Safe Gun Storage Giveaway Events
Background: The Problem in WA

- In 2013, firearms were the 3rd leading cause of injury-related death in WA behind deaths from poisoning and falls.

- Motor vehicle traffic death is often thought of as the leading cause of injury death but since 2008 there have been more deaths from firearms than motor vehicle traffic. In 2013, there were 620 firearm deaths and 454 vehicle traffic deaths.

![Bar chart showing 2013 Deaths for Firearm and Motor Vehicle](chart.png)

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

- Between 2009 and 2013, about 200 Washington youth ages 19 and under died from firearms.
- Firearms are involved in 1 in 6 (18%) of all deaths among youth ages 15 to 24.
- 1,472 residents were hospitalized for nonfatal gun injuries, including 277 children ages 19 and younger.
- In WA State, a child or teen is killed by gunfire every 8 days.

Source: Children’s Defense Fund, Children in Washington Factsheet, March 2013

Source: WA State Department of Health, Nonfatal Injury Data Tables, 2009-2013, October 2015
Suicide by Firearm

• Firearms are the #1 method of suicide in WA
  Source: WA State Department of Health, Fatal Injury Data Tables, November 2014

• From 2009 to 2013, 139 youth (17 or younger) died by suicide in Washington; 49 (35%) died from firearms. During this same period, 37 youth died by suicide in King County; 9 youth (24%) used firearms.
  Source: WA State Department of Health, Fatal Injury Data Tables, October 2015

• A study of adolescent suicides found that over half were carried out with guns 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.
Firearm Suicide Risk Among Children

At least 9X greater in households with unsafely stored firearms.

Source: CDR and BRFSS PHSKC, 2015
In 2013, among WA adults 18 yrs. and older an estimated 36% (or 1,889,000 adults) have a gun in or around their home; of those reporting the presence of a firearm, more than half (51%) or about 971,000 report having an unlocked firearm. Source: WA State Behavioral Risk Factor Surveillance, System, 2013

49% of households with adolescents (13-17 years) only stored a firearm unlocked versus 29% of those who also had younger children (0-12 years). Source: Arch Pediatric Adolescent Med. 2006
# Effect of Safe Gun Storage on Deaths of Children & Adolescents

<table>
<thead>
<tr>
<th>Effect of safe storage</th>
<th>Reduction in firearm suicide</th>
<th>78%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in accidental shootings</td>
<td>85%</td>
<td></td>
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<tr>
<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

2016 Harborview Injury Prevention Research Center Study - *Effectiveness of Interventions to Promote Safe Gun Storage:*

- Review of randomized controlled studies of safe firearm storage interventions (7 clinic- and community- based studies using counseling with or without safety device distribution)
  - 3 studies that provided a device significantly improved firearm storage practices
  - 3 of 4 studies that provided no safety device failed to show an effect.

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

- Ali Rowhani-Rahbar, MD

What we’re doing to protect kids and to help prevent firearms tragedies…

• Distributing safe gun storage devices and educating families and individuals about the importance of safe gun storage at Lock Box and Trigger Lock Giveaway events in Washington.
Seattle Children’s Safe Gun Storage Objectives

• Increase access to gun lock boxes and trigger locks among families who have a child or teen living at home or spending time at the home.

• Increase awareness of the importance of keeping guns locked up and unloaded.

• Increase skill to correctly use a gun lock box and a trigger lock by demonstrating and practicing correct use.
Social Marketing Approach

Strategies include:

• Understand the perspectives of gun owning parents and caregivers
• Assess the acceptability of messaging and receptivity to approach
• Use narrow messaging to minimize concerns or defensiveness
• Identify best place to hold events and ways to promote it
• Evaluate impact of using a giveaway event to increase use of safe gun storage devices
Our Message

Safe firearm storage protects children, reduces the risk of injury and saves lives.
Other Key Messages:

• Use a gun safe, lock box or trigger lock to store firearms. It is easy to quickly open safe storage devices when needed.

• Store firearms unloaded and locked and ammunition in a separate place. This is called Triple Safe.

• Ensure that children do not know lock combinations or lock box key hiding places. If possible, avoid locking devices that only use keys because children and teens often know where keys are kept.

• Always lock guns 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 guns used by criminals.

• Temporarily removing firearms from your home if a family member is depressed, suicidal or is abusing drugs or alcohol may save his/her life.

• Ask family and friends to use safe storage steps if they own firearms.
Safe Gun Storage Event Snapshot

FREE Devices Distributed: *350 Lock Boxes / 50 Trigger Locks per event
*Items purchased through Farwest Sports – Outdoor Emporium/Sportco)

Location: Retailer / Sporting Good Store

Time: 10 a.m. to 1 p.m.

Partnership Model: Public Health District, Safe Kids, Hospital/Healthcare System, LOK-It-Up, Harborview Injury Prevention Research Center, Community Safety Organizations, Sporting Goods Retailer, etc.

Volunteers Required: 30+ volunteers

Event Flow / Stations:

Step 1. Line-Up & 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/Intercept Survey & Opportunity to Donate to the Gun Safety Fund
Target Audience: Parents, grandparents or other caregivers with children and teens under 18 years old in the home or spend time in the home.

Reach:
• 28 out of 39 counties

Cost/Funding:
• Approx. $20,000/event
• Funding comes from grants, event partner contributions, individual donations through fundraising

Event Locations: Seattle, Fife, Marysville, Tri-Cities: Monroe, Tacoma, Kirkland, Toppenish, Tulalip/Marysville

Event Partners Continued

Outdoor Emporium
Seattle, WA (206) 624-6550

SPORTECO
Warehouse Sporting Goods

IDEAL LUMBER & HARDWARE SUPPLY, INC.

Bass Pro Shops

Cabela's

Fred Meyer

SPORTSMAN'S WAREHOUSE
AMERICA'S PREMIER OUTFITTER™

BIG 5 SPORTING GOODS

Ranch & Home
PASCO • KENNEWICK
MILTON-FREewater

Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION
Past Events: Summary

8 EVENTS

2,300 LOCK BOXES

229 TRIGGER LOCKS

*Events occurring from December 2014 to July 2016 (Does not include events held after July 2016)
Event Evaluations

- **Pre-Event Survey:**
  - Anonymous
  - Questions on demographics, current storage practice, how participants heard about the event and reason for attending
  - Helps inform intervention effectiveness and improve events

- **Post-Event Survey:**
  - Anonymous
  - Event attendees received call 4-8 weeks post-event
  - Assesses the impact of the events related to knowledge, attitudes and reported behaviors in using safe gun storage devices
Event Partner Opportunity

Interested in collaborating with Seattle Children’s to bring an event to your community? As an event partner you’ll receive the following recognition:

• Company logo or name recognition in promotional and event materials including but not limited to:
  o Event flyers and signage
  o Press release/media advisory
  o Event webpage
  o Print and/or online advertising
  o Social media promotion

• Opportunity to include an insert in educational goody bag distributed at the event

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

• Opportunity to provide a spokesperson for pre, during and post-event promotion and coverage
Event Sponsorship Opportunity

Estimated Cost Per Event: Approximately $20,000

- 350 Lock Boxes, 50 Trigger Locks, Tax, Freight/Shipping: $8,000-$10,000
- Advertising & Promotion – Print/Online: $1,500 - $5,000
- Volunteer Expenses (t-shirts, snacks, water, misc.): $300
- Travel: $300-$2,500 (depends on distance from Seattle)
- Event Materials: $500-$1,000
- Evaluation: $400-$600

Funding for staff time to coordinate each event (150-200 hours) is provided by Seattle Children’s Hospital.

Funding dependent, Seattle Children’s is will provide funding for half of the event (up to $10,000). If your community or organization are interested in hosting an event, please contact: Chelsie.gallagher@seattlechildrens.org.
Event Promotion

Advertising:
• ¼ page ad placed in local publications (*ad sample to right*)
• Press release and media advisory
• Local event calendar listings

Social Media (refer to samples on following slides):
• Seattle Children’s - Targeted Facebook and Twitter for people who live in the area
• All partners encouraged to promote the event on Social Media Channels

Websites (refer to samples on following slides):
• Seattle Children’s Website
• All partners encouraged to promote the event on this site

Flyer Distribution:
• Distributed to all partners, sent electronically to partners to spread the word
• Flyers distributed at event location/stores for promotion in advance of the events

Event Materials (refer to samples on following slides):
• Signage
• Opportunity to include insert in education good bag distributed to each person who receives a device

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

Where:
Kennewick Ranch & Home
845 N. Columbia Center Blvd.
Kennewick, WA 99336

When:
Saturday, April 4, 2015
10 a.m. to 1 p.m.

Supplies are limited. First come, first served. Must be 18 or older and present to receive.

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.

To learn more about safe gun storage, visit seattlechildrens.org or lokitup.org.

Sponsored by:
Social Media

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

Facebook Comments & Tweets

“Thank you Seattle Children’s and Outdoor Emporium. This was just what my family needed.”

“Don’t have a gun but thank you! Seattle Children’s will inevitably save yet another life by doing this! You guys are some of the few that try to create "less" business for yourselves!”

“Thank you Seattle Children's! I was able to get a box Saturday! So amazed at the events you continue to do throughout the community!”

@seattlechildren very well organized event! Your volunteers did an amazing job.

Not that I needed another reason to love @seattlechildren but thanks for the free gun safe! Thanks for keeping my family safe!
Event Promotion - Websites

**Image 1**: A screenshot of a website page titled "Seattle Children's - Event Promotion - Websites". The page displays an advertisement for a gun safety event at Sportco Warehouse Sporting Goods, 4602 20th Street East, Fife, WA 98424. The event is on January 31, 2015, from 11 am to 2 pm. Attendees are encouraged to learn about safe gun storage and get a free gun lock box or trigger lock.

**Image 2**: Another screenshot showing a safety campaign by King County, promoting the safe storage of firearms. The campaign is called "LOK-IT UP: Promoting the Safe Storage of Firearms". It encourages people to learn about safe gun storage and get a free lock box or trigger lock on Saturday, January 31, 2015. The campaign aims to prevent accidental deaths and injuries.

**Image 3**: A flyer from Harborview Injury Prevention & Research Center. The flyer is about a gun lock safety event in Fife, WA. It mentions that the event is on January 31, 2015, from 11 am to 2 pm at Sportco Warehouse Sporting Goods, 4602 20th Street East, Fife, WA 98424. Attendees are reminded to wear a mask and bring their own mask if possible. The flyer emphasizes the importance of gun safety and the event's role in educating attendees about safe gun storage.

**Image 4**: An advertisement for Safe Gun Storage at Sportco Warehouse Sporting Goods, Fife, WA. The event is on January 31, 2015, from 11 am to 2 pm. Attendees can learn about safe gun storage and get a free lock box or trigger lock.
Hello Safe Kids coalition members,

I'm happy to announce that Safe Kids Pierce County is partnering with Children's Hospital and other agencies for a free gun lock box or trigger lock event this month. Sportco in Fife will be hosting the event from 11am-2pm on Saturday, January 31st and educating attendees about safe gun storage.

If you're interested in attending, please do, and spread the word. Gun safety is a large concern for our kids and we want to make sure that parents are educated about proper storage and safety.

Where: Sportco Warehouse Sporting Goods
4602 20th Street East
Fife, WA 98424

Where: Saturday, January 31, 2015
11 am - 2 pm

Supplies are limited. Please click here for a printable version of this flyer. Please feel free to distribute to those who may benefit from this event.

Thank you,

Jenny Weakes, Coordinator
Safe Kids Pierce County
Event Promotion - Flyers

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

**Where:** Ideal Lumber & Hardware Supply, Inc.
827 West 1st Avenue
Toppenish, WA 98948

**When:** Saturday, June 11, 2016
10 a.m. - 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 free item. 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

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:** Ideal Lumber & Hardware Supply, Inc.
827 West 1st Avenue
Toppenish, WA 98948

**Cuándo:** Sábado, 11 de junio 2016
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

Sponsored by:

- Seattle Children’s Hospital - Research - Foundation
- Yakima Valley Farm Workers Clinic
- LOK IT UP
- Safe Valley
- Yakima Valley - Answering America's Health Needs
- Toppenish Community Hospital
- Heritage University

Patrocinado por:

- Seattle Children’s Hospital - Research - Foundation
- Yakima Valley Farm Workers Clinic
- LOK IT UP
- Safe Valley
- Yakima Valley - Answering America's Health Needs
- Toppenish Community Hospital
- Heritage University
Materials prepared for events - Sample

Educational material packets from all partners:

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**Guns in the Home**

One out of every three homes with children in the U.S. has a gun. More of these guns are kept unlocked or loaded.

Guns are the single greatest risk of unintentional death, injury, and suicide from guns. Young children are never too young.

If you are thinking about preparing for events, here are some packet ideas:

**Should I talk to my child about guns?**

Talk with your child about the risk of gun injury to help you help your child.

Explain that real guns can kill or seriously injure people, while fake or gun-shaped toys can be dangerous and cause injuries.

Teach young children that if they find a gun, they should leave it alone, go to an adult, and tell them what to do. If this is a gun, it needs to be in the hands of someone who knows how to use it.

Tell your child to talk to an adult about why they see a gun in someone's backpack or school and that they have questions about whether they need to bring a gun to school.

**Teens, Depression and Guns**

How are teens, depression and guns connected?

The National Center for Alcohol and Other Drug Abuse has found asked whether teens will be more likely to get locked up or to shoot another.

**Why guns pose a risk**

- Guns are stored in homes:
  - Unsecured guns:
    - Unsecured guns:
      - In unlocked storage:
        - In locked storage:
          - In locked storage:

**What you can do**

- The easiest way to protect your family from gun violence is to remove guns from your home. You must keep your home safe.

Remember to:

- Ensure your teen is safe and secure:
  - Check the area:
    - Check the area:
      - Check the area:

- Check the teen:
  - Check the teen:
    - Check the teen:

**To protect your teen**

Always keep guns unlocked, unloaded, and locked in a safe or safe box. Only parents should know where the guns are or lock box is stored.

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**Safe Gun Storage**

A Message from Mary Bridge Center for Childhood Safety

If you have a gun in your home:

- Keep it unloaded, out of reach, and locked - using a gun safe, lock box, or trigger lock.
- Lock up ammunition in a separate location.
- Hide the keys to lock boxes:
- Teach children to stay away from guns:
- Do not rely on them to be careful or that:
- When a gun is unlocked, keep it in your sight at all times.

**Firearm Locking Devices**

For more information about locking devices and home safety, visit.

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**HARBORVIEW Injury Prevention & Research Center**

For more information about locking devices and home safety, visit.

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QUESTIONS?

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chelsie.gallagher@seattlechildrens.org

Elizabeth ‘Tizzy Bennett’ Bennett
elizabeth.bennett@seattlechildrens.org