

PROJECT CHILDSAFE®

A FIREARMS SAFETY PROGRAM OF THE
NATIONAL SHOOTING SPORTS FOUNDATION

2017 ANNUAL REVIEW



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2017 AT A GLANCE

2017 AT A GLANCE

In 2017, Project ChildSafe, the firearms safety education program of the National Shooting Sports Foundation (NSSF), continued its mission to educate firearms owners and the general public about the critical need for safe storage and responsible gun ownership.

Project ChildSafe's impact is resulting in a real, measurable difference in communities nationwide, evidenced by a [U.S. Government Accountability Office report](#), which concluded that providing free locking devices positively influenced behavior to store firearms more safely. Furthermore, a [National Safety Council report](#) showed the number of unintentional firearms deaths is at historic low levels.

This year's program successes include:

- Growing our base of core individuals and organizational supporters by nearly 3,000, including a surge amongst non-traditional audiences.
- Launching our firearms safety initiative at both the local and national levels, with the U.S. Department of Justice's Bureau of Justice Assistance (BJA) \$2.4 million grant.
- Garnering media attention reaching nearly 200 million people.
- Distributing locks in all 50 states.
- Developing and launching a new public service announcement, "[Safety is a Habit.](#)"

2017 PROGRAM GOALS

We had three overarching goals for 2017:

- Demonstrate Success and Momentum with the Grant-Supported Initiative
- Amplify the Project ChildSafe Message to Deepen and Expand the Core Program
- Grow Organic Message Delivery and Promotion of Project ChildSafe

The following pages highlight our achievements in these areas.

**DEMONSTRATING SUCCESS
AND MOMENTUM
WITH THE GRANT-
SUPPORTED INITIATIVE**

In 2015, Project ChildSafe was awarded a grant under a cooperative agreement between NSSF and the U.S. Department of Justice Bureau of Justice Assistance. The agreement supports an ongoing Project ChildSafe initiative providing free firearms safety education materials and gun locks to pilot communities as well as at the national level.

At the heart of the BJA grant-supported initiative is “Project ChildSafe Communities,” designed to promote responsible firearms ownership and safe firearms storage. The initiative provides tools and information to help prevent firearms misuse.

Each Project ChildSafe Community effort involves identifying and recruiting local partners and leaders who:

- Shape the program to reflect the community's unique voice and culture.
- Help the campaign reach residents through organizations and channels they already recognize and trust.
- Sustain the program long term.

COMMUNITY LEVEL ACTIVITIES

The initiative is focused on three pilot communities – Oklahoma City, Memphis and Cleveland. These cities were chosen because there is significant firearms ownership and community support for efforts to prevent firearms accidents, thefts and misuse, including suicide.



OKLAHOMA CITY

The “Aiming for Zero” campaign launched in Oklahoma City, resulting in significant media coverage from local TV, The Oklahoman and niche media such as Telemundo and the Cheyenne and Arapaho Tribal Tribune.

A press conference kicked off the campaign in January, featuring Oklahoma Governor Mary Fallin and a “who’s who” of nearly 15 local government officials and law enforcement partners, as well as stakeholders from shooting sports, mental health, veterans and conservation groups who had been strategically recruited over the previous months.

Attendees included Oklahoma City Mayor Mick Cornett and Oklahoma City Police Chief Bill City, along with representatives from the Oklahoma County Sheriff’s Office and local organizations and chapter groups.



Above: Launch Event Social Posts
Below: Stakeholder Organizations



OKLAHOMA CITY: MEDIA SUCCESS

Project ChildSafe stakeholders have played a critical role in continuously spreading the safe storage message. Together we have:

- Forged a media partnership with KFOR TV (Channel 4) that generated more than **\$100,000 in donated air time** supporting the “Safety is a Habit” PSA, and in December produced its own PSA to support the program, featuring several of our local stakeholders.
- Coordinated a strategic response to an accidental child shooting incident in which media, law enforcement and Project ChildSafe supporters all emphasized the importance of storing firearms responsibly to help prevent future accidents. **Resulting media coverage reached more than 2 million people.**
- Placed op-eds in local publications to highlight regional support of the Project ChildSafe Community, including pieces by:
 - Oklahoma County Acting Sheriff, P.D. Taylor, who authored a January 2017 [op-ed](#) for The Oklahoman.
 - Suzi Rouse of DIVA Women Outdoors Worldwide (DIVA WOW), who published an August 2017 [op-ed](#) in both The Oklahoman and Norman Transcript that focused on female gun ownership and the importance of safety in the home.



Top: "Aiming For Zero" Flyer
Bottom: KFOR PSA Video
Left: OKC 1 Year Anniversary Infographic

MEMPHIS

Project ChildSafe Memphis launched in October 2017 with six lock distribution events throughout the city, kicking off a community-led effort encouraging gun owners to “Own It? Respect It. Secure It.”

The Memphis launch was an extraordinary success, driven by overwhelming community support and resulting in **the distribution of more than 2,500 firearm safety kits to residents** in Memphis and the surrounding communities. Locks were given away at six sites, including city-run community centers and local churches, coordinated by our partners in the Office of Mayor Jim Strickland, who also secured day-long media partnerships with four local TV stations (ABC, CBS, FOX and NBC affiliates) as well as iHeartRadio and Cumulus Radio.

In addition to these key partners, other local stakeholders and supporters include U.S. Attorney Mike Dunavant, Memphis Police Director Michael Rallings and Shelby County Sheriff Chief Deputy Floyd Bonner, along with a core group of local stakeholder organizations.



U.S. Attorney
Mike Dunavant



Memphis Police Director
Michael Rallings



Shelby County Sheriff
Chief Deputy Floyd Bonner

Below: Stakeholder Organizations



MEMPHIS

At each lock distribution site, there were:

- Multiple community volunteers and city workers who handed out safety kits, flyers and literature.
- Dedicated law enforcement officers who answered questions, demonstrated how to install the locks, and strengthened the department's relationship with the community.
- A local broadcast media partner, all of which went live throughout the day promoting the giveaway, pushing safe storage messages and encouraging people to visit and get a lock. Most stations also ran interviews with local residents, who expressed how grateful they were that the locks were available.

Collectively the Memphis launch resulted in:

- More than **2,500 firearm safety kits** distributed to local residents.
- **Several thousand flyers** on firearms safety and storage distributed to local residents.
- Twitter posts viewed more than **997,700 times**.
- **11 print and online stories** published.
- **40 radio and television news** stories/mentions.

In the months since the launch, we worked to forge an ongoing media partnership, collaborated with the mayor's office to make more locks available throughout the city and recruited additional stakeholders to advance the campaign's message.

Results by the end of 2017 were notable and indicate continued momentum in 2018:

- Local TV stations have aired the "Safety is a Habit" PSA more than 1,300 times.
- 8,300 firearm safety kits have been distributed through the police department, churches, community centers and other lock distribution partners.



Top: "Own It? Respect It. Secure It." Billboard
Bottom: Gun Lock Distribution Launch Event

While implementing the grant-supported initiative in select communities, we also spread the firearms safety message nationwide, with the goals of:

- Meeting the demand for locks in areas of the country where Project ChildSafe participation is relatively low, or where the program had been previously unable to provide the quantity of locks requested.
- Tapping into the industry's extensive network of partners and messengers.
- Leveraging NSSF's credibility with gun owners to promote firearms safety to a broad audience.

NATIONAL LEVEL ACTIVITIES

Our approach consisted of increased efforts to add more law enforcement and non-law enforcement lock distribution partners, and engage in new mass communications activities, including the development of a new PSA and strategic paid media campaigns.



INCREASED LOCK DISTRIBUTION EFFORTS

We focused on areas of the country with high levels of gun ownership, but comparatively low levels of participation in Project ChildSafe. Arizona, Mississippi, Montana, Nevada and New Mexico were identified as states where fostering new partnerships with law enforcement agencies could have an impact. Initial efforts generated a 63 percent success rate in recruiting these new partners. Work is ongoing, and the plans for 2018 include expanding the list of target states to 10.

We also recruited several additional partners to assist in lock distribution, including local suicide prevention organizations, faith-based organizations, FFLs, shooting sports groups, youth organizations (such as 4-H and Boy Scouts) and health care facilities.

63%
SUCCESS RATE

HELPING TO SPREAD THE MESSAGE

To help catalyze the conversation on firearms safety, Project ChildSafe focused on two primary communications channels:

- **PSA:** The “Safety is a Habit” radio and TV PSAs launched in mid-2017, airing more than 13,000 times on TV, radio, websites and social media.
- **Paid Media:** Project ChildSafe produced digital display, search, Facebook and Twitter ads. These ads were primarily designed to inform viewers about the mission of Project ChildSafe and drive increased traffic, likes and follows to the Project ChildSafe website and social media channels.

PSA AIRED
13,000 TIMES

AMPLIFYING THE PROJECT CHILDSAFE MESSAGE TO DEEPEN AND EXPAND THE CORE PROGRAM

We created new content and kept our base audience engaged, highlighting the industry's leadership on firearms safety and garnering new supporters from traditional and non-traditional audiences.

AMERICAN FOUNDATION FOR SUICIDE PREVENTION



Secure firearms storage can help prevent access by those in crisis.



Suicide is preventable. Gun owners can help.



During National Suicide Prevention Awareness Month, Project ChildSafe helped remind gun owners of the critical role secure firearms storage plays in helping to prevent suicide. Through a collaborative partnership with the American Foundation for Suicide Prevention (AFSP), NSSF and Project ChildSafe, we embarked on a national firearms and suicide prevention effort that focused on educating the gun-owning community on warning signs and risk factors for suicide, as well as how to keep firearms safely out of reach of those who may wish to do themselves harm.

On social media, our posts about suicide prevention awareness were promoted more than **800,000 times** to members of our online community.

BOY SCOUTS OF AMERICA, SUMMER CAMP SHOOTING PROGRAMS

In December, Project ChildSafe partnered with the Boy Scouts to provide **35,000 locks** to shooting sports merit badge programs at 2018 summer camps across the nation.

BLACK GUNS MATTER, MAJ TOURE TRAINING SESSIONS

In an effort to better engage with minority audiences, Project ChildSafe launched a collaboration with Maj Toure in 2017. Toure is the founder of Black Guns Matter, an organization focused on educating and training minority communities about firearms responsibility. He has traveled the country to educate community residents, bringing a voice and a credibility that resonates with audiences.

Most recently, Toure partnered with Project ChildSafe to conduct training sessions:

- In Memphis, he hosted a “Black Guns Matter” event in December 2017 for 70 residents.
- In Houston, he distributed 100 gun locks during his “Black Guns Matter” event.

PROJECT CHILDSAFE MONTH

Whereas, The City of Altoona has partnered with Project ChildSafe to promote child-safe gun-locking devices

Now, Therefore, I, Matthew Pacifico, Mayor of the City of Altoona, Pennsylvania, do hereby proclaim June 2017 as

Project ChildSafe Month

in the City of Altoona and call upon all citizens to salute and thank Project ChildSafe and the National Shooting Sports Foundation for their dedication to promote gun safety and education.

In Witness Whereof, I have set My Hand and Present the Seal of the City of Altoona, signed on this 28th Day of June, in the Year of Our Lord, 2017.


Matthew Pacifico, Mayor

The mayor of Altoona, Pa., issued a proclamation declaring June as “Project ChildSafe Month,” recognizing the value Project ChildSafe brings to the community.



PROJECT CHILDSAFE EDUCATION CAMPAIGNS



In 2017, Project ChildSafe leveraged a number of online campaigns to help educate and engage gun owners about the importance of safe firearms storage.

PROJECT CHILDSAFE CAMPAIGNS

FRIENDS AND FAMILY CAMPAIGN | MAY – JUNE

One of the most successful campaigns each year is the annual Friends and Family recruitment campaign, which empowers our online community to recruit their networks to join Project ChildSafe's initiatives.

This year's campaign:

- Prompted more than **1,800 people** to participate.
- Included **8,586 online actions** in support of Project ChildSafe.
- Reached more than **440,000 people** through social media, a 110 percent increase from 2016.
- Achieved more than **3,000 Facebook post engagements**, a **200 percent** increase from 2016.

3,000
FACEBOOK PAGE LIKES

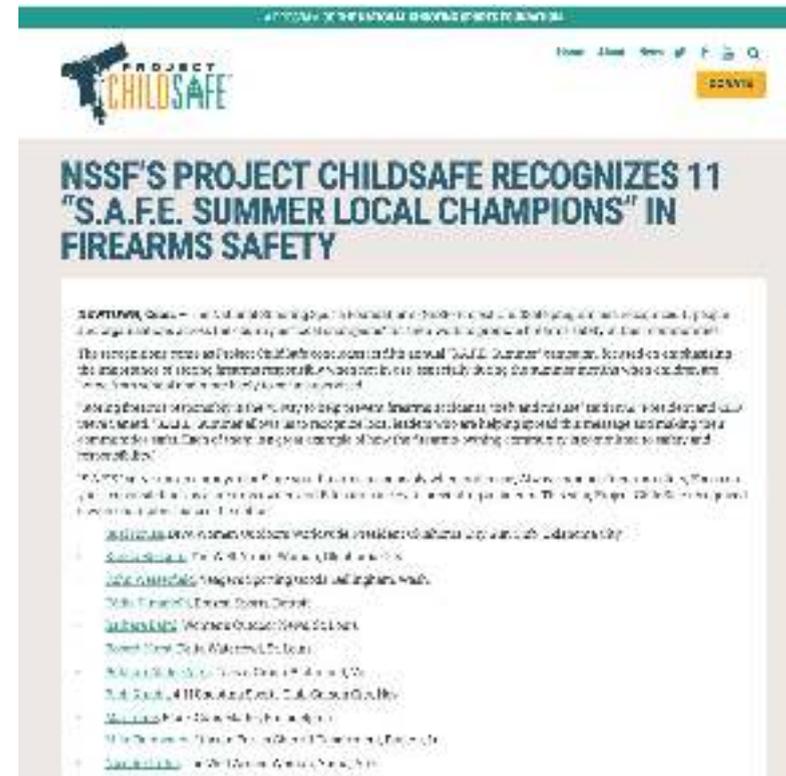
1,000
TWITTER FOLLOWERS



PROJECT CHILDSAFE CAMPAIGNS

S.A.F.E. SUMMER | JULY – AUGUST

In July, the S.A.F.E. Summer campaign recognized 11 people and organizations ranging from retailers to gun safety advocates across the country as **“local champions”** for their work to promote firearms safety in their communities. The campaign focused on emphasizing the importance of storing firearms responsibly when not in use, especially during the summer months when children are home from school and more likely to be unsupervised. The campaign also used social media posts to promote our S.A.F.E. Summer champion profiles over half a million times to our online community.



PROJECT CHILDSAFE CAMPAIGNS

HUNT S.A.F.E. | OCTOBER – NOVEMBER

Project ChildSafe collected community photos of parents and children recounting their most memorable hunting safety lessons to honor the rich tradition of hunting in America.

To incentivize sharing of captioned images, participants were entered into a contest with the chance to win one of several prizes donated by our industry partners. This incentive model was also used to encourage other Hunt S.A.F.E. activities, such as taking and sharing the Hunt S.A.F.E. quiz.

This year's Hunt S.A.F.E. campaign saw members of our online community submit photos, and 196 people shared more than **700 safe firearms storage messages**.



PROJECT CHILDSAFE CAMPAIGNS

HOLIDAY GIVING | NOVEMBER – DECEMBER

Project ChildSafe’s annual Holiday Giving campaign reached our online community more than **300,000 times**, driving more than **4,000 clicks** to the Project ChildSafe website and ultimately doubling the amount of funds raised in 2016.

Our message was further amplified by Julie Golob and The Well Armed Woman, both of which shared original content encouraging their substantial social media followers to give the gift of safety this holiday season.

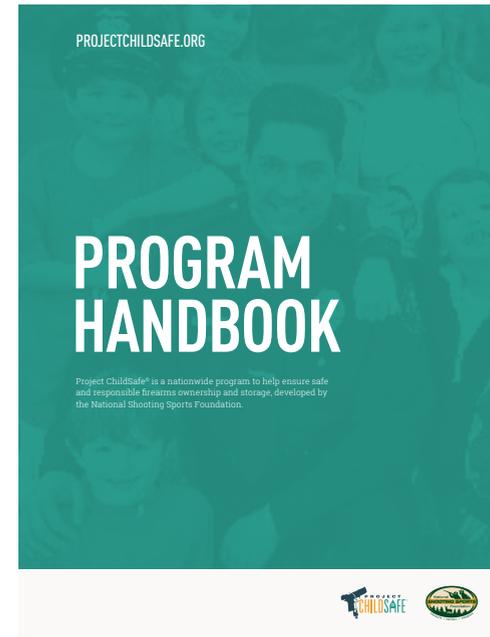


PROJECT CHILDSAFE CAMPAIGNS

UPDATED TOOLKIT

In March, Project ChildSafe updated the News & Media page and the toolkits for law enforcement and industry supporters to better align with our growing focus on community efforts in Oklahoma City and Memphis. Similarly, the Focus Communities page was updated in July ahead of the Memphis launch event.

In September, Project ChildSafe modified Oklahoma City launch collateral to incorporate the feedback of Memphis stakeholders, and designed a series of social graphics that enable the Memphis online community to share the “Own It? Respect It. Secure It.” message with their friends and family.



GROWING ORGANIC MESSAGE DELIVERY AND PROMOTION OF PROJECT CHILDSAFE

We sought to foster greater adoption and use of the Project ChildSafe messaging by our organizational supporters, law enforcement partners and other allies in the hunting and shooting sports community – especially showcasing the voices of women.



WOMEN'S OUTDOOR NEWS

Women's Outdoor News released a series of My Project ChildSafe videos, hosted on its YouTube channel, that share the importance of firearms safety and safe storage of guns. These videos include personal anecdotes from women of all ages – with stories on personal gun safety rules, tips for fellow shooters and recommendations on how to get into a firearms safe storage routine. The Women's Outdoor News' YouTube channel has almost **34,000 views**.



My Project ChildSafe Story:
Morgan & Mason,
2Girls Hunting



My Project ChildSafe Story:
Junior Shooting Star
Cheyenne Dalton



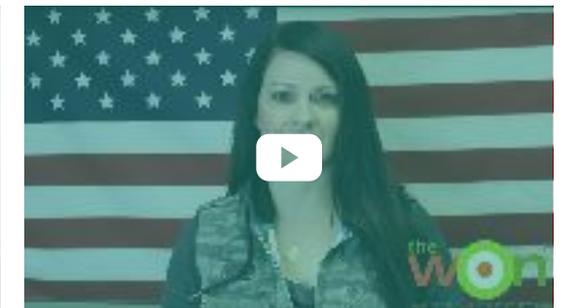
My Project ChildSafe Story:
Julie McQueen of Till
Death Do Us Part



My Project ChildSafe Story:
Julie Golob, Women's
Outdoor News



My Project ChildSafe Story:
Olympian & 3-Gun
Champion Lanny Barnes

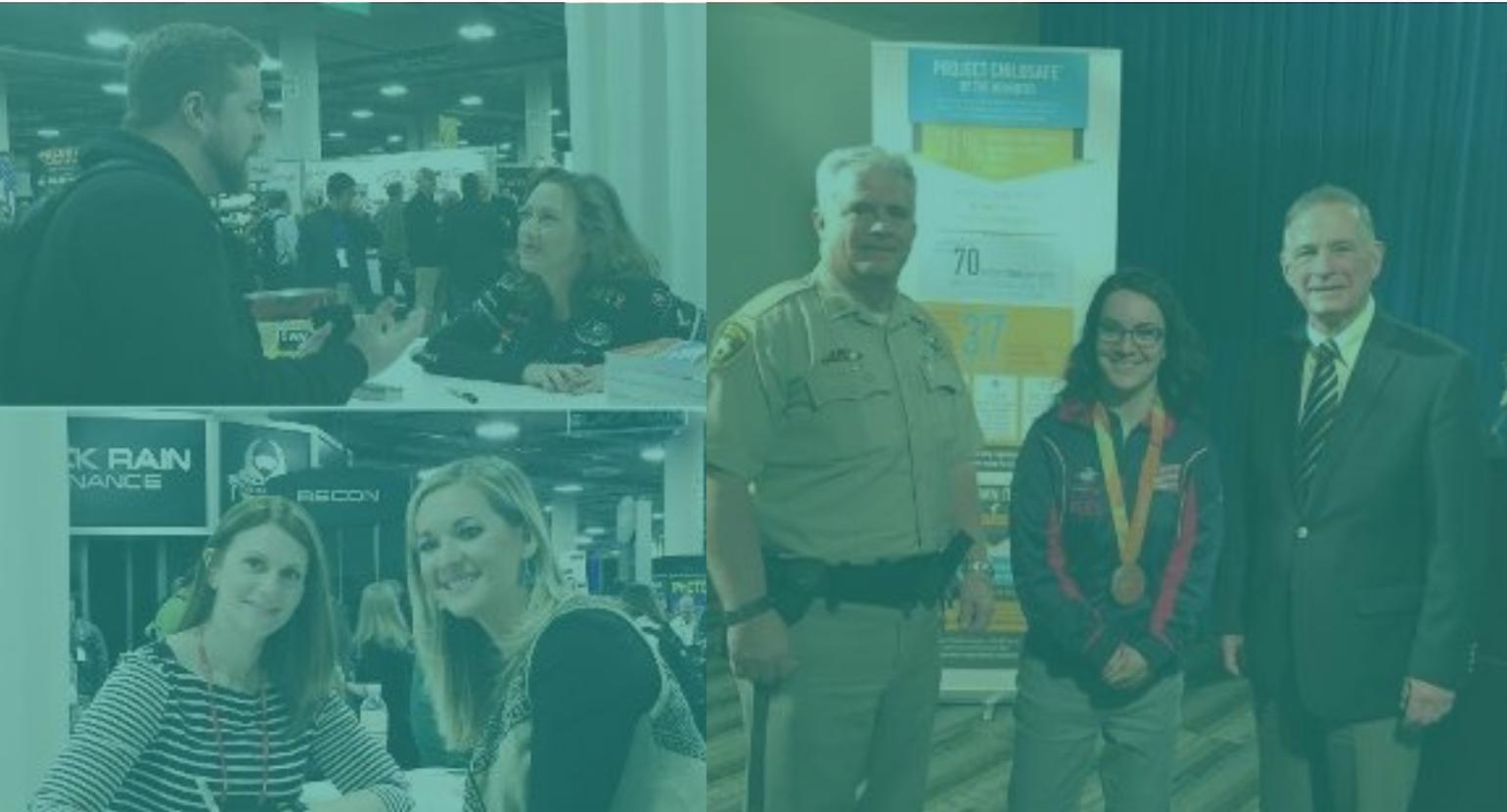


My Project ChildSafe Story:
Jen O'Hara of Girls with
Guns Clothing



My Project ChildSafe Story:
Melissa Bachman of
Winchester Deadly Passion

COMMUNITY EVENTS



SHOT SHOW 2017 | LAS VEGAS, NV

In January 2017, Project ChildSafe and the Las Vegas Metropolitan Police Department led a joint news conference during SHOT Show, the largest industry event of the year. Speakers included NSSF CEO Steve Sanetti, LVMPD Captain Richard Fletcher and USA Shooting athlete and 2016 Paralympic bronze medalist McKenna Dahl. All speakers noted the critical nature of safe storage and underscored Project ChildSafe's commitment to gun safety education. Project ChildSafe attended NSSF's SHOT Show with VIP guests Julie Golob, Jenn Jacques, Mark Kayser and Katie Pavlich, who shared materials and resources alongside Project ChildSafe staff, so that both seasoned and novice gun owners can be better prepared to make safety a habit in their own homes, on the hunt and at the range.

THE NEVADA FIREARMS COALITION (NVAC) EVENT | RENO, NV

NVAC hosted its inaugural event for the New Annie Oakley Women's Shooting program, which has trained more than 4,000 women in shooting and safety through a combination of classroom and range training sessions, and distributed hundreds of Project ChildSafe locks and educational materials.



COMMUNITY EVENTS



LOCK GIVEAWAY | JUNEAU, AK

Kahru Kustoms partnered with the Juneau Police Department to make safety kits available at its booth at the Safety and Preparation Conference in September, and distributed nearly 100 safety kits.

RANGE USA EVENT | MEMPHIS, TN

Scott Kilby, owner of Range USA and a Project ChildSafe supporter, distributed Project ChildSafe firearms safety information and literature at his Range USA booth at public events in September and October.





MEDIA COVERAGE

Project ChildSafe's efforts were covered extensively by print, broadcast and online media, pushing our message of firearms safety to an even broader audience. Additionally, many of our stakeholders wrote opinion pieces that have been placed in local publications to highlight their support of the Project ChildSafe Community.

ALMOST
200 MILLION
TOTAL MEDIA IMPRESSIONS

“Government Report Supports Project ChildSafe”



“Tips On How To Safely Store Guns At Home Offered”



“Experts: Most Accidental Shootings Involving Youths Can Be Prevented”



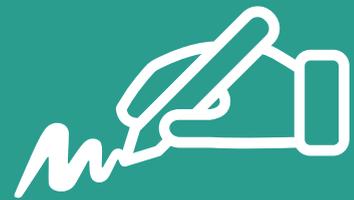
“How To Make Sure Your Kids Understand Guns And Gun Safety”

GETTING INVOLVED



GETTING INVOLVED WITH PROJECT CHILDSAFE IN 2018

Project ChildSafe is working with law enforcement partners across the U.S. to provide free gun locks and safety kits to help make our communities safer. But demand is greater than we can meet. Your contribution helps close the gap, putting safety kits and educational materials into the hands of more people. **Donate today.**



SIGN OUR PLEDGE



MAKE A DONATION



**VISIT OUR ORGANIZATION
AND LAW ENFORCEMENT
PARTNERS**



**FOLLOW US ON
FACEBOOK, TWITTER
AND INSTAGRAM**

Project ChildSafe, Inc. is a 501(c)(3) tax-exempt nonprofit organization and the outgrowth of Project ChildSafe's commitment to firearms safety and education. All donations to the organization are tax deductible to the extent allowed by law.