



Store It Safe

Awareness Month Partner Toolkit

November 2017

- Fact sheets for families and physicians
- Sample social media posts
- Media Q & A
- News release of announcement



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
Ohio Chapter



Kiwanis
CLUB OF COLUMBUS



**Buckeye
Firearms
Association**



October 15, 2017

Thank you for your interest in Store It Safe Awareness Month! We are excited that you will partner with us to keep children safe by raising awareness of the risks of and ways to prevent unintentional injuries to children by unsecured firearms.

During November 2017, the Partnership for the Safety of Children Around Firearms and the Ohio Chapter, American Academy of Pediatrics will be sharing messages to raise awareness of 3 key messages and 3 simple actions that can help keep kids safe:

Store It Safe Awareness Month Key Messages

1. Store it Safe! Ensure all firearms are secured in a lock box when not on the body of the owner
2. Talk to kids about firearm safety – even if there isn't a firearm in their home or if all firearms in the home are secured
3. Ask about the presence and storage of firearms in homes children will be visiting – Asking Saves Kids!

Store It Safe Awareness Month Partner Actions

1. Distribute this toolkit to everyone in your network
2. Share the messages in this toolkit on social media
3. Talk with the children, parents and families in your life about firearm safety

These actions require very little commitment of time or resources, but have potentially high impact on the risks facing children in Ohio. If all advocates for child safety shared these messages throughout November, millions of families could easily be reached. Today we are asking you to commit to spreading the word to keep kids safe by taking the 3 partner actions described above. The materials in this toolkit will make your involvement as simple as possible.

If you have questions about Store It Safe, the Partnership for the Safety of Children Around Firearms, or the Ohio Chapter, American Academy of Pediatrics, please contact Hayley Southworth at hsouthworth@ohioaap.org or (614) 846-6258.



“Store It Safe” Family Fact Sheet

About the Program

The Ohio Chapter, American Academy of Pediatrics has teamed up with firearm owners, pediatricians and others to create The Partnership for Safety of Children Around Firearms, and a program called **Store It Safe**.

Store It Safe is about keeping children safe from accidental firearm deaths. To help achieve this goal we are encouraging pediatricians and office staff to discuss firearm safety at well-child visits.

Additional Ways to Keep Your Young Child Safe

Since your child is more mobile, it is important to set up your home to keep your child safe. Here are a few ideas to consider:

- **Firearms should always be stored out of sight and locked when not in immediate possession of the firearm owner.** When a firearm is not on the body of its owner, it should always be stored in a lock box so children cannot access it. Even children as young as 3 years old can pull the trigger of a firearm. Also, older children can be curious and should not be able to access the owner’s firearm.
- **Keep medicines and household cleaners out of your child’s reach.** Household products, medicines and sharp objects should be stored locked in high places out of the child’s sight and reach.
- **Fence in your pool or hot tub on all 4 sides.** Drowning is the second leading cause of injury-related death of children nationally in this age group. If you have a disposable pool, remove water from it when not in use.
- **Check for hazards in homes your child may visit.** Other homes, especially those with no children or older children, may pose hazards from poisonings, falls, pools and firearms.

Questions?

Contact Ohio AAP Program Manager Hayley Southworth at (614) 846-6258 or hsouthworth@ohioaap.org.



“Store It Safe” Physician Fact Sheet

About the Program

The Ohio Chapter, American Academy of Pediatrics has teamed up with firearm owners, pediatricians and others to create The Partnership for Safety of Children Around Firearms, and a program called **Store It Safe**.

Store It Safe is about keeping children safe from accidental firearm deaths. To help achieve this goal we are encouraging pediatricians and office staff to discuss firearm safety at well-child visits starting at age 2.

Suggestions for productive dialogue

- Safe firearm storage should be incorporated into the normal safety discussion of a well child visit – just as you would talk about safe storage of medications, harmful chemicals, etc.
- Between 30-40% of Ohio homes have firearms, so assume that your patient’s family has a firearm in the home.
- Ask about firearm storage in a non-judgmental way.
 - Instead of asking “Do you have a firearm in the home?” ask “If there is a firearm in the home, is it kept locked and away from children?”
 - If yes, great
 - If no, there is an opportunity for education about **Store It Safe**
 - If the response is “we don’t own a firearm” then the healthcare provider should still encourage the parents talk to the child about firearm safety, because chances are that the child is going into another home where there is a firearm

Questions?

Contact Program Manager Hayley Southworth at (614) 846-6258 or hsouthworth@ohioaap.org

Resources for Families in English, Spanish and Somali can be found at <http://ohioaap.org/firearmsafety>



Sample Social Media Posts for Store It Safe Awareness Month

#StoreItSafe

Twitter

- We've created **Store it Safe** to increase awareness of ways to prevent unintentional injuries and suicides in children. #storeitsafe
- #storeitsafe is supported by @OHPediatricians, @BuckeyeFirearms, @colskiwaniis, @ColumbusPolice, Black Wing Shooting Center
- #storeitsafe - Ensure all firearms are secured in a lock box when not on the body of the owner
- Talk to kids about firearm safety – even if there isn't a firearm in their home or if all firearms in the home are secured – #storeitsafe
- Ask about the presence and storage of firearms in other homes children will be visiting – #storeitsafe
- The goal of #storeitsafe is to prevent unintentional injuries and suicides in children by keeping firearms from kids
- 25% of Ohio counties have had firearm-related accidental injuries and deaths in children under 18 since 2015. #storeitsafe
- Find more information about #storeitsafe campaign here <http://ohioaap.org/firearmsafety>

Facebook

- We're thrilled to team up with firearm owners, pediatricians and others to raise awareness of firearm safety during Store It Safe Awareness Month this November. #StoreItSafe is supported by @aapohio, @BuckeyeFirearmsAssociation, @BlackWingShootingCenter, @ColsKiwaniis, @ColumbusPolice and many other interested parties. Learn more at <http://ohioaap.org/firearmsafety>
- During #StoreItSafe Awareness Month remember to talk with all families about firearm safety. Everyone can ensure all firearms are secured in a lock box when not on the body of the owner. Talk to kids about firearm safety – even if there isn't a firearm in their home or if all firearms in the home are secured. Ask about the presence and storage of firearms in other homes children will be visiting. Learn more at <http://ohioaap.org/firearmsafety>
- Be a partner in #StoreItSafe Awareness Month – share the importance of safe firearm storage with the children, parents and families in your life. Safe storage saves lives. Learn more at <http://ohioaap.org/firearmsafety>



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Responses to Social Media Questions

- Store It Safe focuses on addressing unintentional injuries to children through unsecured firearms.
- We know there are other important issues relating to firearm safety that must be addressed; however, we are starting with an initiative designed on evidence-based research that is within our areas of focus for implementation.
- We are proud to partner with other organizations who share our goal of keeping children safe around firearms.
- Find more information about these initiatives here <http://ohioaap.org/firearmsafety>

Partner Handles (tag each other and share partner's posts wherever possible)

Twitter:

Ohio Chapter, AAP - @OHPediatricians
Kiwanis Club of Columbus - @colskiwaniis
Buckeye Firearms Association - @BuckeyeFirearms
Columbus Division of Police - @ColumbusPolice

Facebook:

Ohio Chapter, AAP - @OHPediatricians
Kiwanis Club of Columbus - @colskiwaniis
Buckeye Firearms Association - @BuckeyeFirearms
Columbus Division of Police - @ColumbusPolice
Black Wing Shooting Center - @BlackWingShootingCenter

Informational Links

- Brady Center to Prevent Gun Violence (ASK Program)
 - <http://www.askingsaveskids.org/>
- National Sports Shooting Foundation
 - <http://projectchildsafes.org/resource-library>
- American Foundation for Suicide Prevention and National Sports Shooting Foundation
 - <https://afsp.org/our-work/education/firearms-suicide-prevention-program/>
- Massachusetts Attorney General Firearm Safety Resources
 - <http://www.mass.gov/ago/doing-business-in-massachusetts/health-care/talking-to-patients-about-gun-safety.html>



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MEDIA Q&A:

Q: Why did you start Store It Safe Awareness Month?

A: When we looked at the information on accidental shootings and adolescent suicides, it was clear we needed to pull resources together to address this growing issue.

- Nationally, 1 out of 3 homes with kids has a firearm, and nearly 1.7 million kids live in a home with a loaded and unlocked firearm.
- An accidental firearm injury has occurred to a child in one-fourth of Ohio counties since 2015.

However, evidence supports that safe firearm storage can prevent accidental shootings and adolescent suicides.

Q: What are the goals of Store It Safe Awareness Month?

A: The goals of Store It Safe Awareness Month are:

- To increase awareness of ways to prevent firearm-related unintentional deaths and suicides among children and teens
- To change our approach in talking about firearm safety
- To Store it Safe and teach children safety around firearms

Q: Who are your partners in this campaign?

A: The Ohio Chapter, American Academy of Pediatrics (Ohio AAP) has teamed up with firearm owners, pediatricians and others to create the Partnership for Safety of Children Around Firearms, and the Store it Safe program, to encourage safe storage of firearms and educate families about safety issues. Store It Safe Awareness Month is supported by Buckeye Firearms Association, Black Wing Shooting Center, Kiwanis Club of Columbus, Columbus Division of Police and many other interested parties.

Q: What are the key messages of Store It Safe Awareness Month?

A: During Store It Safe Awareness Month the Ohio AAP is encouraging everyone to:

- Store it Safe! Ensure all firearms are secured in a lock box when not on the body of the owner
- Talk to kids about firearm safety – even if there isn't a firearm in their home or if all firearms in the home are secured
- Ask about the presence and storage of firearms in other homes children will be visiting

Q: How can interested organizations or individuals become involved in Store It Safe Awareness Month?

A: Anyone who would like to be part of Store It Safe Awareness Month can participate:

- Download and distribute the Store It Safe Awareness month toolkit, available at <http://ohioaap.org/firearmsafety>
- Share messages about Store It Safe on social media using #StoreItSafe
- Talk with the children, parents and families in your life about firearm safety
- Contact Ohio AAP Store It Safe Program Manager Hayley Southworth at (614) 846-6258 or hsouthworth@ohioaap.org with questions



November 1, 2017
For Immediate Release

Store it Safe Awareness Month Encourages Safe Firearm Storage Discussions in November

Columbus, OHIO – The Ohio Chapter, American Academy of Pediatrics (Ohio AAP) has teamed up with firearm owners, pediatricians and others to launch **Store It Safe Awareness Month**, to encourage safe storage of firearms and educate families about safety issues. Nationally, 1 out of 3 homes with kids has a firearm, and nearly 1.7 million kids live in a home with a loaded and unlocked firearm.

“Twenty-five percent of Ohio counties have had firearm-related accidental injuries and deaths in children under 18 since 2015,” said Melissa Werver Arnold, CEO, Ohio Chapter, American Academy of Pediatrics. “It was clear we needed to address this growing issue using evidence based practices, including educating families on the importance of safe firearm storage.”

During Store It Safe Awareness Month the Ohio AAP is encouraging everyone to:

1. Store it Safe! Ensure all firearms are secured in a lock box when not on the body of the owner
2. Talk to kids about firearm safety – even if there isn’t a firearm in their home or if all firearms in the home are secured
3. Ask about the presence and storage of firearms in all homes children will be visiting
4. Join in the conversation on social media using #StoreItSafe

Store It Safe Awareness Month is a program supported by the Ohio AAP and the Partnership for Safety of Children Around Firearms, which includes Buckeye Firearms Association, Black Wing Shooting Center, Kiwanis Club of Columbus and many other interested parties. For more information about firearm safety and Ohio AAP’s initiatives, visit: <http://ohioaap.org/firearmsafety>.

The Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) promotes the health, safety and well-being of children and adolescents so they may reach their full potential. The Ohio AAP works to accomplish this by addressing the needs of children, their families, and their communities, and by supporting Chapter members through advocacy, education, research, service, and improving the systems through which they deliver pediatric care. For more information, visit www.ohioaap.org.

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