
Unintentional Child Shootings in America

Help stop preventable tragedies

Colette Martin - October 6, 2015



Introduction

While political debate swirls and America's gun violence problem grabs headlines daily with school shootings, workplace shootings, and all manner of day in-day out gun related tragedies, there is one area on which we can all agree:

Children should not have unsupervised access to loaded guns

Yet, hardly a day goes by when a tragedy does not play out involving young children handling loaded guns. Thirty-three percent of U.S. households contain a gun and half of gun-owning households don't lock up their guns, including 40 percent of households with kids under age 18. (Pew Research Center for the People and the Press, 2009 Values Survey, Final Topline, Question e.F2, April 2009, <http://people-press.org/reports/questionnaires/513.pdf> and "Firearm Ownership and Storage Practices, U.S. Households, 1992–2002: A Systematic Review," *American Journal of Preventive Medicine*, 27:2 (2007): 173-182)

So far in 2015:

65 children under 15 have been **FATALLY UNINTENTIONALLY** shot

Here are some of the children who died this year alone:

CantonRep.com
CONNECTING STARK COUNTY

A 12-year-old South Carolina boy was fatally shot Friday in what authorities say was an accident during a target-shooting outing. The victim was identified as Joseph Baily of More, South Carolina. "It was an accident," county Sheriff Dale Williams said Monday. "It (shooter) was a juvenile. It was a brother. His brother was 11 years old." "The 11-year-old picked up a weapon off of a picnic table," Sheriff Williams said. "He accidentally shot it."



from Houston Chronicle

Sheriff urges gun safety after boy's death

The 3-year-old boy who died after apparently shooting himself with his grandfather's handgun has been identified as Casey Senter-Talk of Spring.

✚ 1



REDFIELD, AR - Funeral services were held at Family Church in Pine Bluff on Wednesday morning for Benjamin Schrader. Schrader, 5, was shot and killed in an accidental shooting on Friday morning at a home on Huck Finn Boulevard in Redfield.

✚ 4 ♥ 1



from Mail Online

Three-year-old boy dies after shooting himself in the head with pistol

A three-year-old Michigan boy is dead after accidentally shooting himself in the head with a .40-caliber handgun at a home on Sunday afternoon in Lenawee County's Franklin Township. Michigan State Police say Jonathan Kaufman found the loaded pistol in a closet while his father and older brother were outside and fatally wounded himself with a single shot.

✚ 2 ♥ 1



A 3-year-old girl was shot and killed Wednesday night by one of her siblings who accidentally fired a gun found inside of their apartment. The shooting happened around 8:15 p.m. in an apartment complex in the 600 block of 46th Place in Southeast D.C., police say. The young girl was identified by authorities as Dalis Cox.

✚ 1



The Antrim County Sheriff's Office tells us they ruled the shooting that killed 11-year-old Thomas Belanger as accidental/self-inflicted. Sheriff Daniel Bean says Thomas and his 14-year-old brother grabbed their grandfathers .357 revolver from a dresser drawer. The handgun was kept unloaded but the sheriff says the boys then went to another place in the home for ammo. Sheriff Bean tells us the two brothers then went to a makeshift fort where Thomas tripped on some boards, fell, and the gun fir

✚ 3 ♥ 1

Another tragic metric

So far in 2015, 7 adults have been shot by preschoolers. 2 have died:

- February 2015: Davie FL mom shot in leg by toddler.
- February 2015, Albuquerque, NM: 3-year-old shoots dad and pregnant mom.
- June 2015, York City, PA: Mom shot by 3-year-old son.
- August 2015: Georgia 25yo mom shot by 4yo dies.
- August 2015: Man shot and killed by 2-year-old son.
- September 2015, Lake Placid, NY: Toddler shoots mother in stomach.

Every year, hundreds of minor children are unintentionally shot:

- Usually at home
- Often by another child
- Some of the injuries will impair the child's health for a lifetime

#NotAnAccident Index

At Least 204 Child Shootings in 2015.

More than two million American children live in homes with guns that are not stored safely and securely. This interactive map tracks every publicly reported incident in 2015 where a person age 17 or under unintentionally kills or injures someone with a gun.

MAPS

UNINTENTIONAL DEATHS



Overview of gun owner demographics nationally.

Note from Colette: "This will be an important section because I think there will be SOME overlap between that and the typical BRU shopper. The gun owners will be mostly male — but BRU shoppers will be mostly female (moms, moms to be, and grandmothers/Grands to be). So those females, even if they don't PERSONALLY use/own guns, quite often live with them in their own homes. And that's who we need to reach! (I think the design elements we're narrowing down to will appeal greatly to that demographic).

Page showing why

“Educating kids to stay away from guns is not enough to keep them safe”. Some gun owners feel that talking to kids about guns and/or providing gun safety instruction is enough — scientific research confirms time and time again that despite education, kids’ curiosity frequently gets the better of them — and with guns that can have tragic consequences. That’s not due to poor teaching by the adults or poor listening by the kids — children’s brains are not developed enough yet to process the consequences. A few links can be provided here of studies done on kids educated in gun safety who still play with guns when they are found in various hidden camera experiments (there are dozens of those).

Note from Leah:

I want to strongly second that we need to show why Eddie the Eagle (NRA program) and other education only programs won't keep kids from guns. Parents are responsible for their kids' safety and we should never put the burden on the child, whose judgement and impulse control are poor, especially when talking about lethal weapons. We can provide citations to several studies showing that kids don't listen and curiosity wins out every time, especially with boys!!

And so... a modest proposal

The numbers are clear - these tragedies occur EVERY DAY in America and most of them are 100% preventable. There are an estimated 300 million guns in circulation in the USA in 2015, in an estimated one-third of households. When it comes to firearms, responsible gun owners know: SAFETY IS ALWAYS RULE #1.

- WE PROPOSE that in all BabiesRUs retail outlets and all online storefronts, high quality trigger locks be offered within and amongst the “BABYPROOFING” category.

As parents and friends/family shop for safety products, gun locks should be among the most prominent products displayed. Gun owning parents know that guns should be locked 100% of the time when not in use/not on the owner’s person. Having high quality gun locks prominently displayed would be a very visible reminder to all who shop for children’s safety devices that guns can be dangerous in the wrong hands.

And a lock can LITERALLY mean the difference between life and death.

- An online search for “gun lock” produces these results:

The screenshot shows a search results page for "gun lock" on a retail website. The page features a purple header with a search bar containing the text "Search for something to keep baby happy!". Below the header, there are navigation options like "shop by" and "My Cart". The main content area displays "5 results found for 'gun lock'" and "Showing 1 - 5 of 5 results". The results are sorted by "Best Match" and show 24 results per page. The first four results are:

- Air Zone Foam Blaster 6-Pack**: \$17.99, 4.5 stars, Ship-To-Home, Free Store Pickup. Ships Free with a purchase of \$19 or more!*
- Airzone A2 6 Pack Foam Blasters**: \$17.99, 4.5 stars, Ship-To-Home, Free Store Pickup. Ships Free with a purchase of \$19 or more!*
- Mega Bloks Halo UNSC Firebase Building Set**: \$64.99, 4.5 stars, Ship-To-Home, Free Store Pickup Today. Ships Free with a purchase of \$19 or more!*
- Total Soldier Flying Fortress-Helicopter**: \$29.99, 4.5 stars, Ship-To-Home, Free Store Pickup. Ships Free with a purchase of \$19 or more!*

The fifth result is partially visible at the bottom: **Air Zone Foam Blaster 6-Pack**, \$17.99, 4.5 stars, Ship-To-Home, Free Store Pickup. Ships Free with a purchase of \$19 or more!*

The left sidebar contains filters for Age (3 & 4 Years (2), 5-7 Years (3), 8-11 Years (3), 12-14 Years (2), Big Kids (2)), Price (\$10 - \$20 (2), \$20 - \$30 (1), \$30 - \$40 (1), \$50 - \$75 (1)), Gender (Boys (5), Girls (3)), and Brand (Air Zone (2), Mega Bloks (1)).

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- SINCE 2005, gun locks are required to be included in the sale of all handguns via Federal Firearms License dealers (i.e. retail sales). However, the legislation does not apply to transfers by private sellers, and does not require that transferees use the device. We think offering the locks for sale, particularly in the context of protecting children in the home, is another way to encourage consistent use thereby protecting children.

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Note from Colette about this proposal:

The pitch makes the case for getting BRU on board to lend their marketing might to an excellent cause. We're basically saying, "we've created this campaign and would love you to be our partner in it by..."

a) introducing gun locks to your product offerings in the baby/child safety category in BOTH brick and mortar stores and online marketplaces.

b) using campaign collateral we've created to support the new product offering