

BE SMART

The Be SMART campaign was created to bring together all responsible adults to reduce the number of shootings that occur when children get ahold of an unsecured firearm.

Moms Demand Action has partnered successfully with the PTA at the national, state and local levels to spread the Be SMART message and further the discussion about responsible gun storage.

Here are just a few ways Moms Demand Action has teamed up with the PTA:

- At the 2015 National PTA® Convention & Exhibition Shannon Watts, founder of Moms Demand Action for Gun Sense in America, delivered a keynote speech about gun violence prevention efforts and the Be SMART program.
- Also at the 2015 National PTA® Convention & Exhibition, Moms Demand Action volunteers and staff delivered a presentation about the Be SMART campaign.
- Be SMART campaign booths have been held in states such as Maryland, Florida and Nevada, with more than 80 new commitments to the Be SMART campaign.

Moms Chapters nationwide, alongside the PTA, are educating communities on how we can work together to reduce the number of unintentional child shootings. We know we can keep our kids safer by introducing Be SMART to parenting and everyday life.



“Like the PTA, we believe the onus for gun safety must always be on adults, children cannot and should not be trusted to know what to do if they come across a loaded firearm.”

— Shannon Watts, Founder of Moms Demand Action at the 2015 National PTA® Convention & Exhibition

