



END FAMILY FIRE

Safe Gun Storage



CAMPAIGN OVERVIEW:

With more than 48,000 gun-related deaths annually in the United States – many of these preventable – the End Family Fire campaign aims to highlight the importance of preventing access to firearms in the home through safe gun storage.

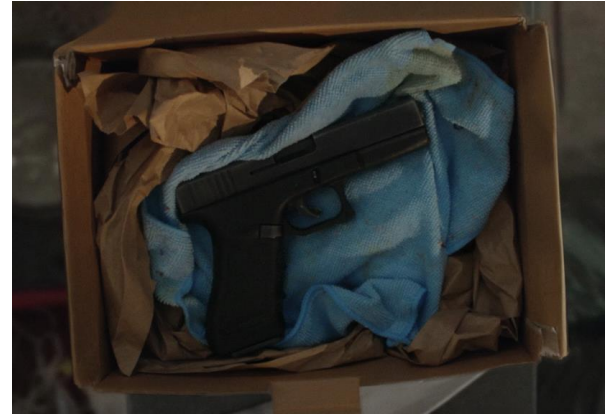
More than one third of U.S. adults live in firearm owning households, and nearly 4.6 million children live in homes with unlocked and loaded guns. Therefore, it's not surprising that firearm related injuries are the leading cause of death for children and teens, and the risk is markedly higher for gun owning households than for non-gun owning households.

The campaign introduces the American public to the term “family fire,” which gives a name to a subset of gun violence and offers ways to mitigate the risk associated with having guns in the home. Family fire refers to a shooting that results from someone misusing an unsecured firearm from the home. Unintentional shootings, firearm suicide, and many intentional shootings are forms of family fire.

PSA Description:

In 2024, the End Family Fire campaign launched creative that targets first-time gun owners, or those who acquired their first firearm from 2020 to the present. The creative takes a calm but chilling approach to demonstrate that any unsecured gun in the home could become a threat that gun owners are not considering when acquiring a gun to protect themselves from threats outside of the home.

Additional campaign creative highlight the risks of unintentional shootings among children and teens – available in both English and Spanish – as well as creative featuring real stories from gun owners with a personal experience with gun suicide that reinforces the connection between unsecured guns and firearm suicide.



TARGET AUDIENCE:

Gun owners in the U.S. who keep at least one gun unsecured for protection.

Targeted creative efforts include those reaching first-time gun owners, Hispanic gun owning parents, and Veteran gun owners.

CAMPAIGN OBJECTIVE:

Encourage gun owners to learn more about safe gun storage and educate them on the next steps they can take to keep their loved ones, their homes and their communities safe.

CALL TO ACTION:

Take the next step to store all your guns more securely. Learn how to make your home safer at EndFamilyFire.org.

4.6M

children live in homes with unlocked and loaded guns. ([Source](#))

3X

Access to a firearm in the household triples the risk of a suicide death. ([Source](#))

56%

of gun deaths in America are suicides. ([Source](#))

76%

of school shooters under the age of 18 acquire their gun from friends or family. ([Source](#))