

End Family Fire: Campaign Talking Points

Key Points

- “Family fire” is a new phrase that refers to unintentional shooting due to an unsecured gun in the home.
- Tragically, 8 kids are injured or killed each day by family fire.
- Many parents bring guns into their homes because they want to protect their families, but unsecured guns are dangerous. Storing guns safely is an act of love and protection for our families.
- Parents can protect their children from family fire by keeping guns unloaded, locked up, and stored separately from their ammunition.
- Visit EndFamilyFire.org for tips to make your home safer and store guns safely.

FAQs

What is family fire?

- The first step to solving a problem is giving it a name. “Family fire” is a new phrase that refers to an unintentional shooting due to an unsecured gun in the home.
- Tragically, 8 kids are shot each day due to family fire.
- The “End Family Fire” campaign aims to make “family fire” household language – like “designated driver” or “secondhand smoke” – to help change behavior and save lives.

Why did this campaign come to be?

- Tragically, 8 kids are injured each day by a gun left unlocked and loaded. The “End Family Fire” campaign encourages gun owners to make their homes safer by storing their guns.
- Many parents bring guns into their homes because they want to protect their families, but unsecured guns are dangerous. Storing guns safely is an act of love and protection for our families.

How common are “family fire” incidents?

- The facts are shocking. 8 kids are unintentionally injured or killed by family fire each day.
- When parents store their guns safely, we can end family fire and save nearly 3,000 children each year.

How did this campaign come to be?

- The Brady Center to Prevent Gun Violence partnered with the Ad Council and Droga5 to develop the “End Family Fire” campaign.
- The “End Family Fire” campaign is also supported by an extraordinary coalition including Veterans for Gun Reform, Doctors for America, the PTA, faith-based organizations, and many other military, medical and hunter groups.

Why is this campaign necessary? Do kids even know when and where guns are stored at home?

- 3 in 4 kids know where the guns in their homes are stored – and 1 in 5 of those kids have actually handled a gun when their parents weren’t around.
- Parents can protect their children from family fire by keeping guns unloaded, locked up, and stored separately from their ammunition.

What are some tips for making the house safer people can learn from the campaign?

- Parents can protect their children from family fire by keeping guns unloaded, locked up, and stored separately from their ammunition.
- Visit the campaign’s website, EndFamilyFire.org, for more tips to make your home safer and store guns safely.

Do most gun owners have gun locks? Are they expensive?

- Many lock options are available for under \$10 – and are often freely available from local police departments.
- Many gun owners lock up their guns, but that’s just one step of safe gun storage. Not only does the gun need to be locked up, it also needs to be stored unloaded and separately from its ammunition. Visit the campaign’s website at EndFamilyFire.org to learn more.

Does the campaign discourage people from owning guns?

- The “End Family Fire” campaign is focused on encouraging gun owners to make their homes safer for their families, not on gun ownership or gun rights.

- Gun owners can protect their children from family fire by keeping guns unloaded, locked up, and stored separately from their ammunition.

Does the campaign advocate for gun control?

- Everyone can agree on the importance of protecting children from harm.
- The “End Family Fire” campaign is focused on making homes safer for children by encouraging gun owners to safely store their guns.
- The campaign is also supported by an extraordinary coalition including Veterans for Gun Reform, Doctors for America, the PTA, faith-based organizations, and many other military, medical and hunter groups.

Why is the campaign only focused on “family fire”/unintentional shootings? Isn’t intentional gun violence (i.e. school shootings, suicide) also a huge problem?

- When firearms are appropriately stored and locked up, they are less readily available in *all* situations.
- By encouraging gun owners to store their guns safely, we can actually prevent and reduce many types of gun violence.
 - 75% of guns used in school shootings are taken from the home.
 - Fatal incidents of domestic violence and suicide are more likely when a firearm is present in the home.

Tell me about the new PSAs?

- The PSAs are very emotional and touching. They’re inspired by the fact that parents often bring guns into their homes because they love their families and want to protect them – but an unsecured gun is more likely to cause harm.
- The PSAs encourage parents to consider whether their child could easily access the gun in their home, and take steps to protect them.
- The PSAs directs viewers to a new website, EndFamilyFire.org, which has tips for gun owners to help keep their homes and families safe.
- The PSAs will run nationwide in donated media.