



SHORT INSERT (120 words)

How can you increase your child's safety?

Parents ask all sorts of questions to protect their children when they go play or visit the home of a friend, neighbor or relative. Ask the following question to reduce the risks to curious children: Is there a gun where my child plays?

Over 40% of homes with children have a gun. Make it a habit to know where your children are and who they are with. Each time your child goes to a friend's house check the following list and ask about firearms.

- Friend's name, address and phone number?
 - Will the parents/guardians be there?
 - Are there guns in the house?
 - If so, are the guns locked up?
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MEDIUM INSERT (215 words)

How can you increase your child's safety?

Parents ask all sorts of questions to protect their children when they go play or visit the home of a friend, neighbor or relative. Ask the following question to reduce the risks to curious children.

"Is there a gun where my child plays?"

Over 40% of homes with children have a gun, and many of those guns are left unlocked or loaded. The American Academy of Pediatrics Journal reports that nearly 1.7 million children, under the age of 18, live in homes with firearms that are both loaded and unlocked in the United States (published in 2005 from the Behavioral Risk Factor Surveillance System). Nearly 8 children and teens were killed by firearms every day in 2004 and an additional 37 additional children and teens a day were seriously injured (Centers for Disease Control and Prevention).

Just talking to your child about gun safety is not enough. Make it a habit to know where your children are and who they are with. Each time your child goes to a friend's house check the following list and ask about firearms.

- Friend's name, address and phone number?
- Will the parents/guardians be there?
- Are there guns in the house?
- If so, are the guns locked up?



LONG INSERT (335 words)

How can you increase your child's safety?

Every year thousands of families, friends, schools and communities are devastated by gun violence. Nearly 30,000 Americans are killed by firearms, and over 64,000 more are seriously injured each year (CDC figures for 2004, the most recent year available).

Gun violence is a public health epidemic that touches the lives of ALL Americans. A few actions can reduce the risks to curious children.

Over 40% of American households with children have guns (Peter Hart Research Associates Poll, 1999, American Journal of Public Health, April 2000). The American Academy of Pediatrics Journal reports that nearly 1.7 million children, under the age of 18, live in homes with firearms that are both loaded and unlocked in the United States (published in 2005 from the Behavioral Risk Factor Surveillance System).

Just talking to your child about gun safety is not enough. Children are naturally curious and susceptible to peer pressure. 2/3 of students in grades 6-12 say they could obtain a firearm in 24 hours (Harvard School of Public Health, 1999).

The American Academy of Family Physicians reports that the prevalence of firearms in American society increases the risk of deadliness in family and community violence. It is estimated that 200 million firearms are owned by private citizens in the United States, and household members are 22 times more likely to be injured or killed by firearms kept in the home than are intruders (Kellermann, Journal of Trauma, 1998).

The Children's Defense Fund tells us that each day in America, nearly eight children and teens die by gunfire - more young people are killed by guns than cancer, pneumonia, influenza, asthma and HIV/AIDS combined.

If you own a gun, empty it out and lock it up. Remember each time a child goes to a friend's house to ask the following information.

- Friend's name, address and phone number?
- Will the parents/guardians be there?
- Are there guns in the house?
- If so, are the guns locked up?



HEALTH PROFESSIONAL INSERT (275 words)

As a health care professional, you have a vested interest in the well-being of your patients. To assure that your patients remain healthy and safe, you not only have to treat them but educate them to prevent serious injury.

Parents ask all sorts of questions to protect their children when they go play or visit the home of a friend, neighbor or relative. Asking the following question reduces the risks to curious children. "Is there a gun where my child plays?"

Just talking to your child about gun safety is not enough. Over 40% of homes with children have a gun, and many of those guns are left unlocked or loaded. The American Academy of Pediatrics Journal reports that nearly 1.7 million children, under the age of 18, live in homes with firearms that are both loaded and unlocked in the United States (published in 2005 from the Behavioral Risk Factor Surveillance System).

Nearly 8 children and teens were killed by firearms every day in 2004 and an additional 37 additional children and teens a day were seriously injured (Centers for Disease Control and Prevention).

While there is no pill that can keep your patients safe from this epidemic, there are actions parents can take to help prevent gun violence.

Ask if your patients own a gun, and educate them to empty it out and lock it up. Teach them each time a child goes to a friend's house to ask the following information.

- Friend's name, address and phone number?
- Will the parents/guardians be there?
- Are there guns in the house?
- If so, are the guns locked up?