

COMPREHENSIVE APPROACH: BRADY MODEL

“Comprehensive approach” to preventing gun injuries and deaths:

- **Role of Policy**
 - Keep guns out of criminal hands
- **Role of public health and safety education**
 - Reduce risk around 300 million guns already in circulation, mostly in hands of law abiding citizens (Change social norms)
- **Role of legal action**
 - Keep guns out of criminal hands by 1) bringing cases against irresponsible gun sellers and 2) defending constitutionality of existing effective laws
 - Inspire safer behavior by bringing cases against irresponsible gun owners

COMPREHENSIVE APPROACH: BRADY MODEL

- Case for interventions should be based in data
- “Pathology” of guns to gun violence
 - Reveals key data gaps, areas of potential focus

FROM GUN TO GUN VIOLENCE: PATHOLOGY

FFL

The diagram consists of a light beige background. On the left, a vertical blue rounded rectangle contains the text 'FFL'. A large blue arrow points from this rectangle towards the right. On the right, another vertical blue rounded rectangle contains the text '30,000 Gun Deaths' and '> 70,000 injuries'.

30,000 Gun
Deaths

> 70,000
injuries

FROM GUN TO GUN VIOLENCE: TWO BASIC PATHS

FFL

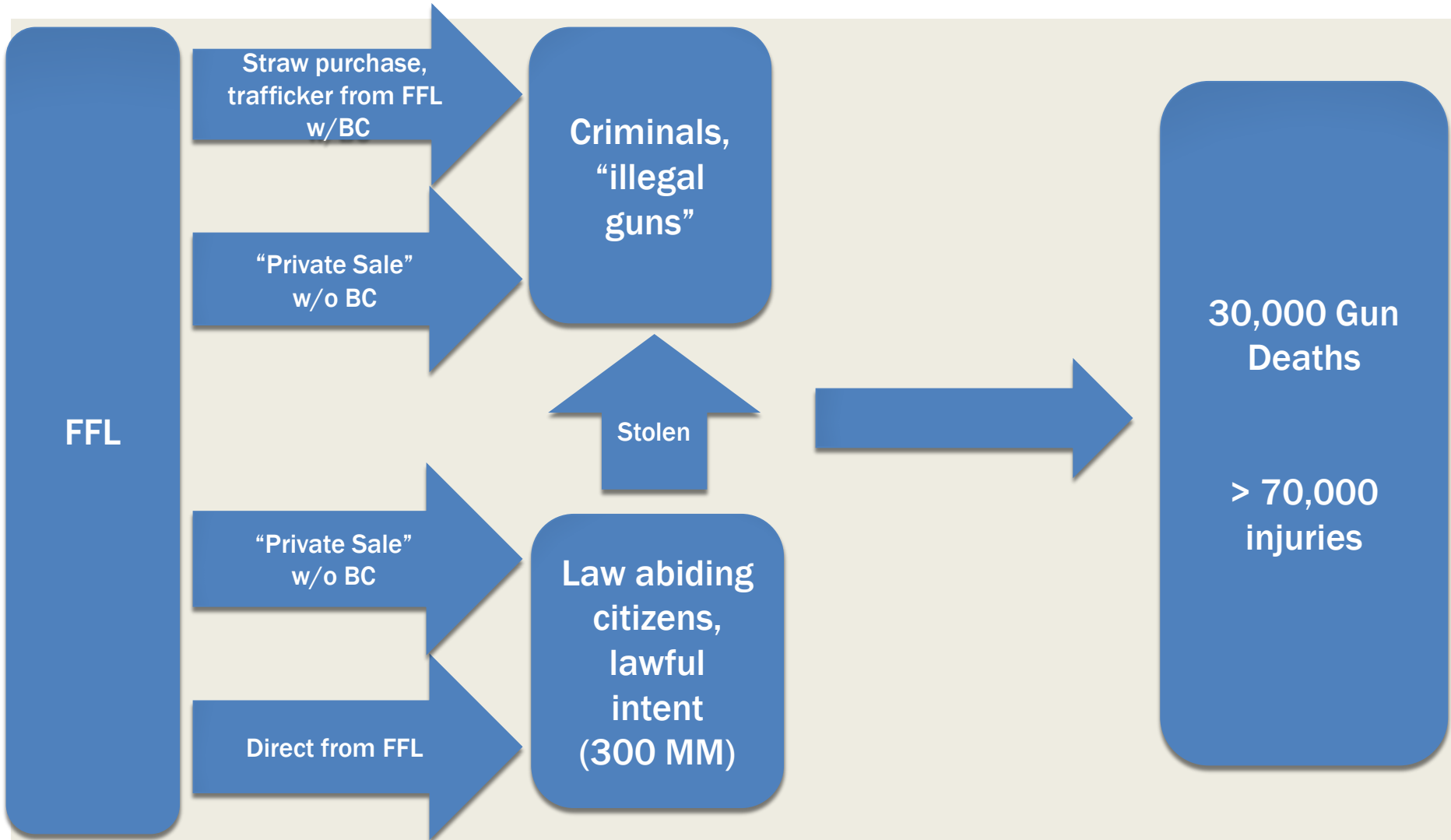
Criminals,
“illegal
guns”

Law abiding
citizens,
lawful
intent
(300 MM)

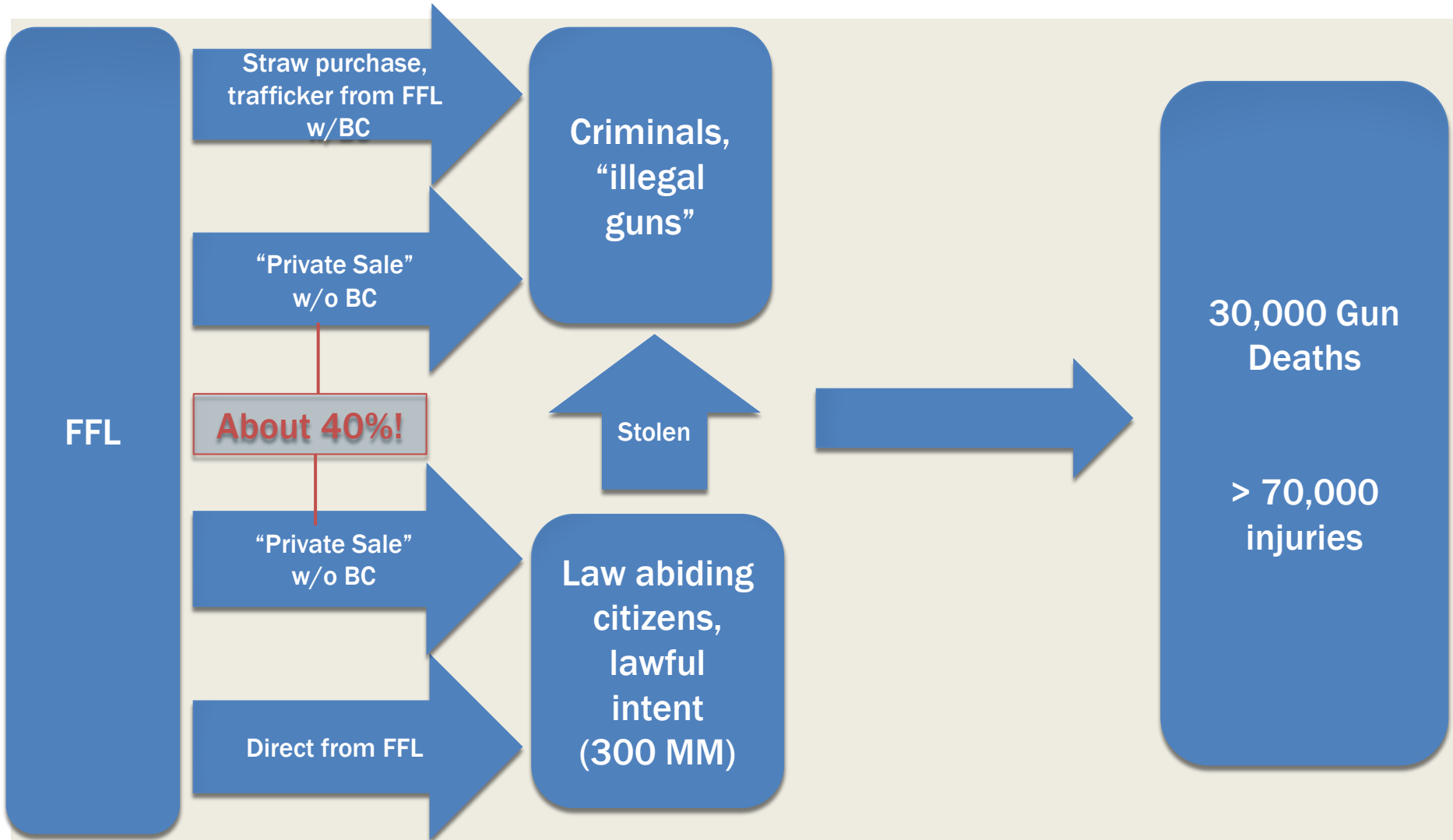
30,000 Gun
Deaths

> 70,000
injuries

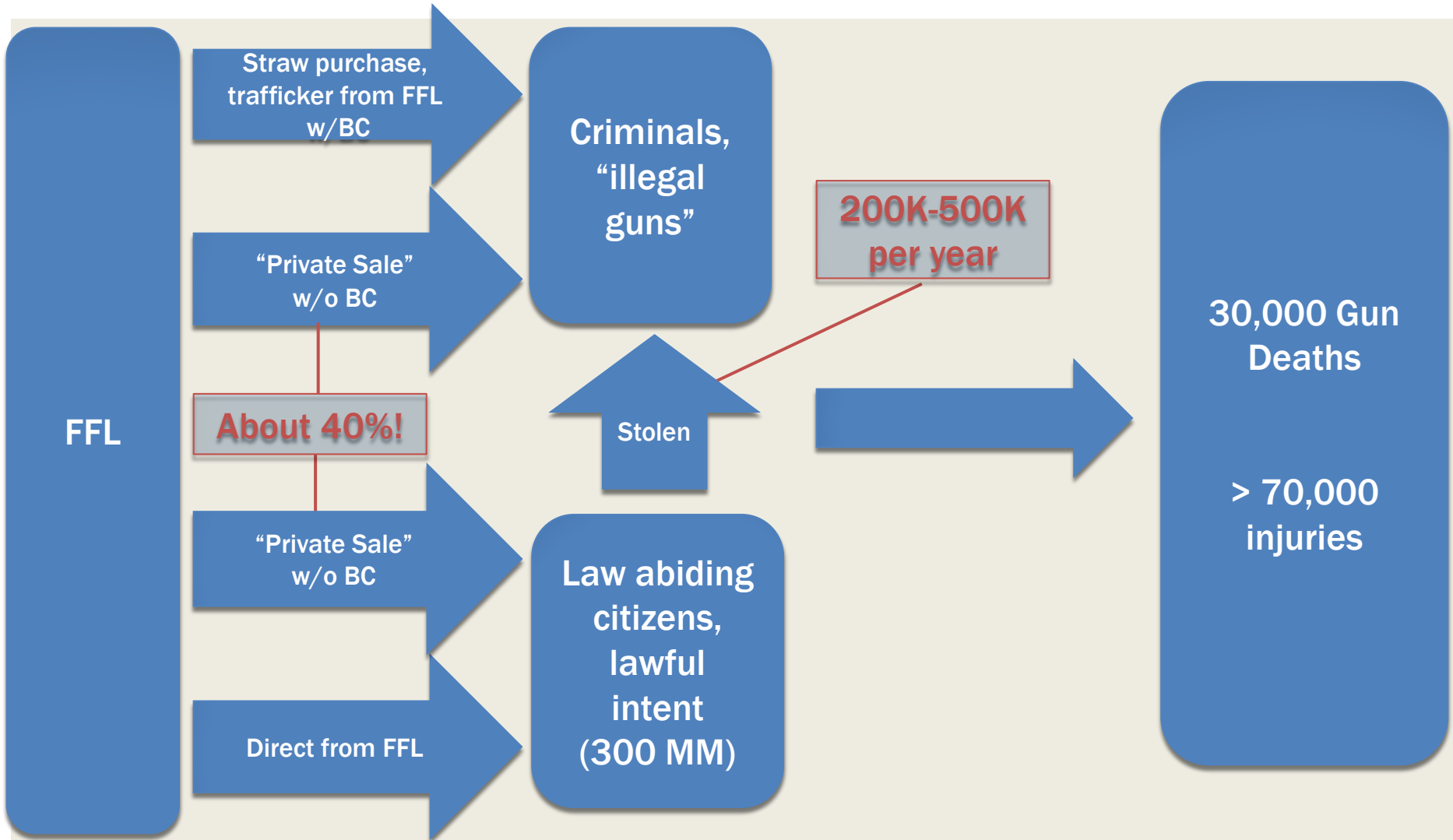
FROM GUN TO GUN VIOLENCE: TWO BASIC PATHS



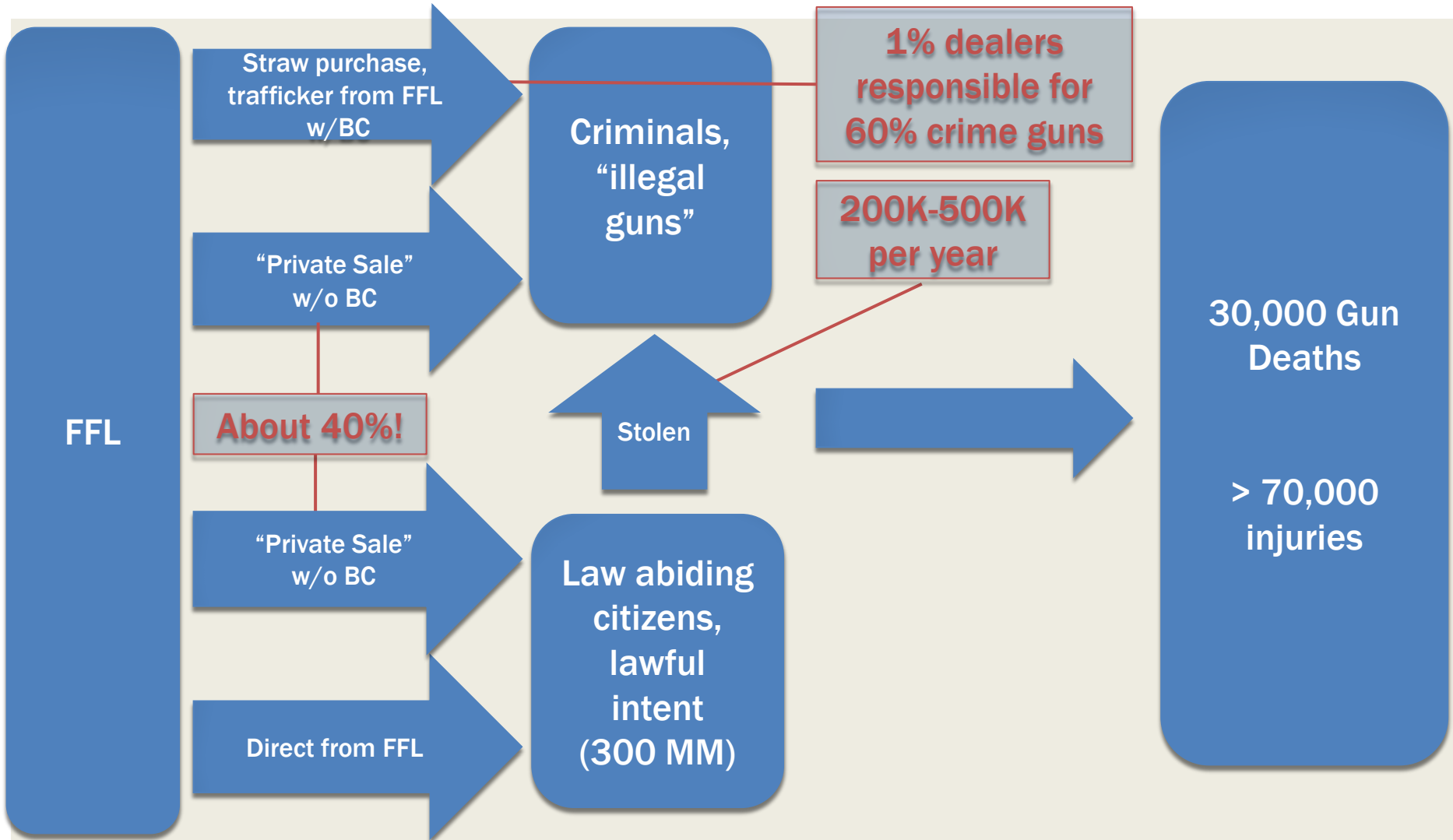
FROM GUN TO GUN VIOLENCE: TWO BASIC PATHS



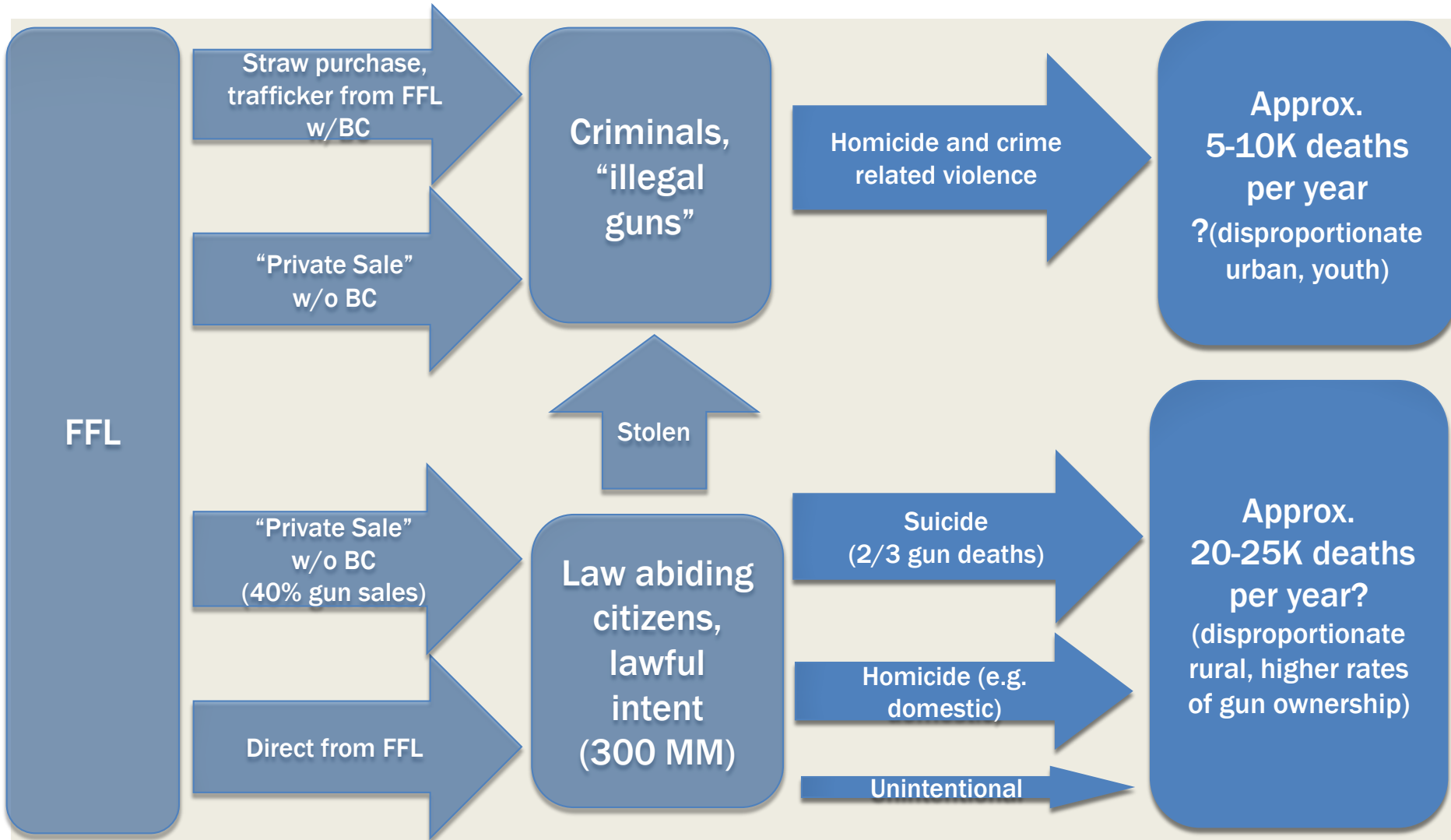
FROM GUN TO GUN VIOLENCE: TWO BASIC PATHS



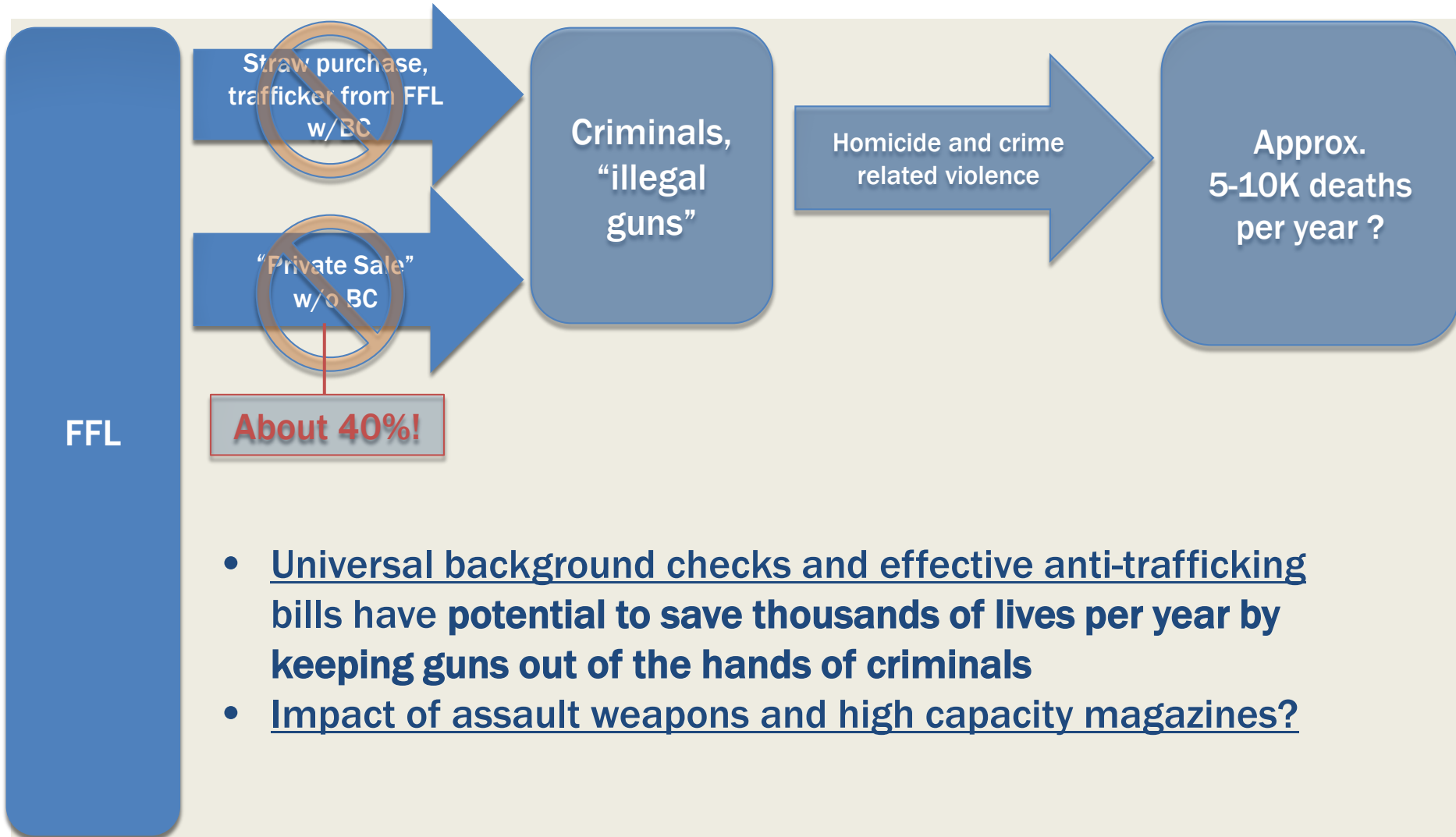
FROM GUN TO GUN VIOLENCE: TWO BASIC PATHS



FROM GUN TO GUN VIOLENCE: TYPE OF DEATH



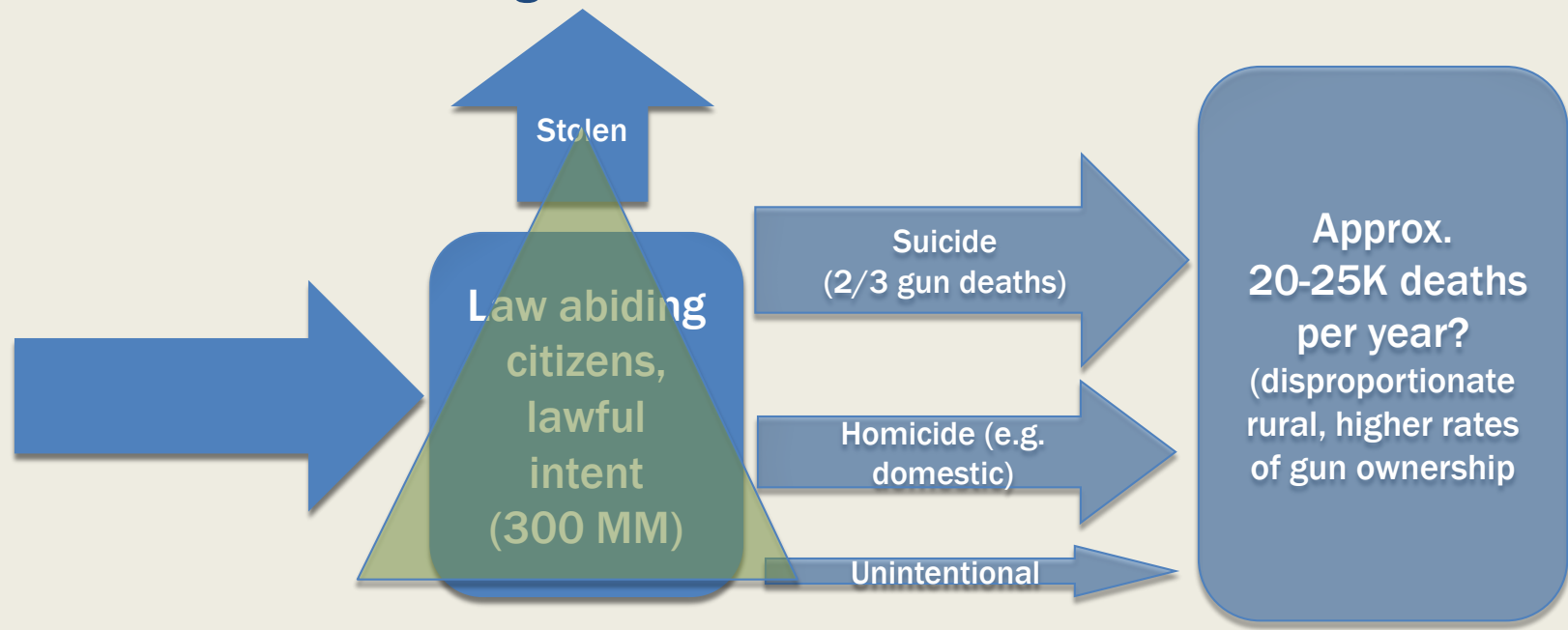
ROLE OF **POLICY**: KEEPING GUNS OUT OF CRIMINAL / DANGEROUS HANDS



ROLE OF PUBLIC SAFETY CAMPAIGNS: SOCIAL NORM CHANGE AROUND 300 MILLION GUNS

- ▲ public perceptions/attitudes around risks vs. benefits of guns
- Promote safe, stigmatize unsafe behavior and choices
- Inspire/empower parents, spouses, clinicians, etc. to reduce access to guns by people in high risk groups
- Quantifiable impact through measurable reduction in unsafe access and more safe storage

FFL

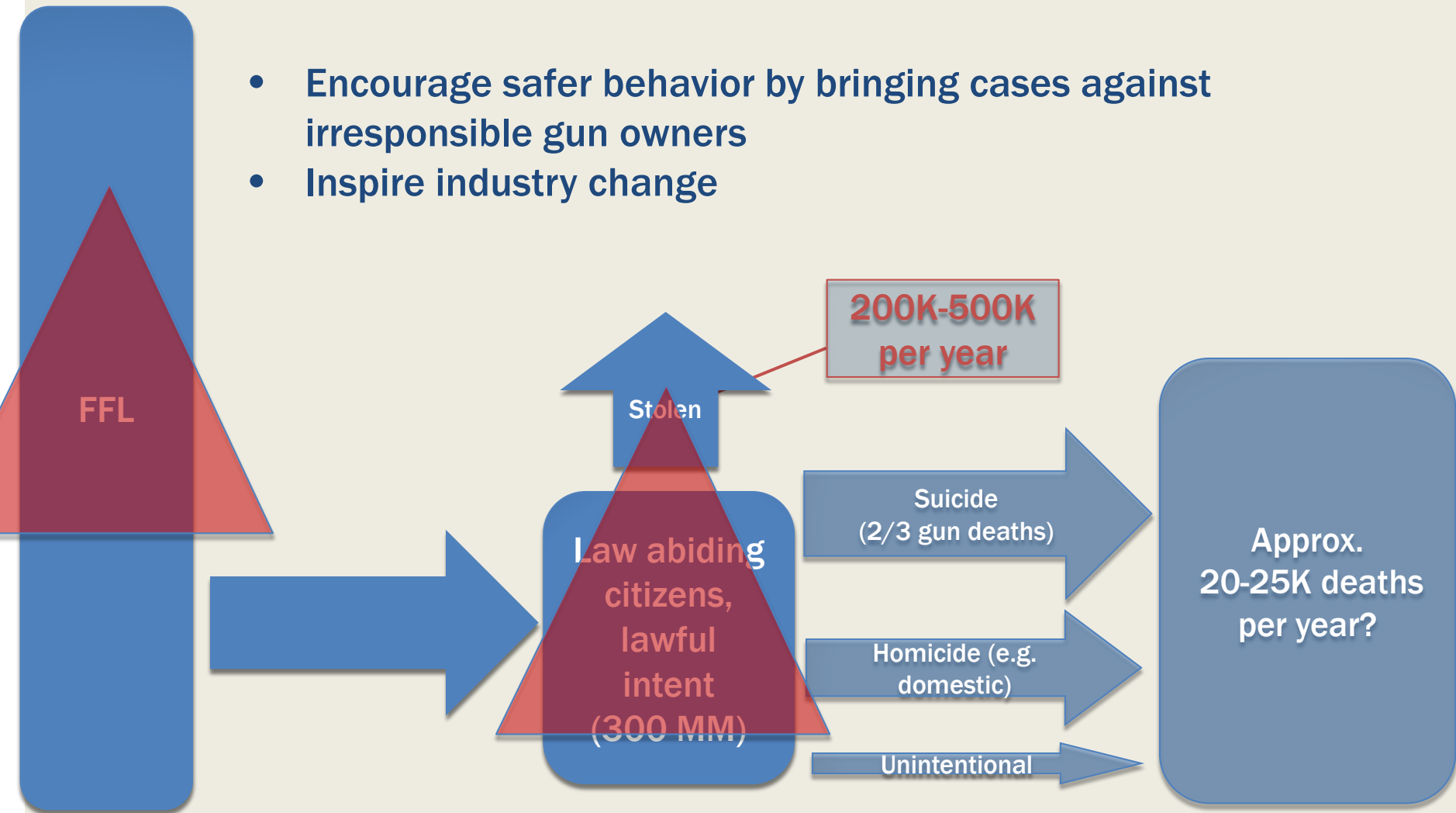


ROLE OF **LEGAL ACTION**: KEEPING GUNS OUT OF HANDS OF CRIMINALS



ROLE OF LEGAL ACTION: 300 MILLION GUNS ALREADY IN CIRCULATION

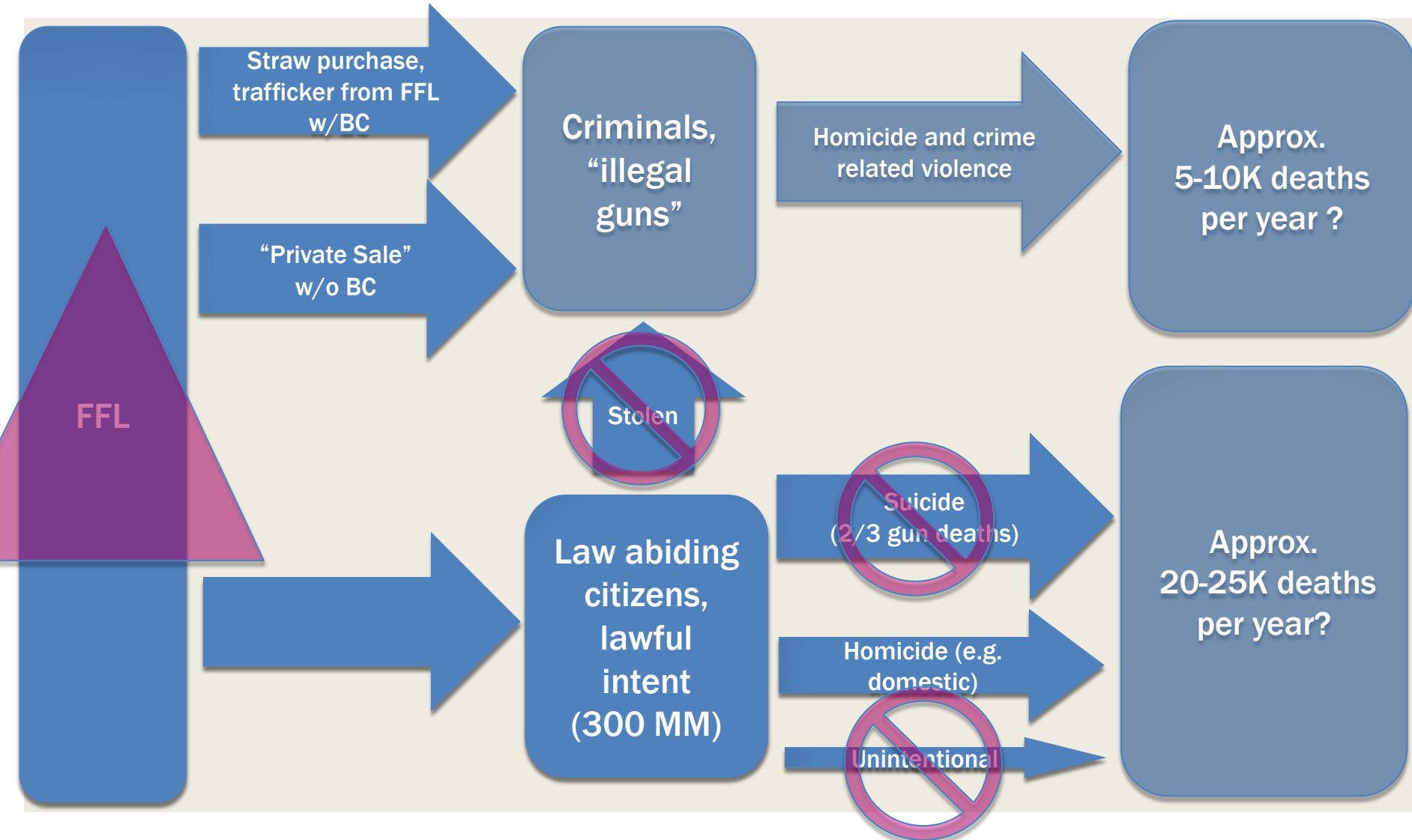
- Encourage safer behavior by bringing cases against irresponsible gun owners
- Inspire industry change



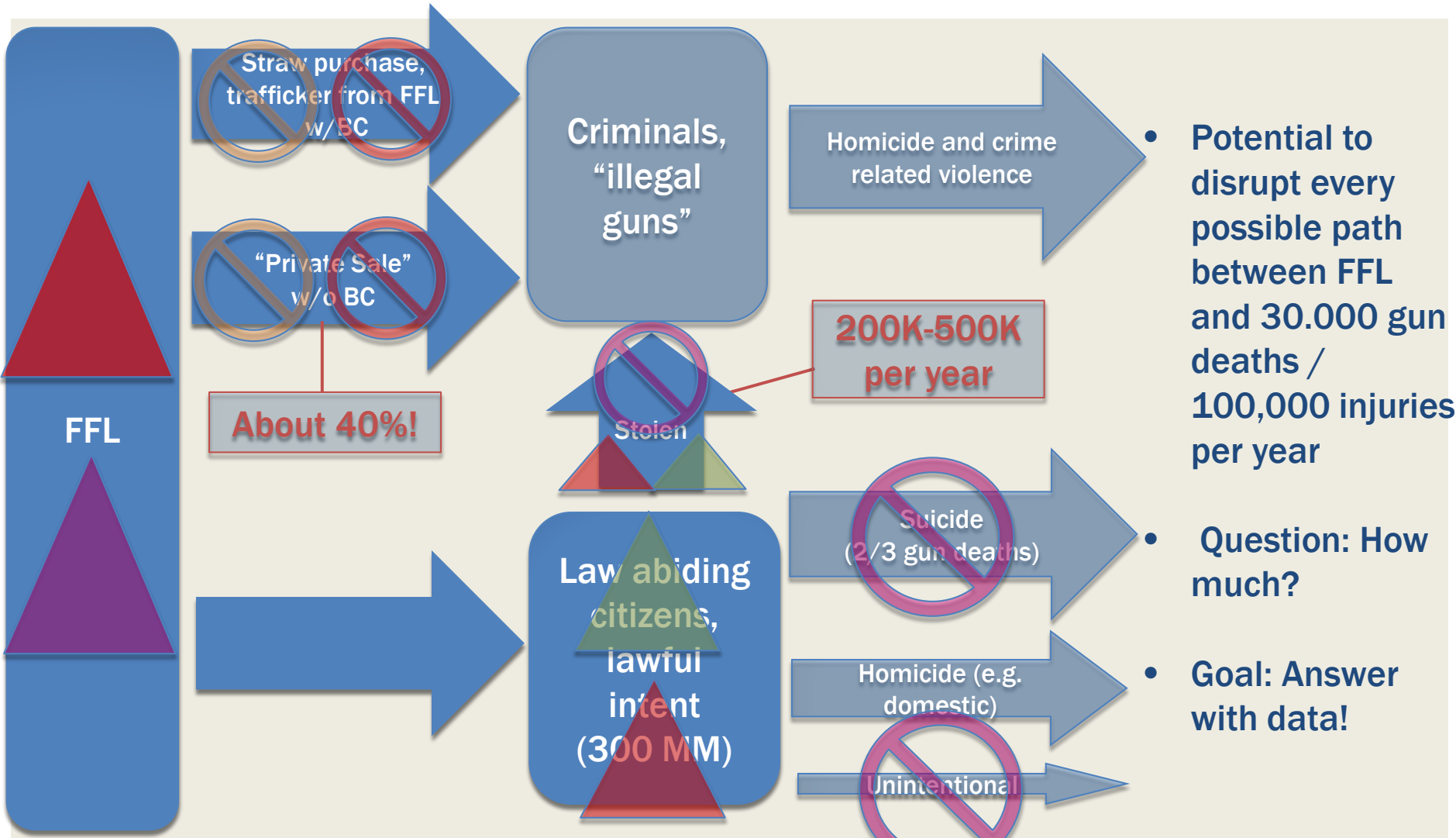
ADDENDUM ON TECHNOLOGY

- **Although outside Brady's core mission, potential impact of technological innovation, specifically "smart" or "personalized guns" should also be studied**
 - Keeping guns out of the hands of criminals by rendering stolen guns
 - Making safer the 300 million guns already in circulation, preventing suicide and unintentional deaths

ADDENDUM ON TECHNOLOGY: IMPACT BOTH HALVES OF THE EQUATION



WHOLE OPPORTUNITY: POLICY, SOCIAL NORM CHANGE, LEGAL ACTION, TECHNOLOGY



- Potential to disrupt every possible path between FFL and 30.000 gun deaths / 100,000 injuries per year

- Question: How much?

- Goal: Answer with data!

ROLE OF DATA: DETERMINE / QUANTIFY POTENTIAL IMPACT OF INTERVENTIONS

