

LETTER TO THE EDITOR INSTRUCTIONS

A great way to spread the ASK message is through your local newspaper. Many local and regional news outlets regularly accept letter to the editors (LTEs) and opinion pieces. Use the tips below to help write an LTE spreading the ASK message.

TIPS FOR PLACEMENT

1. Identify a local print or digital news outlet that you'd like to respond to.
2. When possible, tie your letter to a recent news article or other letter.
3. Find details on how to submit an LTE on the outlet's website.
4. Keep your LTE within the publication's stated length — normally 150-200 words.
5. Customize your LTE by including a personal story, experience, or expertise.
6. Clearly state your call to action
7. Write using your own voice
8. Be sure to include your contact information so that the publication can reach you.

INCORPORATE KEY FACTS AND TALKING POINTS

- 4.6 million children live in homes with access to an unlocked or unsupervised gun.
- Among children, 89% of unintentional shooting deaths occur in the home.
- Keeping guns locked and unloaded reduces the risk of unintentional shooting deaths and gun suicides among youth by 73%.
- Launched in 2000 at the Million Mom March, The ASK (Asking Saves Kids) campaign is now a marquee component of Brady's End Family Fire program. Developed in collaboration with the American Academy of Pediatrics, the ASK Campaign is a nationwide effort to educate parents about the significant risks of children having access to guns in the home.
- ASK Day correlates with the start of summer when more kids are out of school and visiting other homes.
- Asking about guns in the home and volunteering information about how your guns are stored, helps create dialogue and trust to ensure that children are safe from unintentional shootings, firearm suicide, and other incidents of family fire, or firearm misuse.
- Access to guns in the home increases the risk of suicide by 300%.
- 76% of school shootings are facilitated by kids having access to unsecured and/or unsupervised guns at home.

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