

CAMPAIGN OVERVIEW:

[Firearm injuries are now the leading cause of death for children and teens ages 1-17](#), surpassing car crashes for the first time in two decades. The American Medical Association declared gun violence as a public health crisis in 2016, underscoring the scale of the issue and the recognition by the health care community of the need for comprehensive and nuanced efforts to reduce the impact of firearm injuries on children and teens.

While many people think of firearm injuries as a highly divisive topic with no common ground or agreement, research has found that Americans actually agree on much more than we think. Health care professionals, parents, gun owners, non-gun owners, gun violence survivors and more all agree that firearm injuries shouldn't be the leading cause of death for children and teens. We also agree that firearms should be stored securely when not in use, that someone in crisis shouldn't have access to firearms, and that conversations about how to keep our children safe from gun violence should be normalized since we all have a role to play in solving this crisis.

Our new campaign platform is *Agree to Agree*. It shifts the idea that conversations about firearms will become arguments and shows how having conversations about gun violence can keep our communities safe. How many times have we heard the phrase: agree to disagree? It ends a conversation. *Agree to Agree* starts one.

Our new Youth Gun Violence Prevention campaign includes efforts targeting health care professionals (HCPs) that encourage them to be part of the solution by having non-judgmental, collaborative conversations with their patients and families – helping to normalize conversations between clinicians and patients.



TARGET AUDIENCE:

Health care professionals that serve patients from ages 0-17, with a focus on primary care providers, including pediatricians, family practitioners, nurse practitioners, and more.

CAMPAIGN OBJECTIVES:

- Increase awareness about the role that health care professionals (HCPs) can play in reducing the effects of firearm injuries on children and teens.
- Motivate HCPs to initiate non-judgmental and collaborative conversations with their patients, patients' families and other HCPs about firearm injury prevention.

WEBSITE:

Creative drives to AgreeToAgree.org/HealthCare where HCPs can explore information about firearm injury prevention and resources to equip them to have conversations with patients and their families.

48,000

More than 48,000 people in the U.S. are killed by firearm violence annually

Source: [Johns Hopkins Center for Gun Violence Solutions](#) (2024)

84%

84% of parents support health care systems playing a role in preventing and reducing gun violence

Source: Northwell Health Gun Violence Prevention Issues & Creative Testing (2022)

14%

Only 14% of American adults say they have had a doctor or other health care provider ask if they own a gun or if there are guns in the home

Source: [KFF](#) (2023)