

CAMPAIGN OVERVIEW:

[Firearm injuries are the leading cause of death for children and teens ages 1-17](#), and they have been for four consecutive years. The American Medical Association (AMA) 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.

Our campaign platform *Agree to Agree* shifts the idea that conversations about firearms are divisive and shows how talking about firearm injury prevention 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.

Everyone has a role to play in addressing this crisis, including health care professionals (HCPs) who care for patients affected by gun violence every day. The goal is to encourage them to be part of the solution by having non-judgmental and collaborative conversations with their patients and families about firearm safety. HCPs already talk with their patients about topics like nutrition, seatbelts, and vaping. We want them to also feel comfortable talking about how firearms are stored in the home, because questions about safety are questions about health.



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, physician assistants 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, along with a robust resource hub created in partnership with the AMA to equip clinicians with trusted tools to confidently engage in conversations with patients and their families.

46,000

More than 46,000 people in the U.S. are killed by firearm violence annually

Source: [Johns Hopkins Center for Gun Violence Solutions](#) (2023)

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)