

# Youth Gun Violence Prevention: Parents++

## CAMPAIGN OVERVIEW:

Gun injuries are now the [leading cause of death among children and teens ages 1-17](#) – surpassing car crashes for the first time in two decades. While many people think that gun violence is a highly divisive topic with no common ground or agreement, the good news is that we *actually* agree on more than we think. From parents, gun owners, non-gun owners, gun violence survivors, health care professionals and more, we agree that gun injuries shouldn't be the leading cause of death for children and teens. We also agree that guns should be stored securely when not in use, that someone in crisis shouldn't have access to guns, 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 guns will become arguments and shows how having productive conversations about gun violence can help protect children and teens. 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 Parents++ effort reminds parents and those with children in their inner orbit that this issue is solvable, and that having productive conversations about gun violence can help reduce gun injury and death among children and teens.

## TARGET AUDIENCE:

Parents++, including parents of children under 18, and individuals with children in their inner orbit, such as grandparents, close relatives, neighbors, and friends



## CAMPAIGN OBJECTIVE:

- Phase 1 creative raises awareness that gun injuries are the leading cause of death for children and teens in the U.S., and that we all have a role to play in solving this crisis
- Phase 2 creative (coming April 2025) reminds Parents++ that we agree on more than we think, and encourages productive conversations about gun violence to help reduce gun injury and death among children and teens

## CALL TO ACTION:

- Phase 1 creative encourages Parents++ to be part of the solution at [AgreeToAgree.org](#)
- Phase 2 creative (coming April 2025) encourages Parents++ to learn how to have the conversation at [AgreeToAgree.org](#)

## WEBSITE:

Creative drives to [AgreeToAgree.org](#) (upcoming Spanish fulfillment of [TodosDeAcuerdo.org](#)), which includes conversation guides to help start a conversation, information on the types of gun violence, and additional resources and information

**82% of Americans agree that having more productive conversations can help reduce gun injury and death among children and teens**

Source: Ad Council-Bully Pulpit International Survey, 2024

**80% of Americans in households with gun owners agree that practicing safe gun storage would reduce gun violence**

Source: [Ad Council Research Institute Gun Violence Survey, 2024](#)

**82% of Americans agree with temporarily restricting gun access to anyone at high risk of harming themselves or others**

Source: [Ad Council Research Institute Issue Pulse Survey-Winter 2023, 2023](#)