or trigger lock I have received today is provided in the interest of community and child safety.

Seattle Children’s will not or cannot guarantee that any firearm lock box, trigger lock or cable lock checked or distributed today is constructed without defects. The firearm lock box, trigger lock and cable lock I’ve purchased or received free of charge is required by the federal government to meet performance standards. However, Seattle Children’s cannot guarantee the compliance of the manufacturer with this requirement.

I understand that to have full protective benefit of a protective lock box, trigger lock or cable lock, it must be used properly and in accordance with the manufacturer’s instructions.

I agree that I will not bring any claim against Seattle Children’s or any officer, employee or agent thereof, or community partner for any damages resulting from the use of this firearm lock box, trigger lock or cable lock. I will also defend, indemnify and hold harmless Seattle Children’s or any officer, employee or agent thereof, or community partner from any claim by any third party resulting from the use of this firearm lock box, trigger lock or cable lock.

This release is binding upon my heirs, successors or assignors. Note: Your name and address will not be shared.

Print Name ___________________________ Today’s Date ________________
Signature ___________________________ Phone # (_____) - _____ - _____
E-Mail ________________________________

Mailing Address ______________________City___________State_____Zip Code__________

What type of device are you receiving today?
Lock box _____ Trigger lock _____ Other________________

***********************Firearm Safety Event Follow-Up Consent***********************

Do we have permission to contact you again in the future about other events or if we have additional questions to ask?

YES [Circle one] NO
Pre-Event Survey Example (also made available in Spanish)

Firearm Safety Event Survey

Please Circle Your Answers:

1. How did you know about today's event? (circle all that apply)
   a. Facebook
   b. Twitter
   c. Newspaper
   d. Event flyer
   e. I work at the store
   f. Word of mouth
   g. I came to the store
   h. Other: ___________________________

2. Do you think that this was a good place to have this event?
   a. Yes
   b. Not sure
   c. No

3. Where else should we hold events?
   _________________________________

4. What's the main reason you want a gun safety device?
   a. Overall gun safety
   b. To keep kids safe
   c. Store other valuables (not guns)
   d. Protect guns from theft
   e. Gift for someone
   f. Other: ___________________________

5. Which safety device would you prefer to receive today?
   a. Lock box
   b. Trigger lock
   c. No preference
   d. Only here for information and do not plan to receive a device

6. Do you plan to use this safety device to store your gun(s) within the next week?
   a. Yes
   b. No
   c. Not sure

7. What kind of gun safety device do you currently use? (circle all that apply)
   a. None
   b. Gun safe
   c. Gun lock box
   d. Cable lock
   e. Trigger lock
   f. Other: ___________________________

8. Are the guns in your home currently stored in a locked place? (Examples include using a locked cabinet, locked box, trigger lock or cable gun lock)
   a. Yes, all of them
   b. Yes, some of them
   c. None of them
   d. Not sure
   e. No guns are in my home

9. Are the guns in your home currently stored loaded?
   a. Yes, all of them
   b. Yes, some of them
   c. None of them
   d. Not sure
   e. No guns are in my home

10. Is the ammunition in your home currently stored in a locked place?
    a. Yes, all of it
    b. Yes, some of it
    c. None of it
    d. Not sure
    e. No ammunition is in my home

11. Who lives in your household? (circle all the apply)
    a. Spouse or significant other
    b. Children 10 years old or younger
    c. Children older than 10 years of age

12. What is your gender?
    a. Male
    b. Female
    c. Other

13. What is your age? _____________________

We would greatly appreciate any other comments you have!
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Thank you for your participation today!
Exit Survey Example:

Safe Firearm Storage Giveaway Event
Intercept/Exit Survey

Event Location / Date Here

1. What did you like about this event?

2. What would you change about this event?

3. Did you learn something new today? If yes, what was it?

4. What suggestions do you have for how we can reach gun owning families about future events around WA State?

5. Is this your first time at this store?
**Event Signage Examples:**

**Sponsor Recognition Signage (32” wide x 24” tall)**

![Sponsor Recognition Signage](image1.png)

**Event Station Signs (24” wide x 32” tall)**
Each station/area should be marked with signage for wayfinding and sharing key messages

**Check-in Here**

**Check-in aquí**

**Education & Demonstration**

**Educación y Demostración**

**Safe Firearm Storage: How to Keep Your Family Safe**

Safe firearm storage protects children, reduces the risk of firearm injury and saves lives.

- Use a gun safe, lock box, trigger lock or cable lock to store all of your firearms. We recommend using the TRIPLE SAFE storage method.
- Triple Safe is storing a firearm:
  1. Unloaded
  2. Locked up
  3. Ammunition locked up and stored in a separate location

- Ensure that children do not know lock combinations or where a key is hidden. When possible, avoid locking devices that only use keys because children and teens often know where keys are kept.

- Hidden is not safe. Kids are naturally curious about firearms and may be tempted to play with one if they find it. Locking up your firearms is the most effective way to keep them out of the hands of young people.

- Always lock firearms up, even if your child or teen has had safety training. Storing firearms in a lock box or safe can prevent theft, a common source of firearms used by criminals.

- If possible, temporarily removing firearms from your home if a family member is depressed, suicidal or is abusing drugs or alcohol may save their life.

- Ask family and friends to use safe storage steps if they own firearms.
Lock Box and Trigger Lock Tally Slips Example

Distributed at event check-in along with liability release form and pre-event survey.

Lock Box
Caja de Seguridad

Trigger Lock
Seguro de Gatillo
Appendix D: Examples of Event Set-up and Flow

(Above) Example of event set-up: The tables with orange tablecloths (left) are the Education/Demonstration/Practice stations where event attendees receive key messages about safe storage, are shown how to use the devices and given the opportunity to practice using the devices. The tables with the blue tablecloths (right) is the device distribution and donation stations where event attendees go after they receive the training. Here, they drop-off their lock box or trigger lock tally slip, liability release form and pre-event survey and pick-up the device they want. They are then directed to the, donation station and the “end of event greeters” with clipboards who ask 3-5 short questions on an exit survey about their experience at the event.

(Above) Event Check-In and Line: (Left) Check-in area near store entrance. Volunteers have event attendees fill out a liability release form, pre-event survey and give them a tally slip with the device they would like (lock box or trigger lock). Event attendees are then directed to the event line (middle) managed by the event line manager with their paperwork and tally slip to wait for an available education/demonstration/practice station (right) to open up to receive training on how to use the devices and information on why it’s important to practice safe firearm storage.
Note: The Kid’s Station should be set up somewhere within sight of the event so parents can keep an eye on their kids.