



# END FAMILY FIRE

Campaign Sponsor: Brady United



## **CAMPAIGN OVERVIEW:**

With more than 36,000 gun-related deaths annually in the United States – many of these preventable -- the End Family Fire campaign aims to highlight the importance of safe gun storage at home.

More than one-third of U.S. adults live in firearm-owning households, and nearly 4.6 million children live in homes with unlocked and loaded guns. Therefore, it’s not surprising that firearm-related injuries in or near the home, including unintentional injuries, homicides and suicides, are a leading cause of death—and the risk is markedly higher for gun-owning households than for non-gun-owning ones.

The campaign introduces the American public to the term “family fire,” which gives a name to a subset of gun violence and invites conversation about the risks that guns pose and offers ways to mitigate them.

## **PSA DESCRIPTION:**

The most recent (September 2020) iteration of the campaign addresses the connection between firearms and suicide, using behavior-changing fear and heart-wrenching empathy. The campaign underscores the stark reality that when someone attempts suicide with a gun, they rarely get a second chance to live a full life. But, by storing all guns in homes securely, gun owners can help ensure a temporary crisis doesn’t turn into a permanent tragedy.



## **TARGET AUDIENCE:**

Gun owners in the U.S. who keep at least 1 gun close at hand for protection.

## **CAMPAIGN OBJECTIVE:**

- Encourage gun owners to learn more about safe gun storage and educate them on steps they can take to make their families, homes and communities safer.
- Underscore the importance of the connection between guns and suicide; remind everyone that when we talk about suicide prevention, we must talk about access to firearms.

**CALL TO ACTION:** Store guns securely: locked, unloaded, and separately from ammo. Learn how to make your home safer at [EndFamilyFire.org](http://EndFamilyFire.org).

## **ISSUE FACTS**

### 63

people a day die by gun suicide -- more than are lost to firearm murders and unintentional shootings combined. ([Source](#))

### 90%

of suicide attempts with a gun are fatal, compared to only 4% of suicide attempts with other methods, on average. ([Source](#))

### 300%+

Access to a firearm in the household triples the risk of a suicide death. ([Source](#))

### 61%

of gun deaths in America (61%) are suicides. ([Source](#))