

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

```
graph LR; A[FFL] --> B["30,000 Gun Deaths<br/>> 70,000 injuries"]; style A fill:#4a7ebb,color:#fff; style B fill:#4a7ebb,color:#fff; linkStyle 0 stroke:#4a7ebb,stroke-width:20px; linkStyle 0 stroke-dasharray:none; linkStyle 0 stroke-width:20px;
```

The diagram consists of a light beige background. On the left, there is a vertical blue rounded rectangle containing the text 'FFL'. A large blue arrow points from this rectangle towards the right. On the right, there is another vertical blue rounded rectangle containing 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

```
graph LR; FFL[FFL] --> Criminals[Criminals, "illegal guns"]; FFL --> LawAbiding[Law abiding citizens, lawful intent (300 MM)]; Criminals --> Statistics[30,000 Gun Deaths <br/> > 70,000 injuries]; LawAbiding --> Statistics;
```

The diagram illustrates two paths from FFL (Firearm Felony License) to gun violence statistics. The top path leads to 'Criminals, "illegal guns"', and the bottom path leads to 'Law abiding citizens, lawful intent (300 MM)'. Both paths converge on a final box showing '30,000 Gun Deaths' and '> 70,000 injuries'.

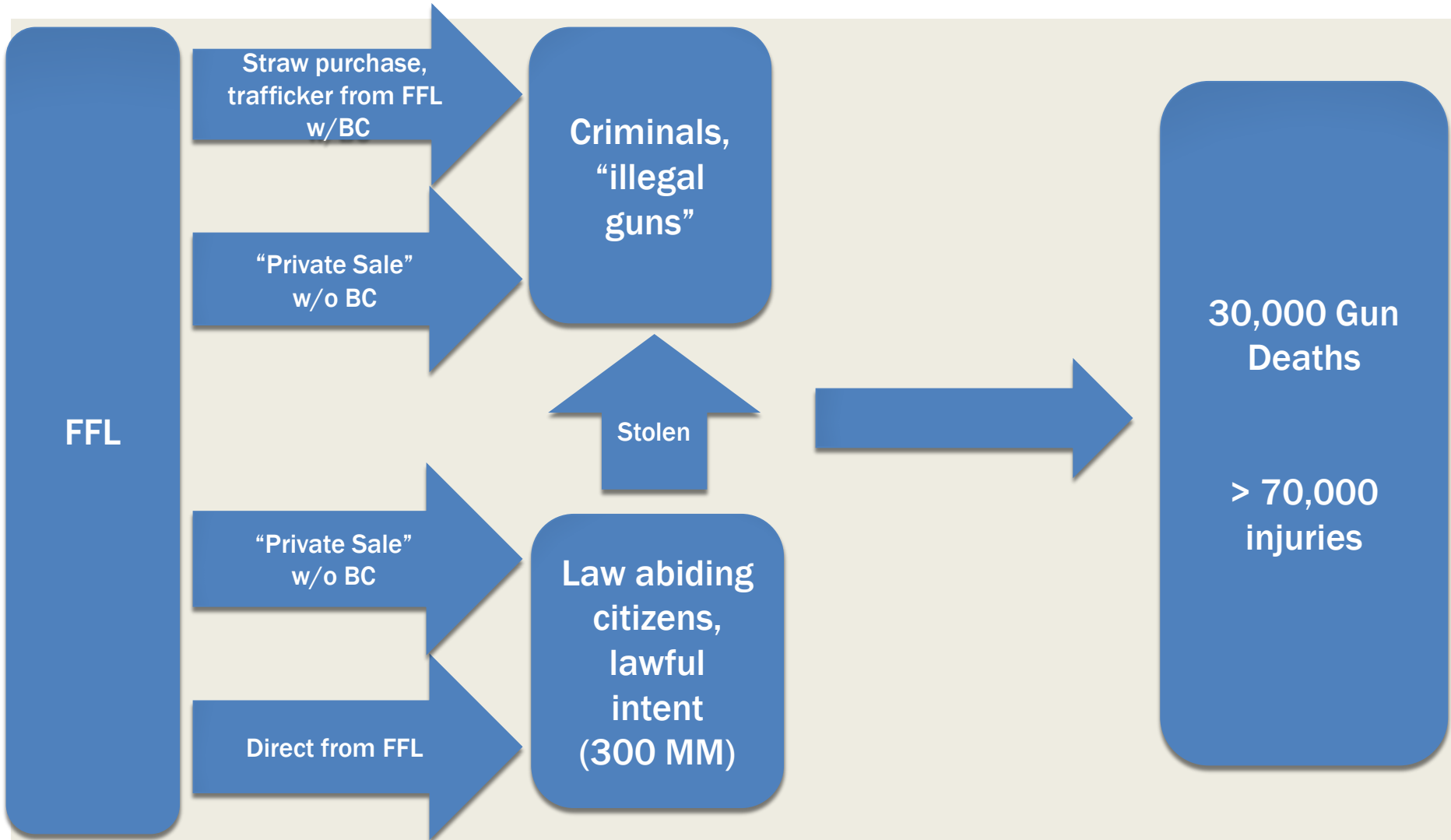
Criminals,
"illegal
guns"

Law abiding
citizens,
lawful
intent
(300 MM)

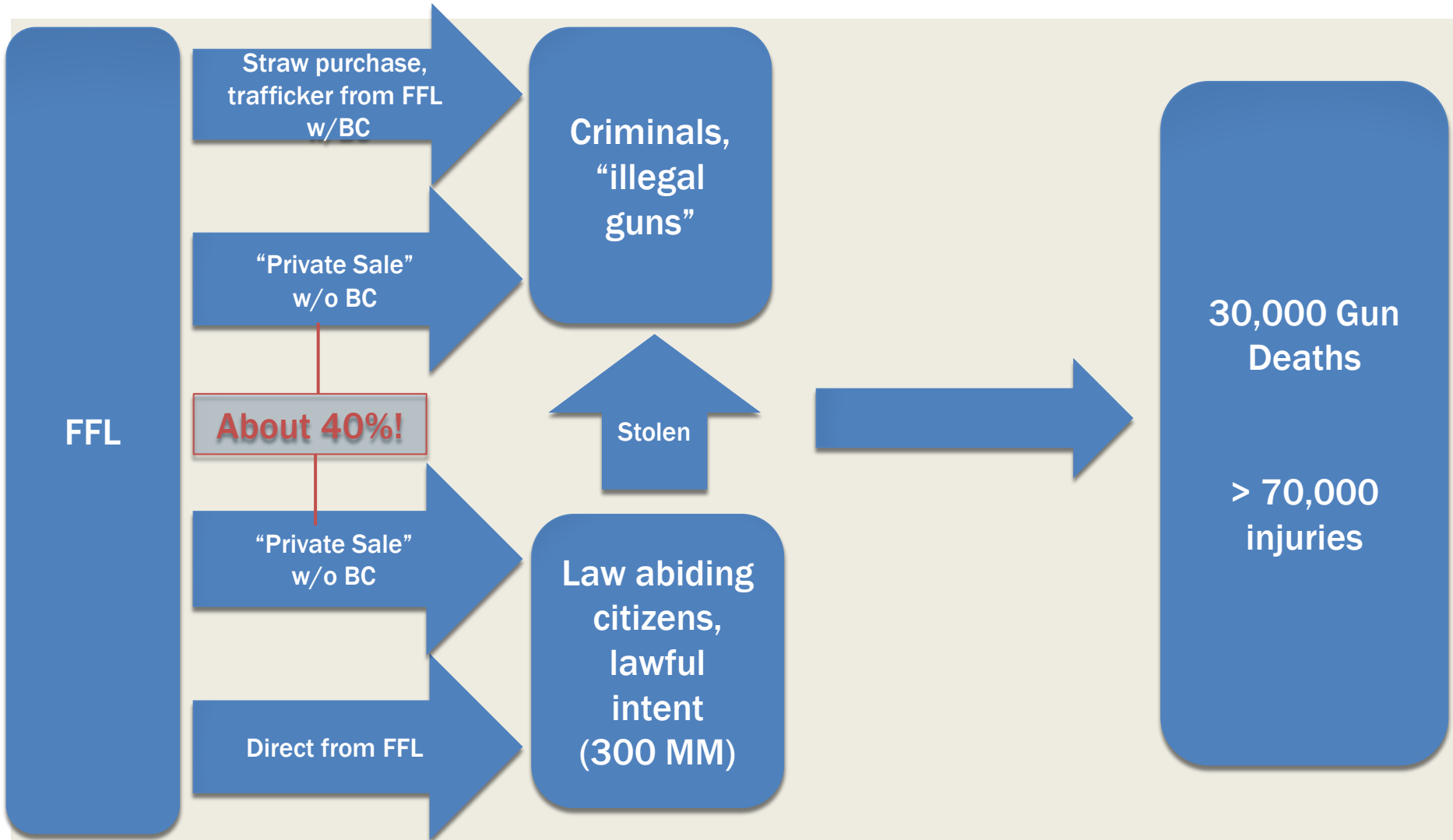
30,000 Gun
Deaths

> 70,000
injuries

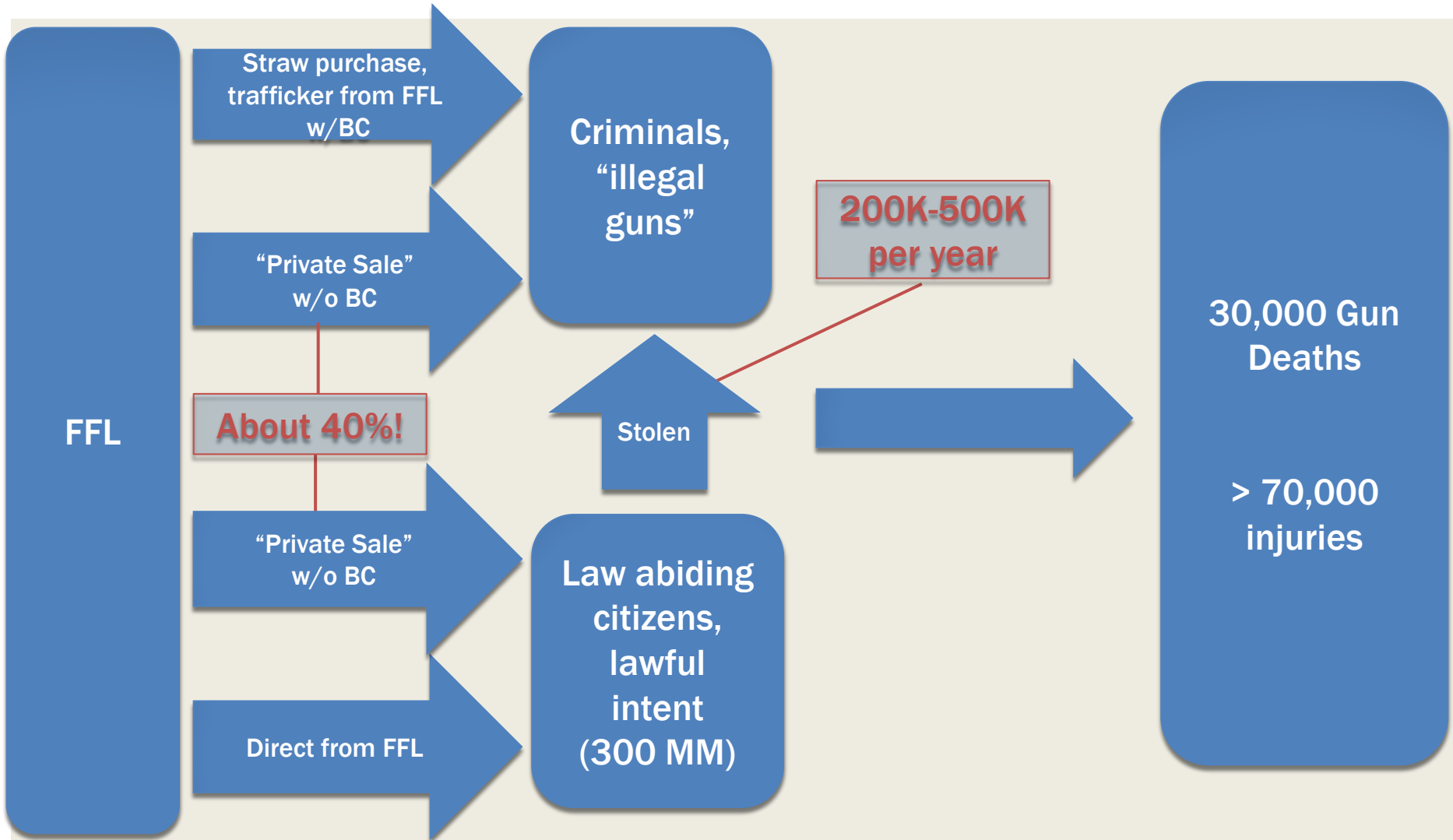
FROM GUN TO GUN VIOLENCE: TWO BASIC PATHS



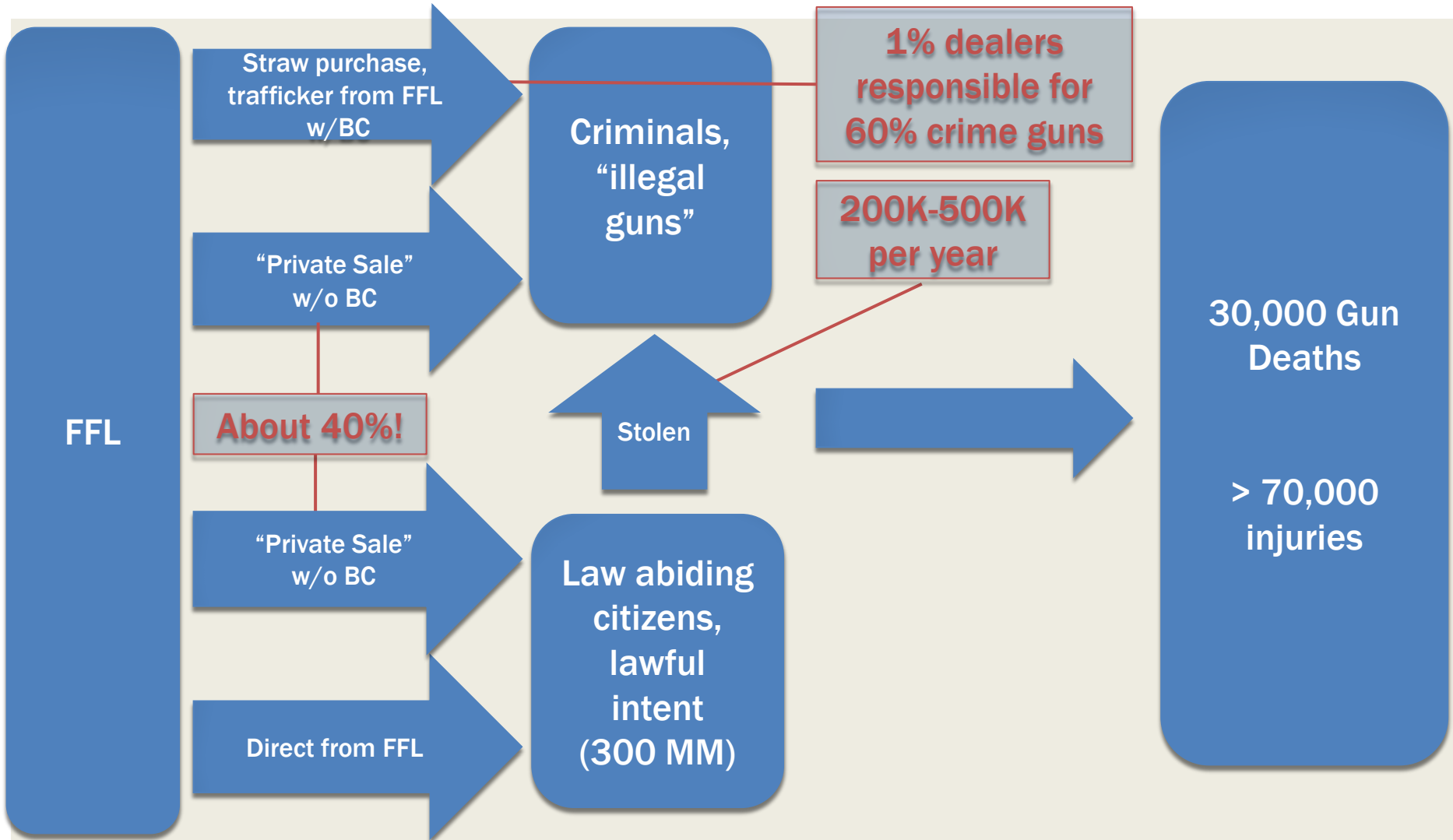
FROM GUN TO GUN VIOLENCE: TWO BASIC PATHS



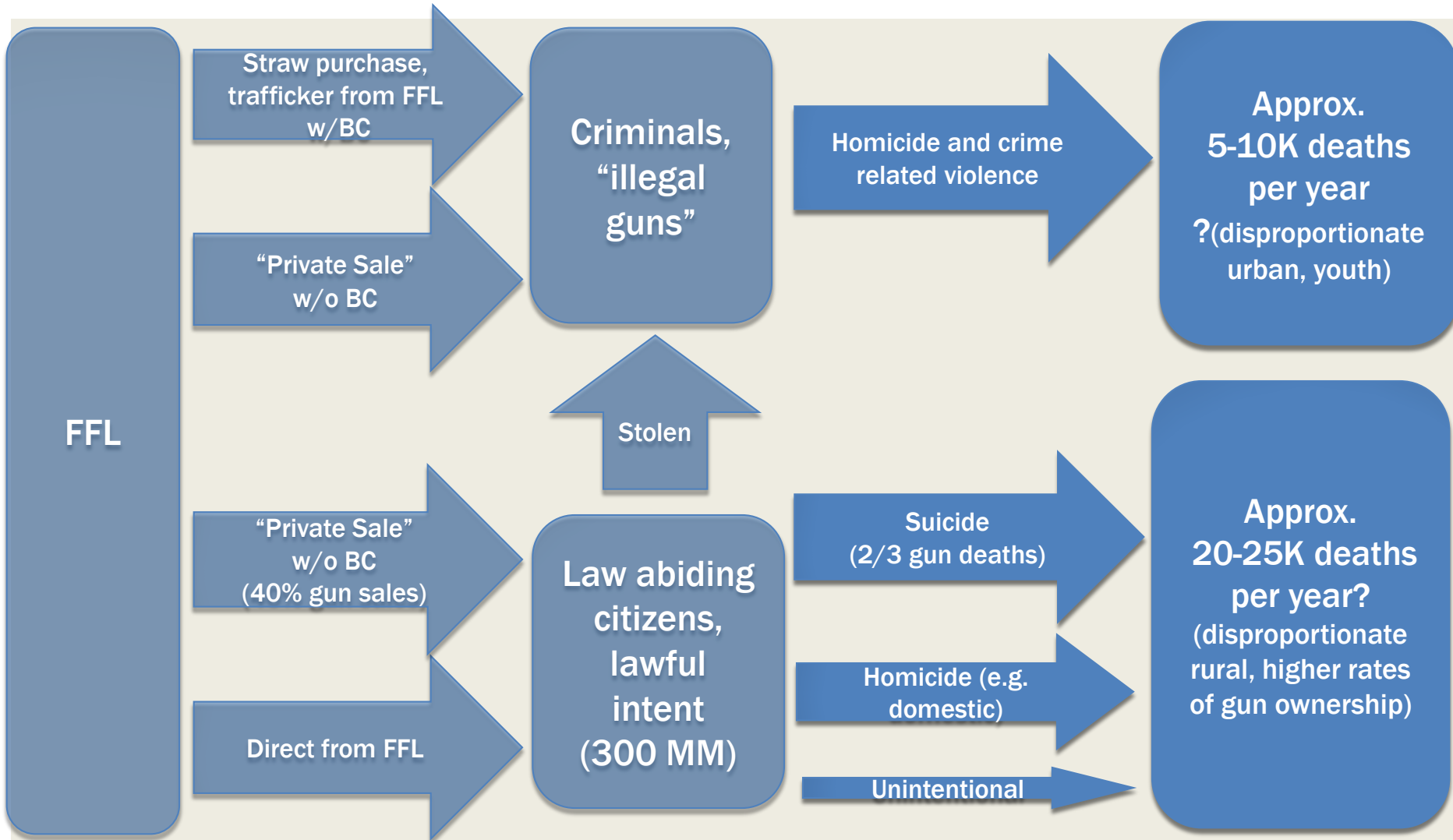
FROM GUN TO GUN VIOLENCE: TWO BASIC PATHS



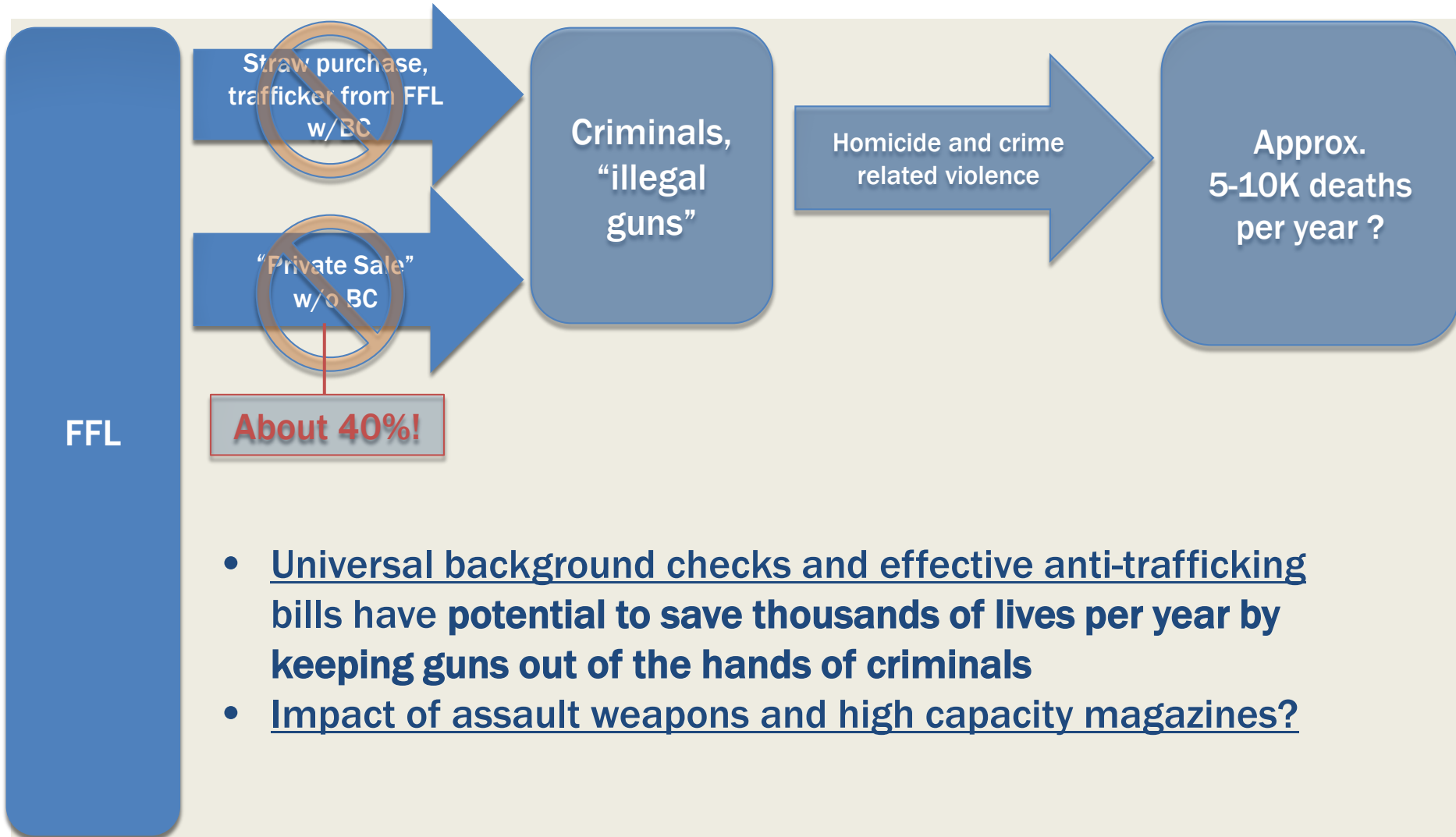
FROM GUN TO GUN VIOLENCE: TWO BASIC PATHS



FROM GUN TO GUN VIOLENCE: TYPE OF DEATH



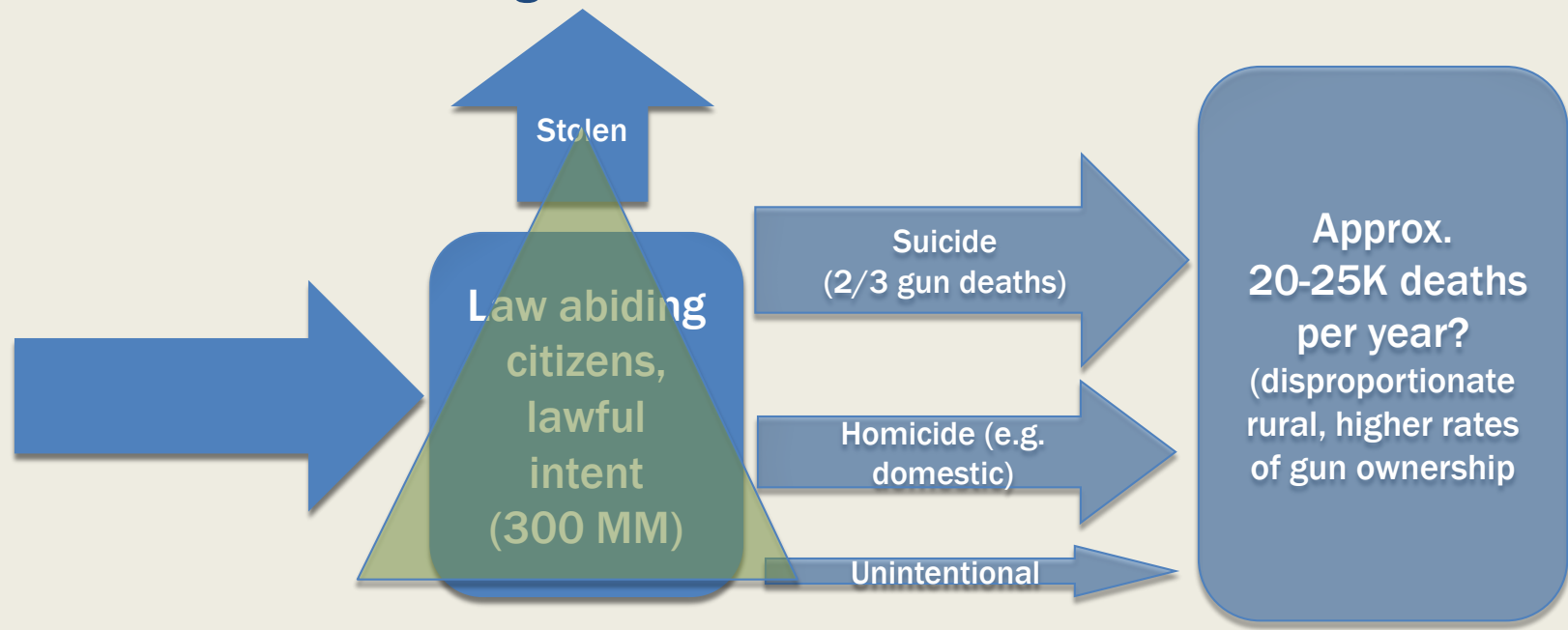
ROLE OF **POLICY**: KEEPING GUNS OUT OF CRIMINAL / DANGEROUS HANDS



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

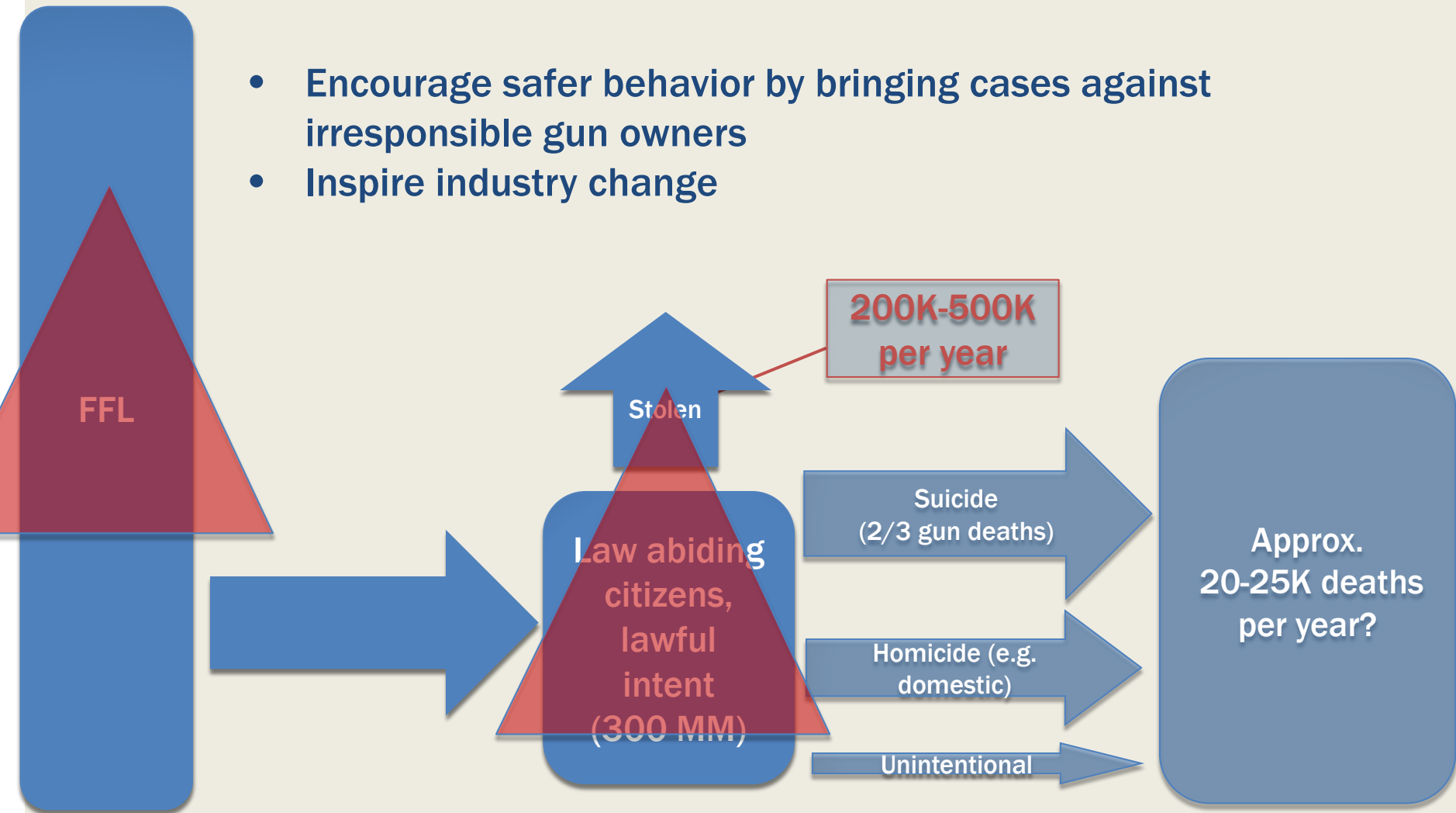


ROLE OF LEGAL ACTION: KEEPING GUNS OUT OF HANDS OF CRIMINALS



ROLE OF LEGAL ACTION: 300 MILLION GUNS ALREADY IN CIRCULATION

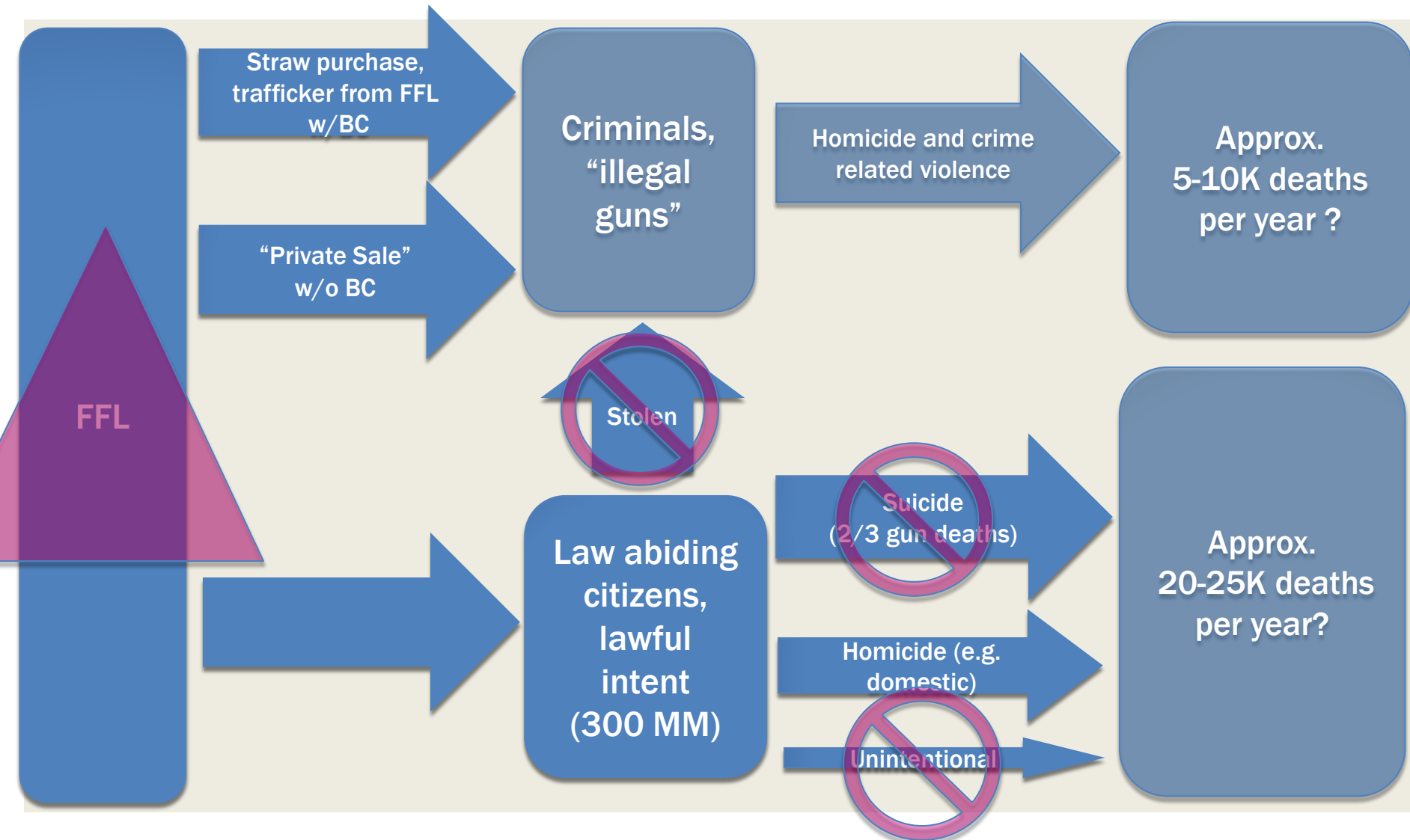
- Encourage safer behavior by bringing cases against irresponsible gun owners
- Inspire industry change



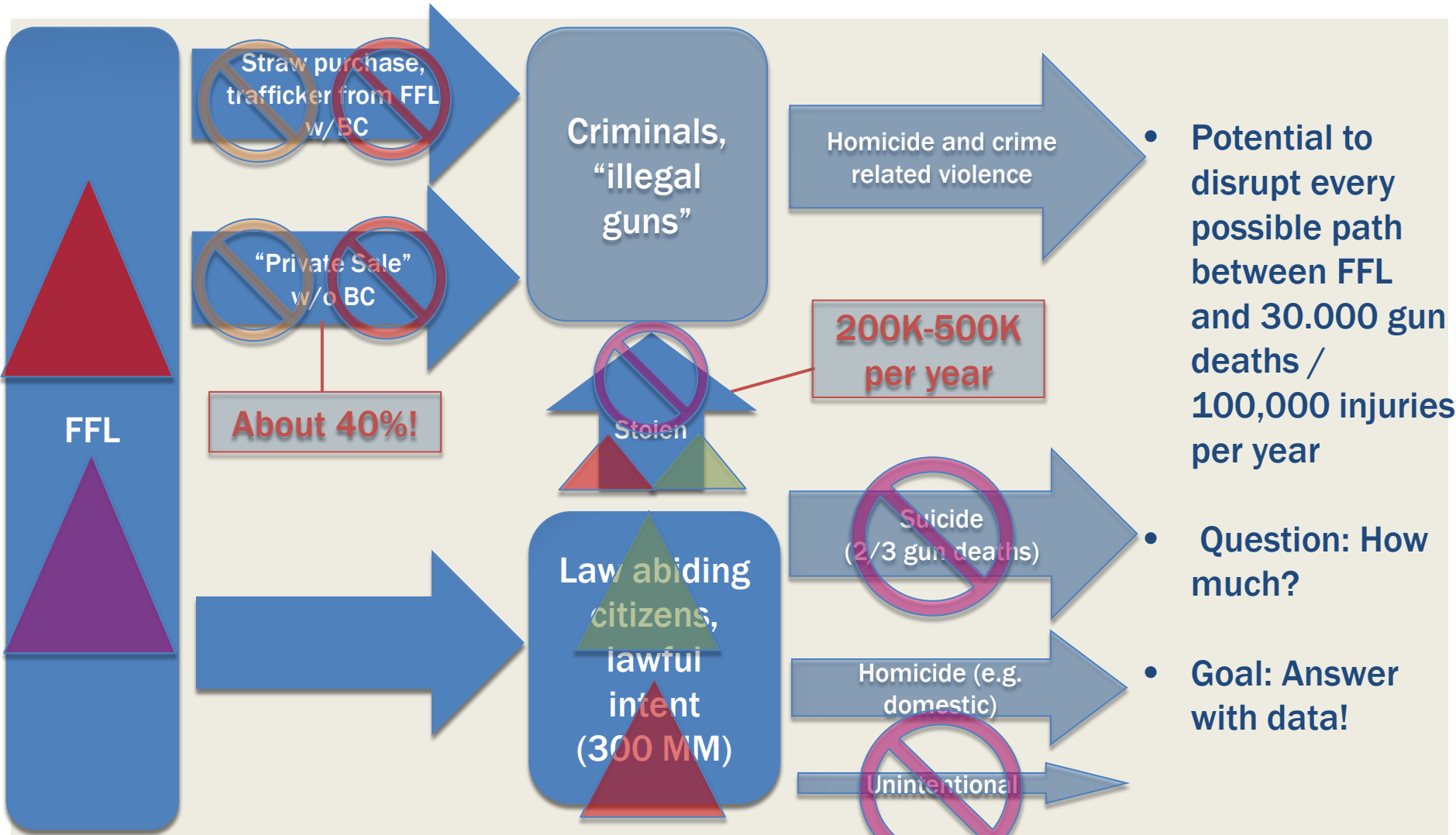
ADDENDUM ON TECHNOLOGY

- **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



ROLE OF DATA: DETERMINE / QUANTIFY POTENTIAL IMPACT OF INTERVENTIONS

