

## Attachment 4: FA I&D Messages for Testing

OMB Control No. 0920-1154

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### Firearm Injury and Death (FA I&D) Messages for Testing

#### FA I&D Messages

**Big idea 1:** *We all want and deserve healthy and safe communities, but firearm violence threatens our health and safety, and it harms some groups (those with risk factors) more than others.*

These are some messages we'll test for big idea 1:

1. **Main message: You see yourself in a community with safe schools, parks, and streets, but firearm violence threatens that vision.**
  - 1.1.1. *Alt: You want to lead a healthy and safe life, but for many of us, gun violence gets in the way.*
  - 1.1.2. *Alt: Firearm-related deaths—both accidental and intentional—put your vision for a safe and healthy community at risk.*
  - 1.1.3. *Alt: You and your neighbors have a right to lead a safe and healthy life, but if someone gets shot in your community, we're all less safe.*
  - 1.1.4. *Alt. You and your neighbors have a right to lead a safe and healthy life, but if someone gets shot in your neighborhood, you're all less safe.*
- 1.2. **Supporting message: And our young people overwhelmingly bear the brunt of this threat.**
  - 1.2.1. *Alt: And young people suffer more than any other group.*
  - 1.2.2. *Alt: And young people suffer more often than most anyone else.*

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**Big idea 2:** *Firearm injury and death is a preventable public health problem; it's not inevitable.*

These are some messages we'll test for big idea 2:

2. **Main message: We can prevent firearm injury and death. It's not inevitable.**
  - 2.1.1. *Alt: You can help prevent gun-related injury and death instead of just feeling overwhelmed and hopeless.*

- 2.1.2. *Alt: We don't have to sit back and wait for gun injuries and deaths to happen—together, we can actually prevent them.*
- 2.1.3. *Alt. Solutions do exist! There are proven ways to make shootings, suicides, and unintentional gun injuries less likely to happen in our neighborhoods.*

**Big idea 3:** We can take concrete, evidence-based actions (ameliorate risk factors and strengthen protective factors) to prevent firearm I&D and mitigate the degree to which it threatens our health.

These are some messages we'll test for big idea 3:

3. **Main message: Let's be proactive. Prevent firearm injury and death by taking simple actions that are proven to work.**

- 3.1.1. *Alt: It doesn't have to be this way—let's take actions that are proven to prevent shootings, suicides, and gun-related accidents.*
- 3.1.2. *Alt: We know what works to prevent gun-related injuries and accidents from happening, and we can do it.*
- 3.1.3. *Alt: We know what works to prevent people from getting injured with a gun, and we can do it.*

3.2. **Sample calls to action (CTAs):**

Audience	Desired action	CTAs to test (not an exhaustive list of all CTAs possible within final messages)
<b>General public</b>	<b>Learn more about prevention and how it is linked to SDOH</b>	<ul style="list-style-type: none"> <li>● Visit [website] to learn more about preventing gun violence.</li> <li>● Learn about how to prevent gun violence at [website].</li> <li>● You might be surprised to learn that “greening” initiatives such as building parks and other outdoor spaces can help prevent gun violence.</li> </ul>
<b>Policymakers or policy influencers</b>	<b>Support greening, economic, and youth-based interventions</b>	<ul style="list-style-type: none"> <li>● Clean up vacant lots or buildings to create fewer places and opportunities for gun violence.</li> <li>● Consider policies that enhance individual and family financial security that can help</li> </ul>

Audience	Desired action	CTAs to test (not an exhaustive list of all CTAs possible within final messages)
		<p><i>reduce gun violence.</i></p> <ul style="list-style-type: none"> <li>● <i>Connect young people to mentors to help communities cope with and prevent gun violence.</i></li> <li>● <i>Connect young people who are most at risk with outreach workers and services to reduce trauma and avoid future violence.</i></li> </ul>
<b>Partner orgs with niche reach, e.g., shooting clubs</b>	<b>Promoting and practicing safe storage</b>	<ul style="list-style-type: none"> <li>● <i>You are careful enough to secure your firearms, and making sure your neighbors are doing the same will help make your whole community safer.</i></li> <li>● <i>Secure all your guns to help prevent one of the most common types of firearm death among young people—suicide.</i></li> <li>● <i>Secure your guns to help prevent one of the most common types of firearm death among young people—suicide.</i></li> <li>● <i>Keep all your guns stored securely to prevent young people and others from using your gun without your knowledge.</i></li> <li>● <i>Keep your guns stored safely to prevent young people and others from using your gun without your knowledge.</i></li> <li>● <i>Store guns safely to prevent young people and others from using your gun without your knowledge.</i></li> <li>● <i>Discuss secure gun storage with other parents before your kids play together for the first time.</i></li> <li>● <i>Discuss safe gun storage with other parents before your kids play together for the first time.</i></li> </ul>