

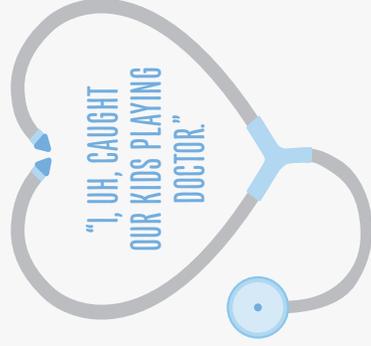
**AWKWARD
CONVERSATIONS
COME WITH
BEING A PARENT.**

**IF YOU'RE TOO NERVOUS TO ASK,
CONSIDER THIS:**

1 OUT OF 3 HOMES with children have guns,
MANY left unlocked or loaded.¹

8 children and teens are shot
EACH DAY in gun accidents.²

80% of unintentional firearm deaths of
CHILDREN UNDER 15 occur in a home.³



**"YOUR DAUGHTER
HAS QUITE THE
'ADULT' VOCABULARY."**

**BUT ONE
COULD SAVE
YOUR
CHILD'S LIFE.**

**"IS THERE AN UNLOCKED GUN
IN YOUR HOUSE?"**



Hiding guns is not enough. Talking to your kids about gun safety is not enough. Children are curious and if they find a gun, they'll play with it. That's why all guns should be stored unloaded and locked, ideally in a gun safe, with ammunition locked separately.

So before you send your child to another home, just ask. And if you have doubts about the safety in any home, invite the kids to yours instead. Asking might lead to some awkwardness, but that's a small price to pay for your child's safety.

**FOR MORE INFORMATION ON HOW TO KEEP YOUR CHILD SAFE,
VISIT WWW.ASKINGSAVESKIDS.ORG**

ASK
ASKINGSAVESKIDS

¹Johnson R, et al. *JPM*. 2004;27(2):173-182
² WISDAPRS [online]. [cited 2017 Apr 23]
³ NIDRRS [online]. [cited 2014 Apr 2]

One question could save your child's life



ASK
ASKINGSAVESKIDS

The reality:
Children often have easy access to guns in the home

1 in 3 homes with children in America have guns, many unlocked or loaded.¹

42% percent of parents with guns keep at least one unlocked.²

25% percent of parents with guns keep at least one loaded.²

3 in 4 children ages 5-14 know where firearms are kept in the home.³

The problem:
Easy access to guns can lead to tragic consequences for children

8 children and teens are shot every day in gun accidents. That's over 2,700 youth every year.⁵

18% of firearm related deaths of children under 13 are unintentional shootings.⁴

17,000+ youth are injured or killed each year due to gun violence.^{4,5}

Guns are the **2nd** leading cause of death among children and teens.⁴

The solution:
ASK, "Is there an unlocked gun in your house?" before your child plays at another home

93% of parents, including parents who choose to own guns, would be comfortable with being asked about a gun in their home.²

19 Million parents have already begun ASKing this life-saving question!⁶

Pledge to ASK!

¹Johnson R, Coyne-Bessley T, Runyan C. *Firearm Ownership and Storage Practices, U.S. Households, 1992-2002: A Systematic Review*. *AJPM* 2004; 27:2:173-182.

²Baxley F, Miller M. *Parental Misperceptions About Children and Firearms*. *Arch Pediatr Adolesc Med*. 2006

³Most recent 5 years of data retrieved from CDC, NCIPC, WISDARS [online]. [cited 2017 Apr 23]. <http://www.cdc.gov/injury/wisqars/fatal.html>

⁴Most recent 5 years of data retrieved from CDC, NCIPC, WISDARS [online]. [cited 2017 Apr 23]. <http://www.cdc.gov/injury/wisqars/nonfatal.html>

⁵National Survey commissioned by PAX, Inc. Conducted Jan 24-Feb 4, 2006. Survey size: 500 parents with children between the ages of 5-14. Margin of error is +/-4.38%.

ASK
ASKINGSAVESKIDS



1 in 3 homes with children in America have guns, many unlocked or loaded.



17,000+ children and teens are injured or killed each year due to gun violence.

ASK:
Is there an unlocked gun where my child plays?

IF THE ANSWER IS
"NO"

that's one less thing you have to worry about.



If there are any doubts about the safety of another home, invite the kids to your house instead.

IF THE ANSWER IS
"YES"

make sure all guns are stored unloaded and locked, ideally in a gun safe, with ammunition locked separately.



Hiding guns is not enough. Just talking to kids is not enough. Kids are curious and if they find guns they're likely to play with them.

For more information on how to keep your kids safe visit WWW.ASKINGSAVESKIDS.ORG.

Sources:
Johnson R, Coyne-Beasley T, Runyan C. Firearm Ownership and Storage Practices, U.S. Households, 1992-2002: A Systematic Review. AJPM 2004;27:2:173-182.
Yearly average, most recent 5 years of data retrieved from CDC, NCIIPC, WISQARS [online]. [cited 2017 April 23]. <http://www.cdc.gov/injury/wisqars/>.