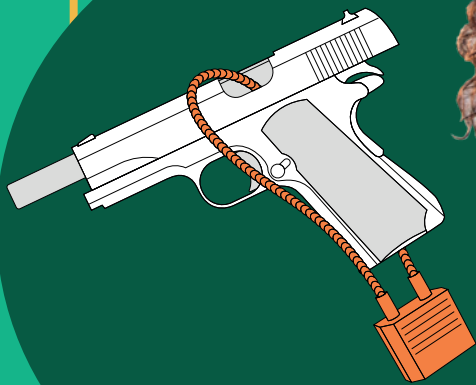


Hosting a Presentation on Safe Firearm Storage

NC S.A.F.E.



nccsafe.org

NC S.A.F.E.
Secure All Firearms Effectively

Toolkit Instructions: Hosting a Presentation on Safe Firearm Storage

Thank you for partnering with NC S.A.F.E. to share the message of safe firearm storage with your community. By hosting a presentation on safe firearm storage, you are playing a significant role in establishing safer communities across North Carolina.

This toolkit is designed to help you host a successful presentation about safe firearm storage – whether that presentation is in person or virtual. We've included:

- PowerPoint files for presentations of varying lengths.
- Presentation talking points.
- Specific guidance for virtual events.
- Links to leave-behind resources you can download.
- A template for a follow-up email providing participants with additional resources after your presentation.

Presentation Preparation

Where can I present about safe firearm storage in my community?

Choose a venue that is conveniently located and accessible to people with disabilities. It should have enough parking spaces, comfortable seating, good acoustics, and any technology needed (e.g., a projector and microphone). In addition, the venue should be the right size for the number of attendees you're expecting. Consider spaces such as community centers, libraries, schools, auditoriums, churches, and coffee shops. Alternatively, you could present at regularly scheduled PTA meetings, city council meetings, women's or men's group meetings, or board meetings.

What are my options for giving a virtual presentation?

Virtual platforms like Zoom, Skype, and Microsoft Teams can be a great way to give presentations with minimal hassle. However, these platforms may require you to have a paid subscription to offer access to unlimited participants.

How can I make my in-person presentation successful?

Here are some recommendations for making your presentation a success:

- Arrive at the venue early to set up, test the technology, and greet people as they enter the room.
- Before the event, print all handouts and customize the PowerPoint file for your presentation.
- Consider inviting other trusted figures to join in the presentation. These could include police officers, community leaders, and health care providers.
- Encourage audience participation and leave time to answer questions at the end, if possible.
- Share stories or examples that are relevant in your community to localize the message however possible.
- Leave behind resources for attendees to take with them.

What guidance should I consider in presenting virtually?

Virtual presentations can be equally effective in conveying messages about safe firearm storage. They are usually conducted over videoconferencing software like Zoom, Skype, Microsoft Teams, or Google Meet. Here are some recommendations for making your virtual presentation a success:

- Test the technology ahead of time and join the meeting at least 15 minutes early to welcome participants as they arrive.
- Keep your camera on.
- If you plan to record the meeting, notify participants.
- Familiarize yourself with your platform's interactive features, such as polls and breakout rooms, which can help keep participants engaged. Customize your PowerPoint file to include pauses for any interactive segments.
- Use the chat feature to provide links to additional resources.

Presentation Materials

The main materials you will need for your presentation are a PowerPoint file (with two options for varying presentation lengths, linked below) and corresponding talking points (also appearing below).

PowerPoints

The following PowerPoint files are designed for two different presentation lengths – brief (10 minutes or less) and full-length (15 minutes or more). You can download and customize these files to use during your presentation in case it needs to be slightly shorter or longer than the times provided. These can be saved as a PowerPoint file or PDF, depending on your presentation needs. If you are unsure about the technology available where you are planning to present, we recommend printing out the slides for attendees so they can follow along.

- [Brief presentation](#) (10 minutes or less)
- [Full-length presentation](#) (15 minutes or more)

The notes section in the PowerPoint files includes high-level talking points you can use to guide your presentation. Add anything else you think is relevant from the more in-depth talking points below.

Talking Points

Review the following talking points before your presentation to better understand the topic and how to communicate with audiences across North Carolina. Familiarity with these talking points will help you customize your presentation and answer audience questions.

Talking Point 1: There is an urgent need for gun owners in North Carolina to secure their firearms effectively.

- Too many guns are falling into the wrong hands. Children are gaining access to firearms in their homes, and gun theft – especially from cars – is on the rise throughout North Carolina.
- Firearms are now the leading cause of injury-related death for children and youth in North Carolina.¹
- Child deaths in North Carolina due to firearm injury skyrocketed in 2020 and 2021. The 2021 rate represents an increase of 231% since 2012.²
 - From 2012 to 2021, over 600 children died from firearm-related injuries.³
 - In 2021, firearms were the lethal means used in most youth suicides and homicides.⁴
- In data obtained from the Durham Police Department, there were 331 gun thefts in the city from January 1 to November 26, 2022. In 56% of those cases, guns were stolen from cars. And in 62% of gun thefts from cars, the car was unlocked, meaning these are easily preventable crimes.⁵

Talking Point 2: There are many ways to effectively secure your firearms.

- Options to secure your firearm include cable locks, trigger locks, gun safes, lockboxes, and gun cases. Visit ncsafe.org to download a flyer that describes the

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1. <https://www.ncdhhs.gov/public-health-approaches-reduce-violence-and-firearm-misuse-leading-injury-and-death/open>
 2. <https://webservices.ncleg.gov/ViewDocSiteFile/74156> (Page 16)
 3. <https://webservices.ncleg.gov/ViewDocSiteFile/74156> (Page 16)
 4. <https://webservices.ncleg.gov/ViewDocSiteFile/75628> (Page 16)
 5. <https://www.wral.com/stolen-guns-from-cars-put-further-strain-on-durham-police/20653198/>

various firearm storage options.

- Different types of locks provide different benefits. Whether you value low cost, mobility, or ease of use, there is a locking mechanism that's right for you.
- NC S.A.F.E. offers a checklist to guide you through the necessary steps so you can effectively secure your firearms.
- After finding the best lock option for your firearm, review the following tips:
 - If your lock uses a combination or code, choose one that can't be easily guessed by children or unauthorized users.
 - If your lock requires a key, make sure you hide the key someplace it can't easily be found.
 - Lock your firearm regardless of whether it's in your home or in your vehicle.
 - Consider storing ammunition separately.
- Many organizations agree on what constitutes safe storage. Everytown for Gun Safety Action Fund (undated), the American Academy of Pediatrics (Schaechter, 2021), the National Shooting Sports Foundation (as part of its Project ChildSafe program) (NSSF, 2016), and the U.S. Concealed Carry Association (Alcazar, 2021) recommend that firearms be stored locked, unloaded, and separately from ammunition, which should also be stored locked.⁶
- There are other ways to safely secure unwanted firearms. To find a location near you where you can temporarily store your unwanted firearms, consult the map at ncsafe.org/safestorage.

Talking Point 3: Safe firearm storage practices can help prevent unauthorized access to firearms.

- Unsafe storage is very common amongst gun owners in North Carolina.
 - According to a 2021 Behavioral Risk Factor Surveillance System survey, 42% of North Carolina adults have a firearm in or around the home, and over half of firearms that are stored loaded are also unlocked.⁷
 - According to a 2021 Youth Risk Behavior Surveillance System survey, nearly 30% of North Carolina high school students reported it would take them less than an hour to get, and be ready to fire, a loaded gun without a parent or other adult's permission; for white males, it was 40%.⁸

6. <https://www.rand.org/research/gun-policy/analysis/essays/personal-firearm-storage.html>

7. <https://schs.dph.ncdhhs.gov/data/brfss/2021/nc/nccr/firearm5.html>

8. https://drive.google.com/file/d/1CAHoekiVazRqCL6UC-uofT8uPW_afKan/view (pages 220-221)

- Safe storage can prevent suicide and school shootings.
 - A 2019 study in JAMA Pediatrics estimated that up to 32% of youth firearm deaths by suicide and unintentional firearm injury could be prevented through safe storage of firearms in homes with youths.⁹
 - An estimated 82% of adolescent firearm suicides involve a gun belonging to a family member.¹⁰
 - Eighty percent of school shooters under 18 access a firearm from their own home or that of a relative or friend.¹¹
- In April 2021, approximately 30 million children lived in households with firearms, 7 million more than in 2015.¹²
- Safe firearm storage is especially important in vehicles, which are hot spots for gun theft.
 - An estimated 250,000 gun theft incidents occur each year, resulting in about 380,000 guns stolen annually.¹³
 - If you keep a firearm in your car, it is important to secure it properly **and** lock your car.

Presentation Follow-Up Materials

Follow-Up Email Template

After your presentation, use the email template on the next page to follow up with participants. You can customize as needed for your attendees, presentation, and

9. <https://jamanetwork.com/journals/jamapediatrics/fullarticle/2733158>
10. <https://publichealth.jhu.edu/departments/health-policy-and-management/research-and-practice/center-for-gun-violence-solutions/solutions/safe-and-secure-gun-storage>
11. <https://publichealth.jhu.edu/departments/health-policy-and-management/research-and-practice/center-for-gun-violence-solutions/solutions/safe-and-secure-gun-storage>
12. <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2789269>
13. <https://publichealth.jhu.edu/departments/health-policy-and-management/research-and-practice/center-for-gun-violence-solutions/solutions/safe-and-secure-gun-storage>

community.

Hello,

Thank you for joining our presentation on safe firearm storage at [insert location]. We hope you learned more about the importance of safe firearm storage and that you will help us continue to spread this important message.

If you're interested in getting involved or have other thoughts, feel free to contact [me/our organization] at [insert email address]. I encourage you to explore additional resources at ncsafe.org, including the safe storage checklist, the parent resource, and other shareable materials.

To stay in touch, follow NC S.A.F.E. on [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#). We appreciate your partnership in creating safer communities throughout North Carolina. Together, we can keep NC S.A.F.E.

Thank you!

[your name]

Leave-Behind Resources

Distributing resources is a great way to ensure that the presentation message has an impact and continues to spread after the event. We recommend leaving behind the following materials for participants to take with them:

- Your business card or another item with your contact information.
- [NC S.A.F.E. safe storage options flyer](#).
- [NC S.A.F.E. safe storage checklist](#).

Further, make sure participants have the NC S.A.F.E. website URL (ncsafe.org) and social media channels (@NC_SAFE on Instagram, Twitter, and YouTube; @NorthCarolinaSAFE on Facebook). Explore additional resources that may be relevant to your audiences at ncsafe.org/resources.

Thank You!

Thank you for volunteering your time to share messages about safe firearm storage with members of your community. As a community host, you are an integral part of the NC S.A.F.E. campaign. By spreading knowledge and advocating for responsible and effective firearm storage, you are helping us take steps toward building safer communities.