



ASK FAMILY, FRIENDS, AND MEMBERS OF YOUR COMMUNITY ABOUT UNLOCKED GUNS IN THE HOME TO PREVENT FAMILY FIRE.

In the United States, 6.7 million children live in homes with access to an unlocked or unsupervised gun and every day, eight children are unintentionally killed or injured by family fire. **Family fire** refers to a shooting caused by someone having access to a gun from the home when they shouldn't have it. This includes children as well as individuals who display behavior that indicates they are at risk of harming themselves or others.

Asking about guns in the home is a simple way to prevent family fire. The ASK (Asking Saves Kids) Campaign is a fundamental part of Brady's End Family Fire program.

6.7 million

kids live in a home with a loaded, unlocked gun.



39% of parents

mistakenly believe their child does not know where their firearm is stored.



8 kids a day

are unintentionally injured or killed by family fire.



Parents ask all sorts of questions before their children visit other homes. They ask about pets, discuss allergies, and ask questions about supervision. ASK encourages parents to add one more question to this conversation: "Is there an unlocked gun in your home?" It's a simple question but has the power to save a life. Asking this vital question is another way that parents can play an active role in keeping their kids safe.



ASK DAY IS JUNE 21

Correlating with the start of summer when children spend more time at home and at the homes of others, ASK day is dedicated to sharing the message of safe firearm storage and reminding parents to ask about unlocked guns where their children play.

Some tips for having conversations about safe gun storage: 1) Assume that firearms are part of everyone's life, 2) Don't be confrontational and avoid judgement, 3) Do your research and use the facts - be culturally aware of who you are speaking to and learn how safety is discussed in other communities, 4) Focus on success stories and commend acts of gun safety, 5) Ask from a place of honesty and respect.

WAYS TO TAKE ACTION

ENGAGE YOUR FRIENDS & FAMILY

Have regular conversations about gun safety and discuss the importance of storing guns locked, unloaded, and separate from ammunition.

Before your children visit another home, ask the life-saving question: are there unlocked guns in the home?

You can also spread the message of ASK through your social media channels!

ENGAGE YOUR COMMUNITY

Pediatricians, public health organizations, educators, and many others have a common goal to keep kids safe. By framing gun violence as a matter of public health and safety, we can expand our reach and spread our message further.

Spread the ASK message by hosting a tabling event in your community, distributing resources to public spaces like libraries, or engaging local groups like the PTA.

ENGAGE THE MEDIA

Write a letter to the editor or op-ed for your local newspaper. Share End Family Fire PSAs with your local news stations. Invite press to your local ASK event.

ENGAGE YOUR LAWMAKERS

Ask your governor, mayor, or city council to proclaim ASK Day on June 21st in your state or city. Use the sample proclamation text found at bradyunited.org/ask-day.

HISTORY

The ASK campaign was launched on Mother's Day 2000 at the Million Mom March. Founded in partnership with filmmaker and activist Talmage Cooley, the ASK campaign has been a successful collaboration between Brady and the American Academy of Pediatrics. Brady has since expanded the ASK campaign and efforts to spread awareness about the importance of safe gun storage through the End Family Fire program.

LEARN MORE AT BRADYUNITED.ORG/ASK-DAY

