

GUN SAFETY: END FAMILY FIRE

Campaign Sponsor: The Brady Campaign and Center to Prevent Gun Violence



CAMPAIGN OVERVIEW:

With more than 33,000 deaths relating to guns annually in the United States, the End Family Fire national PSA 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 more than half of homes with children and firearms have one or more firearms in an unlocked place. 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 non-gun-owning ones. The new campaign will introduce the American public to the concept of “Family Fire,” which reframes what it means to have a gun in the home.



PSA DESCRIPTION:

Campaign assets were developed with the insight that providing for and protecting family members are a top priority for gun owners. Building on emotional storytelling and insights gleaned from research with gun owners, assets strike a balance between driving awareness of the dangers of guns in the homes and highlighting the importance of safe gun storage.

TARGET AUDIENCE:

Gun owners with children age 0-17 living in the home.

CAMPAIGN OBJECTIVE:

- Encourage gun-owning parents to learn more about safe gun storage and responsible ownership and educate them on steps they can take to make their family and home safer.
- Change perceptions that having a gun in the home automatically makes it safer.

CALL TO ACTION: Learn how you can make your home safer at EndFamilyFire.org

ISSUE FACTS

8

Children a day are unintentionally injured or killed by a gun

4,600,000

Children live in a home with an unlocked, loaded gun

75%

of children know where firearms are kept in their house

#2

Guns are the second leading cause of death among children