

BE SMART

Be SMART is a program developed by
Moms Demand Action for Gun Sense in America
to bring together parents and all adults concerned
about kids, guns and safety.

BeSMARTforKids.org

MOMS 
DEMAND
ACTION
FOR GUN SENSE IN AMERICA


EVERYTOWN
FOR GUN SAFETY | SUPPORT FUND

Nearly

1,500

**American children,
ages 0 to 17, are killed
with guns every year —
an average of 4 every day.¹**

**In incidents of gunfire
on school grounds,**

78%

**of shooters under the age of 18
obtained the gun(s) from their
home or the homes
of relatives or friends.¹**

COMMON GROUND



- We all want kids to grow up happy and healthy.
- We each have the right to make responsible decisions about how to protect our homes, families and communities—including whether or not to have a gun in our home.
- If we can prevent even one child gun death, or injury, it's our responsibility to do so.

AN AMERICAN PROBLEM

NBC

*Shooting At
Kentucky High School
Leaves 2 Dead,
At Least 17 Injured¹*

MIAMI HERALD

*Louisa toddler
dead after 4-year-old brother
thought gun was a toy²*

JACKSON FREE PRESS

*A Hunger to Live:
The Struggle to
Interrupt the Cycle
of Violence³*

USA TODAY

*Guns + impulsive
teenagers = tragedy⁴*

1. NBC. Kentucky High School Shooting: Two dead after attack at Marshall County High School, 2018.

2. Miami Herald. 4-year-old thought gun was a toy. Now his little brother is dead, Virginia cops say, 2018.

3. Jackson Free Press. A hunger to live: The struggle to interrupt the cycle of violence, 2016.

4. USA Today. Dad gets 5 years probation for gun son used in suicide, 2014.

BE SMART



SMART

SECURE

**all guns in
your homes
and vehicles**

MODEL

**responsible
behavior**

ASK

**about
unsecured
guns in
other homes**

RECOGNIZE

**the role
of guns
in suicide**

TELL

**your peers
to Be SMART**



S

**Secure all guns in your
homes and vehicles**

- 13 million households with children contain at least one gun.¹
- One study found that the majority of children in gun-owning households knew where the gun was stored.²
- Store guns locked and unloaded, store ammunition separately.
- Hiding a gun is not “securing” a gun.

1. Azrael D, et al. Firearm storage in gun-owning households with children: Results of a 2015 national survey. *Journal of Urban Health*. 2018.

2. Baxley F, et al. Parental misperceptions about children and firearms. *Archives of Pediatrics & Adolescent Medicine*. 2006.



M

Model responsible behavior

- It is always an adult's responsibility to prevent unauthorized access to guns, not a curious child's responsibility to avoid guns.
- Make it part of the normal safety conversation you have with your children.
- Keep the language simple; for example: "If you see a gun, don't touch it. Tell an adult right away."

A woman with dark hair, wearing a white button-down shirt and blue jeans, is talking on a black smartphone. She is smiling and looking down at a young boy with dark hair, wearing a white t-shirt. The boy is looking up at her. They are in a room with a white chair and a blue cabinet in the background.

A

**Ask about unsecured
guns in other homes**

- Make it part of your general safety conversation you have when sending your child to a new home.
- Try email or text.
- 4.6 million U.S. children live in a household with at least one loaded, unlocked gun.¹

1. Azrael D, et al. Firearm storage in gun-owning households with children: Results of a 2015 national survey. *Journal of Urban Health*. 2018.

EXAMPLE

He isn't allergic to anything.

One other safety question.
Do you guys have guns in
the home? I know kids are
curious & just want to make
sure if you do have any that
they are securely stored.

Screen time is ok? Just in case
they want to play and we have
time. If not then that's ok too.
No guns.

Great! Yes. Video games are ok.



R

Recognize the role of guns in suicide

- Most people who attempt suicide do not die — unless they use a gun.¹
- 85% of suicide attempts with a gun result in death—a much higher fatality rate than any other means of self-harm.¹
- This contributes to the fact that 40% of child suicides involve a gun.²
- Nearly half of those who survive a suicide attempt report spending 10 minutes or less deliberating before the actual attempt.¹

1. Everytown for Gun Safety, *Disrupting Access: Addressing Firearm Suicide in the U.S.* 2018.

2. CDC, *Fatal Injury Reports, 2013-2017.*

THE NUMBERS

A survey of high school students found that

17%

had seriously considered attempting suicide within the last year.¹

And one study showed that

41%

of adolescents in gun-owning households report having “easy access” to the guns in their home.²

1. Kann L, et al. Youth Risk Behavior Surveillance — United States, 2017.

2. Simonetti JA, et al. Psychiatric comorbidity, suicidality, and in-home firearm access among a nationally representative sample of adolescents. *JAMA Psychiatry*. 2015.

**NATIONAL SUICIDE
PREVENTION LIFELINE**

**call 1-800-273-8255
available 24
hours everyday.**

**TREVOR
PROJECT**

**the LGBTQ youth
suicide prevention line.
Call TrevorLifeline
at 1-866-488-7386.**

**TEXT HOME
TO 741-741**

**from anywhere in the
United States, anytime,
about any type of crisis.**

BE SMART

T

**Tell your peers
to Be SMART**

- Your voice and all voices are critical.
- Research shows that law enforcement, the military, and hunting or outdoor groups are particularly effective at communicating safe storage practices.¹
- Someone hears the Be SMART message every 21 minutes.

1. Crifasi CK, et al. Storage practices of US gun owners in 2016. *American Journal of Public Health*. 2018.

BE SMART



SMART

SECURE

**all guns in
your homes
and vehicles**

MODEL

**responsible
behavior**

ASK

**about
unsecured
guns in
other homes**

RECOGNIZE

**the role
of guns
in suicide**

TELL

**your peers
to Be SMART**

SPEAKER'S ENDNOTES

1. Centers for Disease Control and Prevention. National Centers for Injury Prevention and Control, Web-based Injury Statistics Query and Reporting System (WISQARS) Fatal Injury Reports. Data from 2017. Children and teenagers aged 1 to 17, Black defined as non-Hispanic, number of deaths by known intent (homicide, suicide, unintentional deaths). Age 0 to 1 calculated separately by the CDC because leading causes of death for newborns and infants are specific to the age group.
2. Centers for Disease Control and Prevention. National Centers for Injury Prevention and Control, Web-based Injury Statistics Query and Reporting System (WISQARS) Fatal Injury Reports. A yearly average was developed using five years of most recent available data: 2013 to 2017. Analysis includes children aged 0 to 17, homicide includes legal intervention.
3. Centers for Disease Control and Prevention. National Centers for Injury Prevention and Control, Web-based Injury Statistics Query and Reporting System (WISQARS) Fatal Injury Reports. A yearly average was developed using five years of most recent available data: 2013 to 2017. Analysis includes children aged 0 to 17.
4. Azrael D, Cohen J, Salhi C, Miller M. Firearm storage in gun-owning households with children: Results of a 2015 national survey. *Journal of Urban Health*. 2018; 95(3): 295-304. Study defined children as under the age of 18.
5. Fowler KA, Dahlberg LL, Haileyesus T, Gutierrez C, Bacon S. Childhood Firearm Injuries in the United States. *Pediatrics*. 2017; 140(1).
6. Guohua L, et al. Factors Associated with the Intent of Firearm-Related Injuries in Pediatric Trauma Patients. *Archives of Pediatric & Adolescent Med*. 1996; 1160, 1162.
7. Grossman DC, Mueller BA, Riedy C, et al. Gun storage practices and risk of youth suicide and unintentional injuries. *JAMA: The Journal of the American Medical Association*. 2005; 293(6): 707-714.
8. Hemenway D, Azrael D, Miller M. Whose guns are stolen? The epidemiology of gun theft victims. *Journal of Injury Epidemiology*. 2017; 4(1): 11.
9. Stolzenberg L, D'Alessia SJ. Gun availability and violent crime: New evidence from National Incident-Based Reporting System. *Social Forces*. 2000; 78(4): 1461-1482.
10. Everytown analyzed data obtained by *The Trace* from 1,054 law enforcement agencies in 36 states and Washington, DC. For the yearly comparison, Everytown narrowed the analysis of local data obtained by *The Trace* to 39 cities in 16 states based on the availability of data for all years between 2006 and 2015. Available at: <https://bit.ly/2UmQhUX>.
11. Baxley F, Miller M. Parental misperceptions about children and firearms. *Archives of Pediatrics & Adolescent Medicine*. 2006; 160(5): 542-547.
12. Hardy, MS. Teaching firearm safety to children: Failure of a program. *Journal of Developmental & Behavioral Pediatrics*. 2002; 23, 71-76.
13. Grossman DC, Mueller BA, Riedy C, et al. Gun storage practices and risk of youth suicide and unintentional injuries. *JAMA: The Journal of the American Medical Association*. 2005; 293(6): 707-714.