

The logo features the word "BE" in white capital letters inside a white circle, positioned above the word "SMART" in large, bold, white capital letters. The letter "I" in "SMART" is replaced by a white silhouette of a person's head and shoulders.

**Be SMART** is a program developed by  
Moms Demand Action for Gun Sense in America  
to bring together parents and all adults concerned  
about kids, guns and safety.

**[BeSMARTforKids.org](https://BeSMARTforKids.org)**

**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

  
**EVERYTOWN**  
FOR GUN SAFETY | SUPPORT FUND

More than

**1,600**


**children under the age of 18  
are killed with guns in the US  
every year—an average  
of 5 children every day.<sup>1</sup>**

**In incidents of gunfire  
on school grounds, up to**

**80%**

**of shooters under the age of 18  
obtained the gun(s) they used  
from their home or the homes  
of relatives or friends.<sup>1</sup>**

1. Everytown, AFT, & NEA, "Keeping Our Schools Safe: A Plan for Preventing Mass Shootings and Ending All Gun Violence in American Schools," 2020.

A close-up photograph of a woman with curly hair and a young girl with long hair, both smiling warmly. The woman is hugging the girl from behind. The background is a blurred indoor setting, possibly a living room.

## COMMON GROUND

- We all want kids to grow up happy and healthy.
- We each have the right to make responsible decisions about how to protect our homes, families and communities—including whether or not to have a gun in our home.
- If we can prevent even one child gun death, or injury, it's our responsibility to do so.

## AN AMERICAN PROBLEM

NBC

*Shooting At  
Kentucky High School  
Leaves 2 Dead,  
At Least 17 Injured<sup>1</sup>*

MIAMI HERALD

*Louisa toddler  
dead after 4-year-old brother  
thought gun was a toy<sup>2</sup>*

JACKSON FREE PRESS

*A Hunger to Live:  
The Struggle to  
Interrupt the Cycle  
of Violence<sup>3</sup>*

USA TODAY

*Guns + impulsive  
teenagers = tragedy<sup>4</sup>*

1. NBC. Kentucky High School Shooting: Two dead after attack at Marshall County High School, 2018.

2. Miami Herald. 4-year-old thought gun was a toy. Now his little brother is dead, Virginia cops say, 2018.

3. Jackson Free Press. A hunger to Live: The struggle to interrupt the cycle of violence, 2016.

4. USA Today. Dad gets 5 years probation for gun son used in suicide, 2014.

BE SMART

BE  
SMART

**SECURE**

**all guns in  
your homes  
and vehicles**

**MODEL**

**responsible  
behavior**

**ASK**

**about  
unsecured  
guns in  
other homes**

**RECOGNIZE**

**the role  
of guns  
in suicide**

**TELL**

**your peers  
to Be SMART**



S

**Secure all guns in your  
homes and vehicles**

- 13 million households with children contain at least one gun.<sup>1</sup>
- One study found that the majority of children in gun-owning households knew where the gun was stored.<sup>2</sup>
- Store guns locked and unloaded, store ammunition separately.
- Hiding a gun is not "securing" a gun.

1. Azrael D, et al. Firearm storage in gun-owning households with children: Results of a 2015 national survey. *Journal of Urban Health*. 2018.

2. Baxley F, et al. Parental misperceptions about children and firearms. *Archives of Pediatrics & Adolescent Medicine*. 2006.



# M

## Model responsible behavior

- It is always an adult's responsibility to prevent unauthorized access to guns, not a curious child's responsibility to avoid guns.
- Make it part of the normal safety conversation you have with your children.
- Keep the language simple; for example: "If you see a gun, don't touch it. Tell an adult right away."



A woman with dark hair, wearing a white button-down shirt and blue jeans, is talking on a black smartphone. She is smiling and looking down at a young boy with dark hair, who is wearing a white t-shirt and looking up at her. They are in a room with a white chair and a blue cabinet in the background.

**A**

**Ask about unsecured  
guns in other homes**

- Make it part of your general safety conversation you have when sending your child to a new home.
- Try email or text.
- 5.4 million U.S. children live in a household with at least one loaded, unlocked gun.<sup>1</sup>

1. Personal communication from Deborah Azrael and Matthew Miller to Everytown based on 2021 National Firearm Survey, August 11, 2021.

## EXAMPLE

He isn't allergic to anything.

One other safety question.  
Do you guys have guns in  
the home? I know kids are  
curious & just want to make  
sure if you do have any that  
they are securely stored.

Screen time is ok? Just in case  
they want to play and we have  
time. If not then that's ok too.  
No guns.

Great! Yes. Video games are ok.



R

**Recognize the role of  
guns in suicide**

- Most people who attempt suicide do not die—unless they use a gun.<sup>1</sup>
- 90% of suicide attempts with a gun result in death—a much higher fatality rate than any other means of self-harm.<sup>2</sup>
- This contributes to the fact that 40% of child suicides involve a gun.<sup>3</sup>

1. Everytown for Gun Safety, *Disrupting Access: Addressing Firearm Suicide in the U.S.* 2018.

2. Conner A, et al., "Suicide Case-Fatality Rates in the United States, 2007 to 2014: A Nationwide Population-Based Study," 2019.

3. CDC, *Underlying Cause of Death, 2015 to 2019.*

## THE NUMBERS

**A survey of high school students found that**

**17%**

**had seriously considered attempting suicide within the last year.<sup>1</sup>**

**And one study showed that**

**41%**

**of adolescents in gun-owning households report having “easy access” to the guns in their home.<sup>2</sup>**

1. Kann L, et al. Youth Risk Behavior Surveillance — United States, 2017.

2. Simonetti JA, et al. Psychiatric comorbidity, suicidality, and in-home firearm access among a nationally representative sample of adolescents. *JAMA Psychiatry*. 2015.

**NATIONAL SUICIDE  
PREVENTION LIFELINE**

**call 1-800-273-8255  
available 24  
hours everyday.**

**TREVOR  
PROJECT**

**the LGBTQ youth  
suicide prevention line.  
Call TrevorLifeline  
at 1-866-488-7386.**

**TEXT HOME  
TO 741-741**

**from anywhere in the  
United States, anytime,  
about any type of crisis.**

BE SMART

**T**

**Tell your peers  
to Be SMART**

- Your voice and all voices are critical.
- Research shows that law enforcement, the military, and hunting or outdoor groups are particularly effective at communicating safe storage practices.<sup>1</sup>
- Someone hears the Be SMART message every 21 minutes.

1. Crifasi CK, et al. Storage practices of US gun owners in 2016. *American Journal of Public Health*. 2018.

BE SMART

BE  
SMART

**SECURE**

**all guns in  
your homes  
and vehicles**

**MODEL**

**responsible  
behavior**

**ASK**

**about  
unsecured  
guns in  
other homes**

**RECOGNIZE**

**the role  
of guns  
in suicide**

**TELL**

**your peers  
to Be SMART**

## SPEAKER'S ENDNOTES

1. Centers for Disease Control and Prevention. National Center for Health Statistics. WONDER Online Database, Underlying Cause of Death. Data from 2019. Children and teenagers aged 1 to 17, Black defined as non-Hispanic, number of deaths by known intent (homicide, suicide, unintentional deaths). Age 0 to 1 calculated separately by the CDC because leading causes of death for newborns and infants are specific to the age group.
2. Centers for Disease Control and Prevention. National Center for Health Statistics. WONDER Online Database, Underlying Cause of Death. A yearly average was developed using five years of most recent available data: 2015 to 2019. Analysis includes children aged 0 to 17, homicide includes legal intervention.
3. Centers for Disease Control and Prevention. National Center for Health Statistics. WONDER Online Database, Underlying Cause of Death. A yearly average was developed using five years of most recent available data: 2015 to 2019. Analysis includes children aged 0 to 17, homicide includes legal intervention.
4. Azrael D, Cohen J, Salhi C, Miller M. Firearm storage in gun-owning households with children: Results of a 2015 national survey. *Journal of Urban Health*. 2018; 95(3): 295-304. Study defined children as under the age of 18.
5. Fowler KA, Dahlberg LL, Haileyesus T, Gutierrez C, Bacon S. Childhood Firearm Injuries in the United States. *Pediatrics*. 2017; 140(1).
6. Guohua L, et al. Factors Associated with the Intent of Firearm-Related Injuries in Pediatric Trauma Patients. *Archives of Pediatric & Adolescent Med*. 1996; 1160, 1162.
7. Grossman DC, Mueller BA, Riedy C, et al. Gun storage practices and risk of youth suicide and unintentional injuries. *JAMA: The Journal of the American Medical Association*. 2005; 293(6): 707-714.
8. Hemenway D, Azrael D, Miller M. Whose guns are stolen? The epidemiology of gun theft victims. *Journal of Injury Epidemiology*. 2017; 4(1): 11.
9. Stolzenberg L, D'Alessia SJ. Gun availability and violent crime: New evidence from National Incident-Based Reporting System. *Social Forces*. 2000; 78(4): 1461-1482.
10. Everytown analyzed data obtained by *The Trace* from 1,054 law enforcement agencies in 36 states and Washington, DC. For the yearly comparison, Everytown narrowed the analysis of local data obtained by *The Trace* to 39 cities in 16 states based on the availability of data for all years between 2006 and 2015. Available at: <https://bit.ly/2UmQhUX>.
11. Baxley F, Miller M. Parental misperceptions about children and firearms. *Archives of Pediatrics & Adolescent Medicine*. 2006; 160(5): 542-547.
12. Hardy, MS. Teaching firearm safety to children: Failure of a program. *Journal of Developmental & Behavioral Pediatrics*. 2002; 23, 71-76.
13. Grossman DC, Mueller BA, Riedy C, et al. Gun storage practices and risk of youth suicide and unintentional injuries. *JAMA: The Journal of the American Medical Association*. 2005; 293(6): 707-714.