

GEORGIA STAY



SAFE



PREVENTING FIREARM INJURIES IN CHILDREN

WWW.GEORGIASTAYS SAFE.ORG

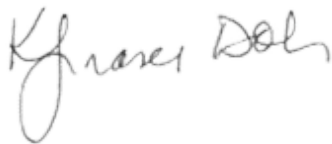
STAY **SAFE** INTRODUCTION

Over the last five years, a group of health care providers and public health advocates in Georgia has worked diligently to combat this rise in death in children and teens. Initially, our organization modeled our campaign after Asking Saves Kids or ASK Day. The National ASK Day campaign encouraged families to ask about the presence of unlocked firearms in the homes their children visited in correlation with the first day of summer. Evidence has shown that storing guns safely in the home reduces the risk of firearm injury and death. About 4.6 million children in the US live in homes where guns are not stored securely. Almost 50% of Georgians have guns in their homes, and many of these guns are not stored locked, unloaded, and separate from ammunition.

In 2021 we launched the Georgia Stay SAFE Campaign to be laser-focused on our state's specific demographics and cultural framework. Our efforts are non-partisan and represent the collective work of a growing coalition with the sole aim of preventing firearm injury and death in children. SAFE stands for S-Store Firearms Securely, A-Ask Before Play, F-Focus on Safety, E-End Firearm Injury. Last year with the help of the Georgia Chapter of the American Academy of Pediatrics and our Georgia Trauma System partners, the Georgia Stay SAFE Coalition grew to include many new institutions and partners from throughout the state.

Too many children have lost their lives to firearm injuries. No single organization can tackle this issue alone. We would be honored if your organization would consider joining the Georgia Stay SAFE Campaign. This year our campaign dates are June 19th-June 25th; we hope these resources will assist you as you work with your local partners to combat firearm injury. Thank you for your work to keep kids SAFE in Georgia!

Kiesha Fraser Doh, MD
Chair, Georgia Stay SAFE Coalition



GETTING STARTED

Are you ready to work to save children's lives and combat firearm injuries in Georgia?

Each year, beginning the first week of summer, we work with our partners around the state to reduce firearm injuries in the pediatric population and beyond by promoting firearm storage and safety through community outreach and professional education.

Join the Georgia Stay SAFE Campaign! Promote firearm safety in your community by:

- Sharing Georgia Stay SAFE prevention messages on Facebook, Instagram, and Twitter.
- Working with your local partners to distribute gun safety devices such as firearm lock boxes, trigger locks, or cable locks
- Distributing Georgia Stay SAFE handouts within your community.
- Providing Georgia Stay SAFE materials to pediatricians' offices, family medicine clinics, and other healthcare partners.
- Partnering with firearm retailers and pawn shops to promote safe storage and education.
- Amplifying Georgia Stay SAFE messaging by engaging print and television media.



CHILDREN'S HEALTHCARE OF ATLANTA AND BSMART DISTRIBUTED FIREARM LOCK BOXES AND PROVIDED EDUCATION ON GUN SAFETY AND PROPER FIREARM STORAGE IN ATLANTA.



NORTHEAST GEORGIA MEDICAL CENTER DISTRIBUTED FREE FIREARM CABLE LOCKS AND PROVIDED STOP THE BLEED TRAINING AT THE OUTDOOR DEPOT IN GAINESVILLE.



ATRIUM HEALTH NAVICENT MEDICAL CENTER AND FAIRVIEW PARK HOSPITAL PROVIDED CABLE LOCKS AND STAY SAFE EDUCATION ON BEHALF OF THE REGION 5 RTAC MCRAE.



MEMORIAL HEALTH UNIVERSITY MEDICAL CENTER PROMOTED GUN SAFETY AND SAFE FIREARM STORAGE WITH WTQC 11 IN SAVANNAH.

THE STAY **SAFE** MESSAGE

Store Firearms Securely – An estimated 4.6 million children live in homes with unlocked, loaded guns. Safe storage consists of keeping firearms locked, unloaded, and separated from ammunition when not in use.

- Firearms should always be stored where they are inaccessible to children.
- Unloaded firearms should be stored in a locked cabinet, safe, gun vault, or storage case.
- Gun locking devices can be used in addition to locked storage.
- Ammunition should be stored in a locked location separate from firearms.

Hiding a firearm in a drawer, closet, or similar location is NOT enough to safely secure your firearm. Sadly in Georgia, small toddlers, as young as two, have proven themselves capable of finding unlocked guns and strong enough to pull the trigger. Families should assume that children and teens can find unsecured guns.

Ask Before Play – More than a third of all unintentional shootings of children occur in the homes of their friends, neighbors, or relatives. A gun found by a child can change lives forever in just a few moments. That's why the American Academy of Pediatrics (AAP) states that it is vital for families to ask other parents if there is an unlocked gun before sending their children to someone else's home.

- The best way to talk about guns is to do so in the context of other safety-related topics, such as booster seats, bike riding, pools, allergies, and internet safety. ASK: "Is there an unlocked gun where my child plays?"
- Communication should be clear and direct. Ideally, safety-related discussions should be conducted in person or on the phone, as email and text messages can be misinterpreted.
- It is important to ask before making plans. This way, families are able to make informed decisions about where children spend their time. If there is an unlocked gun in a home a child will be visiting, families can schedule playdates at the park or another fun location.

Children tend to explore... make sure your firearms are securely stored





Focus on Safety – Everyone should know gun safety rules. Ultimately, adults are responsible for ensuring that firearms are securely stored where they are inaccessible to children or other unauthorized persons. Nonetheless, no child is immune from the risk of firearm injury, and there are circumstances in which children may encounter guns when adults are not present.

Parents should talk to children and teens about gun safety and what to do if they find a gun.

- Stop – This first step gives children time to think and remember what to do next.
- Don't Touch – The second step keeps the firearm from injuring a child or someone else.
- Leave the Area – This step removes the temptation to touch the firearm. Plus, it removes children from danger if another person causes it to fire.
- Tell an Adult – For the last step, children should find and tell a trusted adult.

End Firearm Injury – Firearm injuries can be prevented. Firearm injury is the leading cause of death in the United States for children and young adults. The risk of unintentional and self-inflicted firearm injury is lower when all household firearms are stored locked. Up to 32% of firearm deaths in children could be prevented by increasing safe and proper storage.

Coalition members and partners worked to end firearm injury by:

- Raising awareness of firearms injuries as a leading cause of death in children.
- Affirming that all firearm injuries and deaths are preventable.
- Recognizing the importance of the community and families in prevention efforts.
- Endorsing the role of safe storage and education in reducing firearm injury.
- Providing resources and support to engage in safe firearm storage practices and gun safety education.
- Working with local partners to end firearm injuries in your community.

Medical organizations, public health agencies, gun owners' associations, and public safety personnel all support safe firearm storage practices in homes with children and youth. Together we can work to help Georgia stay SAFE!

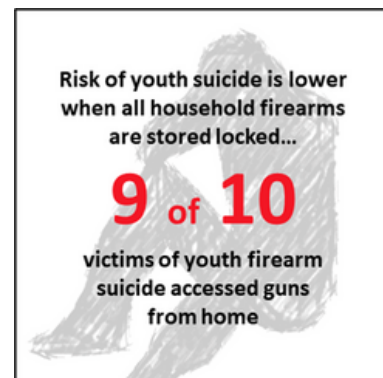
STAY SAFE RESOURCES

This guide includes sample posts, graphics, and resources for your use. Stay SAFE partners are welcome to come up with their own messages and resources tailored to the needs of their local community and organization. Be sure to use **#GeorgiaStaySAFE** and **#PreventTrauma** in all postings to make our collective voices stronger and raise awareness. Additional resources are available at www.GeorgiaStaySAFE.org.

Sample Social Media Posts:

- Firearm injury is the leading cause of death in the United States for children and young adults. The risk of unintentional and self-inflicted firearm injury is lower when all household firearms are stored locked. #PreventTrauma #GeorgiaStaySafe
- Secure Firearm Storage: Safe and proper storage is the #1 way to prevent unintentional firearm injuries to children. Learn how you can safely store your firearms at: www.projectchildsafe.org. #PreventTrauma #GeorgiaStaySafe
- Did you know? Up to 32% of firearm deaths in children could be prevented by increasing safe and proper storage. Help save lives – make sure all guns are stored unloaded, and locked with the ammunition locked separately. #PreventTrauma #GeorgiaStaySafe
- Ask Before Play: 8 out of 10 unintentional firearm deaths of children occur in a home. Ask about all safety concerns before your child visits with family and friends. #PreventTrauma #GeorgiaStaySafe
- 1 in 3 homes with children have guns. Before sending your child to someone else's home, ask if all guns in the home are stored unloaded and locked. Learn more about talking to family and friends about guns at www.georgiastaysafe.org. #PreventTrauma #GeorgiaStaySafe
- Focus on Safety: Talk to children and teens about gun safety and what to do if they find a gun: "STOP! Don't touch. Leave the area. Tell an Adult." #PreventTrauma #GeorgiaStaySafe
- End Firearm Injury: No child is too young or old to be injured by a gun. Make sure guns are stored safely, locked, and unloaded, with the ammunition stored separately. #PreventTrauma #GeorgiaStaySafe
- Suicide is tragic, but also preventable—and secure firearm storage is an important part of suicide prevention. Visit projectchildsafe.org/parents-resources/ to learn more about safe firearm storage and youth mental health. #PreventTrauma #GeorgiaStaySafe

Sample Social Media Graphics:



Make sure all guns are securely stored unloaded and locked



Additional Resources:

Georgia Stay SAFE is a state-wide awareness campaign and a call to action intended to encourage communities and families to engage in firearm injury prevention. The Georgia Stay SAFE Coalition has worked to develop tools and resources designed to support low-cost, grassroots prevention efforts. More resources such as handouts, posters, and activity books can be found at www.georgiastaysafe.org.



Safe and proper storage could help prevent up to 32% of firearm deaths in children.

Did You Know?

8 out of 10 unintentional firearm deaths of children occur in a home

2nd Firearm injuries are the second leading cause of death in children treated by trauma centers

Prevent Firearm Injuries: Stay SAFE

S Store Firearms Securely – make sure all guns are stored unloaded and locked. It is best to store guns in a safe with ammunition locked separately.

A Ask Before Play – before sending your child to someone else's home, ask if all guns in the home are stored unloaded and locked.

F Focus on Safety – talk to children and teens about gun safety and what to do if they find a gun: "STOP! Don't touch. Leave the area. Tell an Adult."

E End Firearm Injury – Firearm injuries can be prevented. Let's work together to stay SAFE!

Georgia Stay SAFE is a coalition of healthcare workers involved in injury prevention who came together to form a partnership based on our shared interest in promoting the prevention of firearm injuries in children.

GEORGIA STAY SAFE

Georgia Stay SAFE

GUN SAFETY

Parents: Talk to children about gun safety and what to do if they find a gun.

- Stop** – This first step gives your child time to think and remember what to do next.
- Don't Touch** – The second step keeps the firearm from injuring your child or someone else.
- Leave the Area** – This step removes the temptation to touch the firearm. Plus, it removes your child from danger if another person causes it to fire.
- Tell an Adult** – For the last step, your child should find and tell a trusted adult.

Prevent Firearm Injuries: Stay **SAFE**

GEORGIA STAY SAFE

Securing a firearm is one of the most important steps a parent can take to prevent suicide

GEORGIA STAY SAFE

Store Firearms Securely • Ask Before Play • Focus on Safety • End Firearm Injury

GEORGIA STAY **SAFE** IS DESIGNED TO BE POWERED BY YOU!

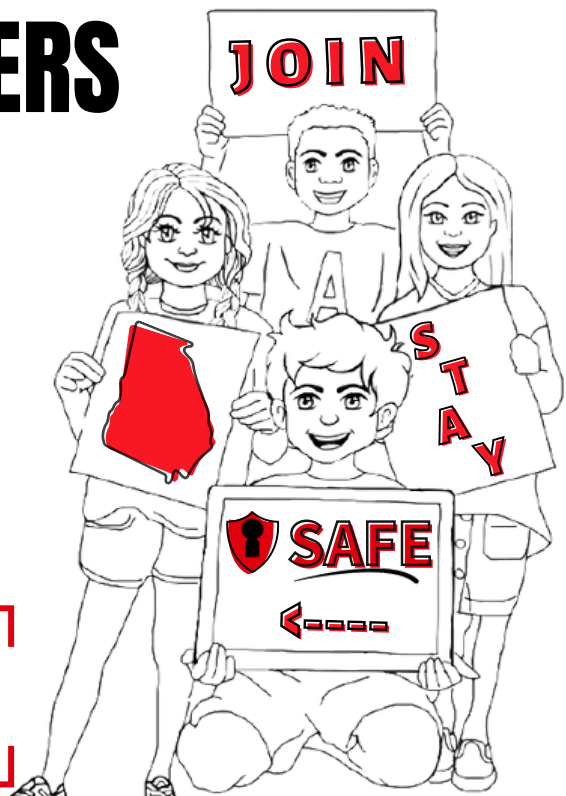
STAY SAFE LOGOS

All organizations utilizing these and other Stay SAFE materials are asked to keep the Georgia Stay SAFE logo intact. Partnering organizations are welcome to cobrand handouts, posters, and other resources available at www.georgiastaysafe.org. There are several variations of the logo available for your use.



STAY SAFE PARTNERS

Georgia Bureau of Investigation - Child Fatality Review Unit
Georgia Chapter of the American Academy of Pediatrics
Georgia Committee on Trauma Excellence
Georgia Department of Public Health
Georgia Emergency Medical Services for Children
Georgia Hospital Association
Georgia Public Safety Educators Association
Georgia Society of the American College of Surgeons
Georgia Trauma Centers
Georgia Trauma Commission
Georgia Trauma Foundation
Injury Prevention Research Center at Emory
Safe Kids Georgia



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