



JOIN THE CAMPAIGN TO REDUCE CHILD GUN DEATHS

WHAT CAN YOU DO?

It's simple. Spread the Be SMART message. Talk to your friends and family about the importance of responsible gun storage, and get the word out in your community. Volunteers all over the country are available to deliver a 20-minute presentation entitled "Be SMART: A conversation about kids, guns and safety" to local groups and organizations. **Visit BeSMARTforKids.org to learn more and get involved.**

When it comes to kids' safety, we're all in this together!



BE SMART

Each year in the United States, nearly 100 children under the age of 17 die from unintentional shootings, and more than 400 commit suicide with a gun. We have the power to prevent tragedies like these from happening.

Moms Demand Action for Gun Sense in America has developed the SMART framework to help parents and adults prevent child gun deaths and injuries. Together, we can protect kids.

- S**ecure all guns in your home and vehicles
- M**odel responsible behavior around guns
- A**sk about the presence of unsecured guns in other homes
- R**ecognize the risks of teen suicide
- T**ell your peers to be SMART

DID YOU KNOW

- 1.7 million American children live in homes with guns that are both loaded and unlocked.
- A Harvard study found that more than two-thirds of kids know where their parents keep their guns — and many know even when the parents think they don't.
- Around 100 children 17 and under die each year in unintentional shootings.
- Every year more than 400 children 17 and under die by suicide with a gun.
- SMART adults can protect vulnerable kids by storing guns locked, unloaded and separately from ammunition, and taking steps to make sure children never get unauthorized access to unsecured guns.



SAFETY IS ALWAYS AN ADULT RESPONSIBILITY

Kids will be kids. They won't always make smart decisions about their own safety. Always assume that curious or impulsive kids may find and touch an unsecured gun, even if they've been told not to.

If a child handles a gun, a bad decision can quickly become a fatal one. SMART adults protect kids by storing guns locked, unloaded and separately from ammunition, and by making sure children are never in the presence of unsecured guns.



THE BE SMART CAMPAIGN

Moms Demand Action for Gun Sense in America launched the Be SMART campaign to take action to promote responsible gun ownership and reduce child gun deaths. The campaign focuses on education and awareness about child gun deaths and responsible gun storage. Moms encourage parents and caretakers to “Be SMART” and take these five simple steps to help prevent shootings by children: **S**ecure all guns in your home and vehicles; **M**odel responsible behavior around guns; **A**sk about the presence of unsecured guns in other homes; **R**ecognize the risks of teen suicide; **T**ell your peers to be SMART. For more information visit BeSMARTforKids.org.

MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA

Moms Demand Action for Gun Sense in America is a grassroots movement of American mothers fighting for public safety measures that respect the Second Amendment and protect people from gun violence. Moms Demand Action campaigns for new and stronger solutions to lax gun laws and loopholes that jeopardize the safety of our children and families. Since its inception after the tragedy at Sandy Hook Elementary School, Moms Demand Action has established a chapter in every state of the country and along with Mayors Against Illegal Guns is part of Everytown for Gun Safety, the largest gun violence prevention organization in the country with more than 2.5 million members and more than 40,000 donors. For more information or to get involved visit www.momsdemandaction.org. Follow us on Facebook at www.facebook.com/MomsDemandAction or on Twitter at @MomsDemand.

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