



## End Family Fire Campaign: Service Never Stops

October 2021

### PSA Links to Share:

- YouTube:
  - Anthem: <https://youtu.be/TtNaeEJd6rE>
  - Charles: <https://youtu.be/i-Pd3UMH5N4>
  - Shay: <https://youtu.be/GqPQR598Mt8>
  - Tommy: <https://youtu.be/FD31Awd0b6k>
  - Chris: [https://www.youtube.com/watch?v=km\\_EUF24WQw](https://www.youtube.com/watch?v=km_EUF24WQw)
- Facebook: <https://www.facebook.com/EndFamilyFire/videos/862921051027979>
- Twitter:
  - Anthem: <https://twitter.com/EndFamilyFire/status/1443214614322466818>
  - Shay: <https://twitter.com/EndFamilyFire/status/1442128322855591938>
  - Charles: <https://twitter.com/EndFamilyFire/status/1443214614322466818>
  - Tommy: <https://twitter.com/EndFamilyFire/status/1443941520667656195>
- Instagram: <https://www.instagram.com/p/CUNPxi4gnOv/>

### Hashtag to Use:

- Always use: #EndFamilyFire
- Consider also: #SuicidePrevention, #SuicideAwareness, #GunSuicide, #VeteranSuicide, #SafeStorage and #SafeStorageSavesLives

### Suggested Social Copy:

- Nearly half of all Veterans own at least one firearm – and guns are the deadliest method of suicide. Safe gun storage can help Veterans protect themselves and their loved ones.  
#EndFamilyFire
- If we want to prevent Veteran suicide, we need to talk about the role of guns: 17 Veterans a day die by suicide, and 12 of these tragedies involve a firearm. Safe storage can save a life.  
#EndFamilyFire
- 7 in 10 Veteran suicides involve a gun, compared to about half of suicides among the rest of the US population. If we want to prevent Veteran suicide, we need to talk about safe storage.  
#EndFamilyFire
- Did you know that the majority of Veteran suicides involve a gun? Storing firearms securely—locked, unloaded, and away from ammo—can save a life. #EndFamilyFire
- Safe gun storage saves lives: store guns locked, unloaded, and separately from ammunition. Together, we can #EndFamilyFire



**Or, create your own post from these key messages:**

- If we want to prevent Veteran suicide, we need to talk about the roles of guns.
- Safe storage saves lives. We can put time and distance between someone in crisis and a deadly weapon.
- Family fire is a preventable tragedy – and that includes suicide.
- Veterans can protect themselves and their loved ones by storing guns securely.
- Protect your loved ones by storing guns securely: locked, unloaded, and away from ammunition.
- Roughly 7 in 10 Veteran suicides (69%) involve a gun, compared to 48% among the rest of the U.S. population.
- Nearly half of all Veterans own at least one firearm, compared to about 1/3 of U.S. adults overall.
- Together, we can #EndFamilyFire.
- Learn more at [EndFamilyFire.org](https://EndFamilyFire.org).