



**End Family Fire:
Gun Suicide Prevention
Influencer Toolkit
September 2020**

63 PEOPLE A DAY
DIE BY GUN SUICIDE.

EndFamilyFire.org

BRADY
UNITED AGAINST GUN VIOLENCE

ad
COUNCIL

Together, We Can End Family Fire

When someone attempts suicide with a gun, they rarely get a second chance to live a full life.

Guns are by far the deadliest method of suicide: 90% of suicide attempts with a gun are fatal, compared to only 4% (on average) with all other methods.

By **encouraging safe gun storage**, and storing any guns in our own homes securely, we can help ensure a temporary crisis doesn't turn into a permanent tragedy.

September is **National Suicide Prevention Month**. Beginning Wednesday, September 16, and throughout the month, you can help share our message promoting safe storage to save lives. This message is especially **critical right now**, when the past few months have seen a record-breaking surge in gun sales and an increase in mental health struggles amid the pandemic.

What is the End Family Fire campaign?

The [Ad Council](#) and [Brady](#) developed the End Family Fire campaign in 2018 to give a name to the gun violence that results from improperly stored or misused guns found in the home. Family fire includes unintentional shootings, suicides, and intentional shootings.

This effort is designed to provide gun owners a role in gun violence prevention. Regardless of whether an individual owns a gun, we all have a part to play in promoting safe gun storage, both in our own homes and in conversations with friends and family.

These tragedies of family fire are preventable. By encouraging all gun owners to store guns locked, unloaded, and separately from ammunition, we can prevent these avoidable tragedies.

Learn more at EndFamilyFire.org.

How You Can Help - Lend Your Reach

Help us save lives by sharing our new national PSA and our safe storage message on your social channels with the #EndFamilyFire hashtag.

Over the next few slides we've shared key messages/statistics and sample posts, but feel free to use the information to draft your own post that engages with your audience and captures why this issue is important to you.

If you are interested in creating custom video content in support of this message, please reach out to Margaret (mfiles@adcouncil.org), who can provide more specifics around messaging, guidelines, and options for furthering this message.

Links to Share

Share this video on your social channels with the #EndFamilyFire hashtag -- see next slide for suggested copy:

YouTube:

<https://youtu.be/FaX3GFSleEI>

Facebook:

<https://www.facebook.com/EndFamilyFire/posts/1440081676381291>

Twitter:

<https://twitter.com/EndFamilyFire/status/1306238915330805761>

Instagram:

https://www.instagram.com/p/CFM2khXgG_-/

**WITH GUNS AND SUICIDE,
THERE IS NO EXTRA LIFE.**

**STORE YOUR GUNS SAFELY:
LOCKED, UNLOADED, AND AWAY FROM AMMO.**



Key Messages and Statistics

Must-haves:

- Include hashtag: #EndFamilyFire
- Focus on promoting safe gun storage to prevent suicide (not on gun laws or whether people should own guns)

Key Messages:

- A temporary crisis shouldn't become a permanent tragedy.
- With gun suicide, there is no second chance.
- By storing any guns in our homes securely, we just might give our loved ones a second chance to live a full life.
- Protect your loved ones by storing guns securely: locked, unloaded, and separately from ammunition.
- Safe storage saves lives.
- Together, we can #EndFamilyFire.
- Learn more at EndFamilyFire.org.

Key Statistics:

- America's deadliest shootings are ones we don't talk about. In the United States, we lose 63 people a day to gun suicide. That's more than are lost to firearm murders and unintentional shootings put together.
- Over half of all gun deaths in America are suicides.
- Guns are the deadliest method of suicide. 90% of attempts with a gun are fatal, compared to (on average) only 4% of all attempts with other methods.
- Giving people a second chance matters. 70% of people who survive a suicide attempt never attempt suicide again.
- Each day, about 12 veterans die from gun suicide. Veterans make up less than 8% of the U.S. population, but account for 18% of gun suicides.
- Members of the LGBTQ community, particularly LGBTQ youth, are at an elevated risk of suicide.

Additional Messaging Guidelines

- Don't mention politics, political figures, or laws around gun ownership. Our goal is to encourage safe gun storage, not to advocate for policy changes or laws.
- Messaging should always be empathetic and respectful, and without judgment toward gun owners or guns. Many people who own guns do so out of a desire to protect their families—something we can all empathize with.
- If you have a personal connection to this issue (such as if you have lost a loved one to gun suicide) feel free to share.
- If you are a gun owner yourself, feel free to reference that and your own safe storage practices.
- Safe gun storage means locked, unloaded, and separately from ammunition.
- If you post your own image or video, do not depict any logos/brands; don't show any firearms.
- How to talk about mental health and suicide:
 - Don't say "committed suicide," instead say "died by suicide"
 - Don't say "successful" suicide attempt, instead say "fatal" attempt or "suicide death"
 - Don't say "mentally ill people," say "people living with mental illness" or "people in crisis"
 - Anyone in crisis should call the National Suicide Prevention Lifeline at 1-800-273-8255 or text HOME to 741741

Appendix

Why Now?

Right now, as the coronavirus pandemic raises serious concerns regarding mental health and suicide, we must be especially aware of the connection between firearms and suicide.

[Data from the CDC shows](#) that roughly 11 percent of Americans have seriously considered suicide amid the pandemic. Access to a firearm can turn those moments of crisis into a permanent tragedy.

There has also been an [unprecedented flow of guns](#) into our communities, increasing that risk, since the onset of the coronavirus pandemic. Since March, roughly 11.2 million guns have been sold nationwide. Each month during this pandemic, gun sales have exceeded sales at the same period last year.

That means millions of new firearms are in homes across the country. At this time of increased stress, that constitutes a real risk.

Now is the time to talk about the risk of gun suicide and the role safe storage can play in preventing it. For the millions of Americans living in households with firearms, this message can be life-saving.

More Resources & Partners

The *End Family Fire* campaign was developed by the Ad Council and Brady in 2018 to give a name to the gun violence that results from improperly stored or misused guns found in the home.

For more information:

- EndFamilyFire.org / FB: [@EndFamilyFire](https://www.facebook.com/EndFamilyFire), Twitter: [@EndFamilyFire](https://twitter.com/EndFamilyFire), IG: [@EndFamilyFire](https://www.instagram.com/EndFamilyFire)
- BradyUnited.org / FB: [@BradyCampaign](https://www.facebook.com/BradyCampaign), Twitter: [@BradyBuzz](https://twitter.com/BradyBuzz), IG: [@BradyBuzz](https://www.instagram.com/BradyBuzz)
- AdCouncil.org / FB: [@AdCouncil](https://www.facebook.com/AdCouncil), Twitter: [@AdCouncil](https://twitter.com/AdCouncil), IG: [@AdCouncil](https://www.instagram.com/AdCouncil)

The effort was developed with input from leading suicide prevention, mental health, public health, and veterans groups, including:

- the [American Association of Suicidology \(AAS\)](https://www.aas-suicide.org/)
- the [American Psychological Association \(APA\)](https://www.apa.org/)
- the [Trevor Project](https://www.trevorproject.org/)
- the [National Network of Public Health Institutes \(NNPHI\)](https://www.nnpfi.org/)

**STORE GUNS SAFELY.
SAVE LIVES.**

EndFamilyFire.org

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