

# **GUN VIOLENCE PREVENTION AND PEDIATRICS**

## **Children's National Grand Rounds – August 21, 2013**

### **Gun Violence stats**

- Children's Defense Fund 2013 report on gun violence in children: [www.childrensdefense.org](http://www.childrensdefense.org)
- Visit web resources (at bottom of page) + ResidentBook (for trainees)
- AAP one-pager on back of this sheet with key federal priorities

### **Messaging tips**

#### **Three "As" of Advocacy**

**Awareness:** Learning the Political Landscape

- Do your homework! Learn the issue and your audience

**Advancement:** Coalition and Relationship Building

- Learn who else is working on the issue, and partner up!
- Maintain contact, even after the initial interaction

**Action:** Communication and Message Delivery

- Clear, concise, "sound bites"
- Limit to 2-3 most important points

#### **Key Messaging Tips**

- Focus on emotional, values-driven arguments.
- Tell stories with images and feelings.
- Avoid jargon and too much data.
- You hold weight as a child health expert, so speak to what you know!!

#### **Key Frames in Gun Violence Prevention discussion**

- The serious personal toll that gun violence takes on Americans' lives
- The people's right to be free from violence in their communities
- The changing nature of weapons toward more powerful, military-style firearms that make us less safe

#### **Take action, and get involved!**

- Brady Campaign to Prevent Gun Violence: [www.bradycampaign.org](http://www.bradycampaign.org)
- Coalition to Stop Gun Violence: [www.csgv.org](http://www.csgv.org)
- States United to Prevent Gun Violence: [www.supgv.org](http://www.supgv.org)
- Moms Demand Action: [www.momsdemandaction.org](http://www.momsdemandaction.org)
- American Academy of Pediatrics: [www.aap.org](http://www.aap.org)

#### **Get in touch!**

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